



# Communications

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## Why?

- › The principles of communications are based on basic rights
  - » Freedom of speech, equality, the right to participate and have influence, protection of law, the right to one's own language and culture.
- › The implementation of changes requires timely and clear communications.

The Prime Minister's Office has published guidelines on communications:

[vnk.fi/viestintasuositus](http://vnk.fi/viestintasuositus) (in Finnish)

## What?

- › Up-to-date and easy-to-understand Websites and press releases
- › Seminaarit sidosryhmille
  - » Events
  - » Webinars
  - » Participation in events arranged by other operators
- › Social Media: Twitter accounts, Facebook and Instagram.  
Once you have selected the channels, you should ensure continuous presence in them.

## How?

- › Ensure that public officials have the skills and tools required for the realisation of communications.
  - » The top management is the organisation's public face and bears the responsibility for the organisation's communication culture.
  - » Officials communicate on matters that come under their responsibility with the assistance of communications professionals.
- › When planning communications, take the following factors into account:
  - » Timeliness
  - » Needs and special characteristics of various groups
  - » Use of various means and channels of communication
- › Forge collaboration with stakeholders
  - » Regularly and with clear goals