

Student Union of Tampere University's communication strategy 2023–2026

This is the Communication Strategy of the Student Union of Tampere University (TREY). It defines the purposes, goals and target audiences of the Student Union's communication. The Student Union's communication is defined by the Student Union's core value, 'the student at the centre of everything', and its core message, 'we students'. The Student Union's communication is student-oriented, and it reflects the student body and promotes a sense of community.

1. Purposes and target audiences

The purpose of communication is to make the Student Union's work visible and more interesting to members, increase the Student Union's influence, promote a sense of community and show the possibilities of student life.

The most important audience is the Student Union's members: the students at Tampere University. Other important identified target audiences include the associations operating within the Student Union, other organisations operating inside the community and the Student Union's other stakeholders. In terms of advocacy work, important target audiences include parties which the Student Union seeks to influence, such as Tampere University and the City of Tampere.

2. Goals and metrics for communication

Influential student advocacy organisation

TREY's advocacy work is prominent both in the community and among stakeholders. TREY is an active and professional advocacy organisation. We will measure the effectiveness of advocacy work by analysing survey answers, communication metrics and media visibility.

We will develop new methods and metrics for advocacy communication during this strategy period. The goal is to find the right means and channels to make our advocacy communication interesting and appealing to students.

The purpose of communication is to give students information about decision-making themes that concern them, such as national elections and Tampere University's campus development projects. Bringing decision-making closer to students enables and encourages them to influence matters that concern them. We will assess the achievement of these goals by measuring student voter turnout and participation rate in communication campaigns and other campaigns.

Focus on associations

Associations are an integral part of our community, and the Student Union's communication should highlight their work. The Student Union gives equal visibility to the associations operating within the community and offers them support and tools for communication. We will measure the achievement of these goals by analysing survey results and the quality and quantity of the support services offered to associations.

Inspiring and engaging activities

The Student Union's communication is as interactive and student-oriented as possible. Thanks to open and student-oriented communication, students can and want to join and influence the Student Union's activities. The Student Union takes the diversity of students into consideration in its communication. The Student Union simultaneously communicates in Finnish and English. We will measure the achievement of these goals by analysing communication metrics, feedback and survey results.

Clarifying core activities

The Student Union's communication is systematic, goal-oriented and of high quality. The Student Union has first-rate communication expertise.

Communication is regarded as one of the most important stages of all processes, and adequate resources are allocated for it. The Student Union flexibly adapts to changes in communication, technologies and the society and strives for active improvement in an evolving operating environment.

The achievement of these goals will be assessed by measuring the reach of communication channels and with other metrics.

3. Strategy implementation and monitoring

The achievement of the Communication Strategy will be actively monitored as a part of the sector's annual work and reporting. The implementation of the Communication Strategy will be guided by the Student Union's internal communication plan, which defines day-to-day communication tasks, and the brand manual. The communication sector has the main responsibility for monitoring, but all sectors will contribute to the development of communication. Feedback will be taken into consideration in the development.