



COMMUNICATIONS POLICY

Karlstad University's primary mission is to provide first-, second- and third-cycle education and research as well as to cooperate with external partners in all sectors, at home and abroad, for reciprocal exchange of knowledge and experience. Our task is to create, integrate, apply, disseminate and preserve knowledge.

Basic principles and objectives

Communication is a strategic and operative tool in the University's endeavours to fulfil its mission and achieve its strategic goals. Its aim is to increase knowledge and understanding of the University's operations among different groups, and to create good and long-term relations. The University's communication shall be transparent, intelligible, factual, topical and relevant. Information of the University shall give a correct picture of the organisation and its operations. Citizens have a right to gain insight into the University's practices and use of resources.

Karlstad University is proactive and anticipatory in the approach to communication and considers the aspect of communication in the decision-making process. In the same way that the University plans its education and research activities, communication is planned and decisions are made on what it is to achieve.

Karlstad University promotes a free, open and critical debate in society and the same principle applies to student and staff at the University. The University has a clear duty to safeguard a workplace culture that encourages employees and students to notify any irregularity.

Relation to laws and ordinances

This policy is subordinate to Swedish legislation, primarily to the Constitution, the Freedom of the Press Act and the Fundamental Law on Freedom of Expression. These laws regulate every individual's right to freedom of thought, freedom of speech, and the protection of sources. Karlstad University is subject to the provisions of the principle of public access to information and has, under the provisions of the Higher Education Act, an obligation to cooperate with society at large and to inform the public about university affairs.

The Administrative Procedure Act regulates the legal relationship between public authorities and citizens and the authorities' service obligations. The Higher Education Ordinance regulates citizens' rights to obtain information on education. In addition, there are other regulations, for example the Public Access to Information and Secrecy Act, the Privacy Protection Law, Employment (Co-Determination in the Workplace) Act, and the Copyright Regulation, which also affect the management of communication.

Goals for internal communication

Good internal communication is a prerequisite for a well-functioning and efficient organisation and for enhancing the purpose and understanding of processes and activities. In this way, communication also contributes to good psychosocial working conditions while ensuring that the external communication is credible and effective.

Decision No.	Rb 122/14	Diary No	C2014/567	Substitute decision	Informationspolicy, 2000
Decision valid from	2014-10-15	Decision valid to	Until further notice	Officer	Joachim Gustafsson

The aim of the internal communication is to promote participation and create opportunities for communication at all levels. The purpose of open communication between staff and students is to be responsive to different perspectives and needs in the organisation. An 'open dialogue' policy, however, requires that all staff have good knowledge of the University's vision, goals, decisions, plans and activities.

Goals for external communication

The overriding purpose of the external communication is to enable the University to participate in and impact on societal developments and to maintain and develop partnerships and networks actively. We shall attract attention to our high quality education and research through purposeful and coherent communication. We shall successfully recruit students and employees and do well in the competition for external research funding.

Accountability

All employees are responsible for communication involving their duties and for seeking the information they need or are interested in. In addition, employees are obligated to answer questions relating to their duties and to provide official documents to the public without delay, that is, on the same day or the following day, unless otherwise agreed.

Every head is responsible for the internal and external communication in their respective department and for ensuring that the department adheres to the University's Communications Policy, Communications Strategy, and the Trademark Identity.

The Vice Chancellor is responsible for internal and external communication at a general level. The responsibility is delegated to the Communications Director, who is in charge of the development, implementation and evaluation of the Communications Policy, the Communications Strategy, and the Trademark Identity. The responsibility involves supporting the organisation and working operatively with communication planning, websites, mass media relations, social media and trademark. The Communications Director is also in charge of the Communications Department.

Media related communication

Contacts with the mass media are regulated by Swedish legislation. This means that every employee and student has the right to submit debates to newspapers, for example, and to make a statement to the media as an individual. It is not permitted to make any enquiry into the identity of an informant. The protection of sources does not, however, mean that all employees have the right to speak on behalf of the University or represent the University in the media.

Questions pertaining to research pursued at the University should be referred to the appropriate researcher. For other questions, the list of spokespersons below applies, unless otherwise agreed:

- The Vice Chancellor, Pro-Vice Chancellor, and the University Director are spokespersons on general university issues.
- The University Director is spokesperson on administration issues.
- The Deans are spokespersons on faculty and teacher education issues respectively.
- Department heads and heads of central support services are spokespersons on issues related to their areas of responsibility.

Related documents

Communications Strategy

Trademark Identity

Web Publication Policy

Manual for Social Media

Efficient E-Mail Management

Crisis Communications Plan