



LUND
UNIVERSITY

Vice-Chancellor

Guidelines for communication work at Lund University

1. Introduction and aim

These guidelines are mainly based on the 2012–2016 Strategic Plan (reg. no LS 2011/162), which addresses the importance of visibility and clarity with regard to Lund University's external and internal communication, and communicative leadership, among other things. The guidelines are part of Lund University's collective communication policy documents and support (see appendix *Lund University's communication platform*). The communication platform is to help make Lund University more visible and clear – internationally, nationally, regionally and locally – which in turn will help strengthen the University's competitiveness. By using the collective communication resources in the best possible way, the messages can be coordinated, and give the University a clearer profile.

The guidelines do not limit the employees' right to freedom of expression or right to communicate information for publication in the media, in accordance with the Swedish constitution. These rights and freedoms are regulated in the Swedish Freedom of the Press Act and the Fundamental Law on Freedom of Expression.

1.2 What type of communication is covered by the guidelines?

The guidelines for the communication work at Lund University mainly refer to targeted, formal communication – internal and external.

2. Communication and confidence

Information from Lund University is to be reliable. It is a fundamental obligation of the University as a government authority, and the assignment as a research and education institution makes this even more important. The Higher Education Act (1992:1434) states that "The mandate of higher education institutions shall include third stream activities and the provision of information about their activities, as well as ensuring that benefit is derived from their research findings".

Lund University's external and internal communication is to be:

- True and correct
- Accessible and open
- Credible and understandable

Among other things, this means that communication activities shall, to the greatest extent possible, be adapted to the target group, i.e. designed to focus on the needs and conditions of the recipient. It also means that the University is to be open and transparent to the public, press and media, also in terms of its flaws and weaknesses, and available in social media.

2.1 Objectives and prioritised channel for external communication

The main objective of the University's external communication is that it will give the outside world a clear picture of what Lund University is and does. The conditions for quickly and positively recognising Lund University are to be improved through effective and coordinated communication, to help strengthen the competitiveness of the University. Another objective is to create and maintain good relationships with our collaboration partners and other stakeholders.

The most important channel for external and broad communication consists of the Lund University websites, primarily the University-wide www.lu.se, and the websites of the faculties and departments.

2.2 Objectives and the prioritised channel for internal communication

The main objective of the internal communication at Lund University is for staff and students to be well informed about the activities taking place within the University. Facilitating the preparation, support and implementation of decisions, contributes to transparent and clear decision-making. It also helps create an open discussion climate and thereby makes staff and students feel part of the University as a whole, and responsible for their individual roles and importance for Lund University. Increased participation and a sense of community help facilitate the work for everyone.

Many of our employees are non-Swedish speakers; therefore, the need for translations into English must always be taken into account.

The most important channel for internal communication consists of meetings and conversations among staff, and between staff and managers. In addition, there are various internal channels at different levels within the organisation, such as internal websites, newsletters, and staff magazines.

3. Responsibility for communication

3.1 Managerial responsibility

The responsibility for communication follows the general allocation of responsibilities at Lund University. The Vice-Chancellor has the overall responsibility and the managers are responsible within their respective areas of activity for ensuring good internal and external communication that complies with the established guidelines (see appendix).

3.2 Employee responsibility

All Lund University employees have a responsibility not only to contribute to good dialogue in the workplace, but also to establish good communication between the University and relevant external target audiences. Employees also have an obligation to acquire the information needed to understand the organisation, and to perform their work.

3.3 Communication officers' role

Communication officers at all levels in the organisation provide strategic and operational support to managers, project managers and other employees in matters that concern communication. The role of the communication officer is to help make communication within the University and with external stakeholders resource-efficient, effective and coordinated.

The term 'communication officer' includes specialists such as information officers, web editors, research communication officers, study communication officers, press officers, journalists and graphic designers.

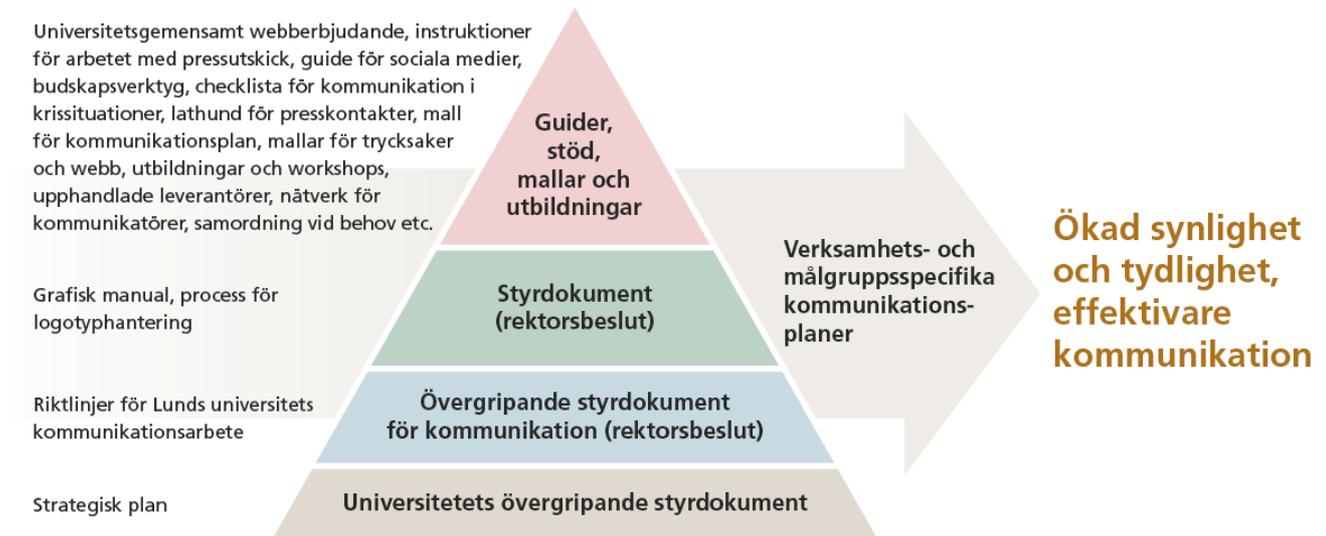
4. Planning, development and evaluation

Communication is to be an integral part of the daily operations and in all work concerning development and change. Communication activities should therefore, to the greatest extent possible, be planned, budgeted, followed up and evaluated in close connection with the rest of the organisation.

As far as practically possible, the communication activities within research groups, departments, faculties, and the University-wide administration are to coordinate their activities so that the resources can be used effectively and thus make Lund University more visible and clear.

Appendix: Lund University's communication platform

The model shows how policy documents and support for the communication work are connected in a joint platform. The content of the platform and contact information are available on www.lu.se/kommunikation.



University-wide web solution, instructions on press releases, guide to social media, key message tools, check list for crisis communication, quick reference guide on contact with the press, communication plan template, templates for printed materials and the web, training and workshops, procured suppliers, communication networks, coordination when needed, etc.

Graphics manual, logotype management

Guidelines for the communication work at Lund University

Strategic plan

Guides, support, templates and training

Policy documents (Vice-Chancellor decisions)

Overall policy documents for communication (Vice-Chancellor decisions)

The University's overall policy documents

Communication plans specific to the organisation and target audience

Increased visibility and clarity, more effective communication