

The communication strategy of Student Union of Tampere University

Decided in the meeting of the Council of Representatives on 6 November 2018

This is the communication strategy of Student Union of Tampere University (TREY). This document defines the tasks, goals and target audiences of the Student Union's communications. The communications of the Student Union are defined by the central value of the Student Union, *The student at the centre of everything*, and its core message, *We students*. We students constitute the Student Union, and therefore our communications are student-centred, approachable and promote a sense of community.

1. The tasks of communication include:

- Making the work of the Student Union visible to the members and strengthening a culture of openness and transparency
- Communicating about and supporting the Student Union's advocacy work
- Improving the possibilities of members and associations to communicate and influence
- Interacting with internal and external interest groups
- Making the Student Union more visible and influential

2. The goals of communication

Background The Student Union is a representative of the students, yet it is often seen as separate from them. As stated in the strategy, we want to change this and make TREY into a community that all students feel they are a part of: all 18,000 students are the Student Union. The communications of the Student Union have a key role in this

change and in the realisation of this goal with the help of the following sub-goals and means.

Goal The communications of the Student Union are planned, strategic, high-quality and goal-oriented. The Student Union has high-level communication competence.

Means Communications are seen as one of the most important stages in all work that the Student Union does: therefore sufficient resources will be allocated to it.

Goal The communications of the Student Union contribute to building a united and equal higher education community that the student wants to belong to and where they feel like they belong.

Means The communication is interactive and speaks with the voice of the community. The communications take into account both interdisciplinarity and equality between the campuses. Internationality is given a lot of weight in the communication and the Student Union always communicates in Finnish and English at the same time.

Goal The associations are central for the interaction of the community.

Means The Student Union enables the associations to participate in the Student Union's communications and offers them support and tools for communication.

Goal The Student Union communicates in such a way that meanings are clear, and the work of the Student Union comes across as respectable and necessary. Open and student-centred communications enable students to participate in and influence what the Student Union does.

Means The Student Union communicates about its work and decision-making actively and in a way that is easy to understand. The communications actively promote channels that the students can use to influence the Student Union's decisions.

Goal The Student Union adjusts quickly to changes in communications, technology and society.

Means New technologies, communication channels and communication opportunities that benefit the Student Union are adopted quickly.

Goal The brand of the Student Union is unified and recognizable, and it is visible in the Student Union's communications with its members, associations and interest groups.

Means The communications of the Student Union are consistent with its visual identity. The brand of the Student Union is a part of all meeting points where the Student Union is present. All who work in the Student Union are trained to realise the brand of the Student Union.

3. The purpose and target audiences of communication

The communications of the Student Union can be viewed through three different purposes, which are:

- General communications
- Advocacy communications
- Developing a sense of community

In order to realise these purposes, the Student Union will take into account its various target audiences, which include e.g.:

- The members
- The associations operating within the Student Union
- Other interest groups (such as Juvenes and Finnish Student Health Service)
- Actors that the Student Union wants to influence (such as the University and the City of Tampere)

4. Realizing and monitoring the strategy

The realisation of the communication strategy will be monitored actively as a part of the work related to the Plan of Action and annual report. The realisation of the communication strategy is guided by the Student Union's communication plan, which defines the realisation of day-to-day communications in more detail. The communications sector is primarily responsible for the monitoring, but other sectors will also participate in the assessment and development work. Feedback that the student union receives will also be considered in the monitoring.