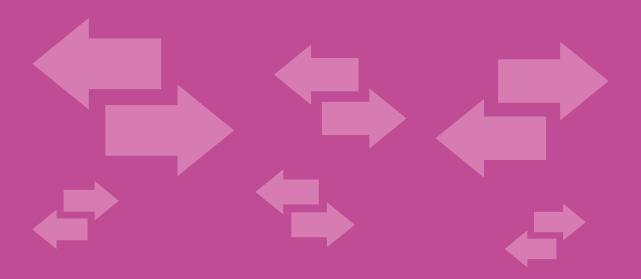


Communications



Communications

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 (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