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The Student Union of the University of Eastern Finland The Communication Instructions 2017

The Executive Board of ISYY accepted on the 26th of April 2017

1. Common

The Communication Instructions

The Communication Instructions of the Student Union of the University of Eastern Finland (ISYY) describes the communication customs and operating principles of ISYY. It operates as a guideline for different operators of the Student Union in implementation of communication.

Member and association communication, organisation communication, and media and stakeholder communication of ISYY are directed also by the Communication Strategy of the Student Union of the University of Eastern Finland. Customs described in these Instructions obey the principles of the Communications Strategy.

Responsibilities

The communication of the Student Union of the University of Eastern Finland (ISYY) shall be taken care of by the Student Union's Executive Board members, staff members and the Chairperson of the Representative Council, each from their own sector. Also other elected officials shall take care of the Student Union's communication and its functionality, from their own parts.

The Secretary for Communications and partly also the Secretary for Recreation shall have the main responsibility of daily communication targeted for the members happening through the official communicating channels. Other staff members of the Student Union shall answer for communication belonging to their own sectors.

All staff members and elected officials of the Student Union shall take care of and answer for the functionality of the Student Union's communication. They shall also inform the Student Union's Secretary for Communications and the Executive Board's Responsible for Communications on matters requiring informing, and plan and produce material in Finnish and in English for informing and communicating. It is advisable to do own communication plan of large campaigns (it can be found on the website of ISYY from section "Documents" > "Regulations and instructions" > "Communication plan template").

2. Target groups of communication

Internal communication:

Members
Representative Council
Executive Board
Staff
Campus Boards
Sections
Student organisations
Clubs
Campus organisations
Student representatives of administration

External communication:

University
Stakeholders related to the student services (for example FSHS, student housing foundations, Kela, Nyyti ry)
National Union of University Students in Finland, other Student Unions
Other student associations of the campus cities
Decision-makers (local and national, political)
Cooperation partners (city specific, mutual)
Media

Communication in English

ISYY tries to inform of its matters also in English, as inclusive as possible. In case the matters being informed of concern also international students, of those shall also be informed in English. In case the matters being informed of do not (directly) concern international students, of those shall be tried to inform in English at least briefly. Person, who produces a message of a matter in Finnish, shall also produce the message in English. This means in practice, that for example the Secretaries for Interest Advocacy or the Responsible for Academic Affairs and the Responsible for Social Politics shall produce material in English on matters related to the interest advocacy sector, when also the international students are required to be informed and communicated of those. ISYY's Executive Board and Representative Council shall produce material in English, when the international students are required to be informed and communicated of matters related to these organs, and for example the Central Election Committee shall produce material in English of the Representative Council elections, in case the international students are wanted to inform of those.

Also the Secretaries for International Affairs at the campuses of Joensuu and Kuopio and the Secretary for Communications shall participate in producing material in English, from their own parts. They shall also mainly deliver the material being informed of, for the international students.

3. Channels of informing

Email

The Student Union has both open and closed email lists.

Anyone may join the open email lists, but their usage is more restricted. Open lists are used for mass informing, so their usage shall be considered and if required, the one planning on informing shall ask the Secretaries of the Student Union for instructions. Closed lists are meant for multi-directional communication of a smaller group. Overlaps are tried to be avoided with the lists.

Private communication and meandering discussions are blocking the emails. Precise screening is hoped for especially from the Chairpersons of associations and Sections. By screening out personal messages and inappropriate discussions, the lists are given an opportunity to operate as effective communication channels. Personal messages shall be sent to a personal address.

If a message is being delivered for many parties knowing each other, it is advisable to write DISTRIBUTION: (names whom the message is being sent) to the beginning of the message. Thus a receiver may deduce, if it is worth to transmit the message still for some other party.

Info lists of ISYY

Email lists isyy-info.joensuu; isyy-info.kuopio and isyy-info.savonlinna are campus specific communication lists that are open for all. Through the lists are mainly informed of important matters of the University of Eastern Finland concerning students. Also of important matters or events related to the Student Union's stakeholders (for example FSHS, SYL) and cooperation partners can be informed through the lists.

When communicating through the lists, it shall be strived for as short and compact communication as possible. Messages with attachment files shall also not be sent on the lists, but put for example a link to the website of ISYY or another website on those messages. In case the matters being informed through the lists consider also the international students, the content of a message shall also be tried to translate briefly in English.

The Secretary for Communications or if required, the Secretary for Recreation, shall mainly take care of the communication happening through the info lists. They shall also answer for the upkeep of the lists.

Email lists of ESN KISA and ESN Joensuu

ESN KISA and ESN Joensuu have their own email lists, in which the Monday Mail newsletter is being sent. The Secretaries for International Affairs shall take care of the lists and sending the Monday Mail.

Email lists of the Sections

On the email lists of the Sections are posted announcements of the matters of the specific Section, such as notices of meeting, minutes and announcements of the Section operators. The email lists may also be used for discussions between the Section operators.

Lists of the student organisations

Email through the list shall be sent for the Chairpersons of the student organisations or other persons in charge, when a matter concerns them personally or is especially important for the cooperation. Chairpersons of the student organisations can be asked to deliver the information to their members.

List of the Representative Council

The Representative Council list is a closed list, on which the Representative Council members may have a discussion preparing a Representative Council meeting. Only the Representative Council members, deputy members, Executive Board and the Secretary General shall be accepted to the list.

Website

Website (www.isyy.fi) is the official bulletin board of ISYY. Important news and announcements are added on the front page of the website. There is also an event calendar on the front page, in which can be added events of the Student Union, Sections, student organisations and clubs etc. and information of their upcoming meetings.

Common information of the Student Union as an organisation and interest advocacy operator of a University student is also found on the website. Also the current contact information and decision lists of the decision-making organs' meetings are found on the website.

ISYY's operating at three campuses shall be taken into account in informing happening through the website of ISYY. For example of the events (for example May Day, Smiles and Complaints Week, Development Cooperation Week, Wellbeing Week), which take place at

all three campuses, shall be tried to inform centralised with a same online announcement or in a same event in event calendar, not separately of each campuses event.

The staff members of the Student Union shall take care of the website's upkeep. The Secretary for Communications and the Secretary for Recreation shall take care of the common matters concerning the website and if required, it shall be able to contact them in questions concerning the website.

Updating and upkeep of the single pages of the website shall be decentralised between the Student Union's staff members, in accordance with a separate page specific map of responsibilities. A staff member responsible for updating and upkeep of a specific page in Finnish shall also take care of updating a possible equivalent page on the ISYY's website in English, or if required, ask help for this task from the Secretaries for International Affairs or the Secretary for Communications.

The Student Magazine Uljas has its own website, the upkeep of which shall be taken care by the editorial staff of Uljas.

Accessibility and availability shall be taken into account when designing or remodelling the website. It increases the accessibility, when the website has been implemented, thus its usage is possible with different devices, such as mobile phone or a reader device of a visually impaired person.

Social media

ISYY has separate Social Media Instructions, which are set as an attachment to these Instructions.

Newsletter

The Student Union has a newsletter in Finnish, Wiikko-Ärsyke, and a newsletter in English, Monday Mail, which come out weekly during semesters. The Secretary for Communications shall edit the Wiikko-Ärsyke in Kuopio, the Secretary for Recreation in Joensuu and the Office Secretary of Savonlinna in Savonlinna. Monday Mail shall be edited in Joensuu by the Secretary for International Affairs of Joensuu and in Kuopio by the Secretary for International Affairs of Kuopio.

Newsletters have information of events organised by the Student Union's own operators, student organisations, campus organisations and clubs. Through those may also be informed of events organised by the stakeholders and cooperation partners for the students or other current matters. Newsletters are able to be read electronic also on the website of ISYY.

Bulletin board

The Student Union has a bulletin board, of which is decided by the Representative Council. The official bulletin board of the Student Union is on website of the Student Union. The minutes of the Representative Council meetings, list of decisions of the Executive Board's and Sections' meetings, valid contact information of the Student Union and advertising of the Student Union's current events shall be visible on the website. Also the information of vacant positions and elected official positions shall be on the website.

Student organisations

The Student Union's informing for the organisations requires the student organisations to inform their valid contact information for the Student Union. Common contact information of an organisation and its Chairperson's personal contact information are essential for the Student Union's informing.

The student organisations are wished to inform the Student Union actively of their own events and to keep in touch with the Student Union. Event announcements can be delivered to the newsletters of the Student Union. The student organisations are being asked to make short announcements of their events also in English, which can be delivered for the international students and degree students.

Clubs

The Student Union's informing for the clubs requires the clubs to inform their valid contact information for the Student Union. Contact information of a person responsible for a club is essential for the Student Union's informing.

Clubs are wished to keep actively in touch with the Student Union. In accordance with the Club Regulations, a club shall have regular activity. Because of this, informing the Student Union of operation is essential to confirm the obeying of the Regulations. Event announcements can be delivered to the newsletters of ISYY.

4. Communication customs of ISYY

Comments, statements and public discussion

When ISYY is asked for official statement or comment, the Chairperson of the Executive Board, the Vice Chairperson of the Executive Board and the Secretary General, two together, shall operate as its signers. These sorts of statements and comments are for example the requests coming from the National Union of University Students in Finland (SYL), and statements for large and official matters, such as financial aid for students. If the Student Union otherwise takes a stand or expresses its opinion, the ones who operate as the signers of a statement or comment may also give additional information, for example a certain sector's Executive Board responsible or Secretary.

An official statement or comment made by the Executive Board shall be sent for information for the Representative Council through email. This shall be taken care of by the Chairperson of the Executive Board. In addition, a statement or comment shall be put on the website of ISYY and from it shall be informed also through other communication channels of ISYY. A statement shall also be sent for information for the staff. This shall be mainly taken care of by the Secretary for Communications.

An internal statement shall be sent for information through email for the ones, whom the statement concerns.

If required, the statements and comments shall be sent for information for SYL, student magazine and other local media. The Secretary for Communications shall be the sender, from a commission of the Secretary General or the Chairperson.

If a staff member, Executive Board member or a Chairperson of a Section is going to publicly take a stand as a representative of the Student Union, the statement shall be accepted by the Executive Board. Performing in the name of the Student Union requires a permission of the Student Union's Executive Board.

When giving statements that are not related to the Student Union, everyone shall take care that they are understood as statements of a private person, not as statements of the Student Union.

If it is being considered, that the Student Union should participate in a public discussion concerning ISYY's activity or the members it represents, the Secretary General or their substitute and the Executive Board shall be informed of the matter. Public discussion shall mainly happen through the ISYY's Secretary General, Executive Board's Chairperson or Representative Council's Chairperson or if required, case-specifically in accordance with the agreed responsibilities. If necessary, they may delegate for example interview requests of media for the staff members or elected officials of the Student Union. It is advisable to inform the Secretary for Communications of participating in public discussion, in case of possible media contacts.

Notices of meetings

Representative Council meetings

Notice of a Representative Council meeting shall be sent for the Representative Council at the latest for a week before the meeting. The Secretary General shall deliver the notice of a meeting and agenda through email for the Representative Council, staff, Executive Board and Campus Board.

A summary record shall be written of a meeting, which shall be made by an Executive Board member, for whom the Responsible for Communications has delegated the task. They shall deliver the summary record through email for the Representative Council, Executive Board,

Campus Boards and staff. Purpose of the summary record is to give the decision matters of a meeting for information for them, who have not been able to participate in the meeting.

Of a decision matters being agreed on may be written news to the front page of the ISYY's website. The Executive Board shall decide on the matters being made news of, after the Representative Council meeting. If required, the Executive Board's Responsible for Communications shall write the piece of news and deliver it for the Secretary for Communications to be put on the website.

Minutes of a Representative Council meeting shall be made at the latest for three weeks after the meeting. The Secretary General shall write the minutes and deliver it to the Secretary for Administrative Affairs, who makes a list of decisions on the grounds of the minutes. The Secretary for Administrative Affairs shall deliver the list of decisions on the website of ISYY. The Secretary for Administrative Affairs shall deliver the minutes of a Representative Council meeting on the website of ISYY after that, when the signatures of the Chairperson, Secretary and the scrutinizers of the minutes have been gotten to the minutes.

The minutes of the Representative Council meetings shall be archived to the "Edustajisto" folder on the collective drive being in usage.

Executive Board meeting

The Chairperson of the Executive Board or the Secretary General shall send the notice of meeting to an Executive Board meeting. Each Executive Board shall decide separately on the last date of sending a notice of meeting. A notice of meeting shall be sent through email for the Executive Board and staff.

In a meeting shall be decided on informing of decisions case-specific. Mainly, if a decision concerns students and affects their everyday life, of the decision shall be informed. The Executive Board shall agree case-specific on the content of what is being informed and on the ways of informing.

The Secretary for Administrative Affairs shall deliver the list of decisions of an Executive Board meeting, on the website of the Student Union at the latest for seven days after the scrutinizing of the minutes.

The Secretary for Meeting shall make the minutes of an Executive Board meeting as fast as possible after the meeting, and send it to the Executive Board and staff though email.

The minutes of the Executive Board meetings shall be archived to the "Hallitus" folder on the collective drive being in usage.

Campus Board meeting

The Chairperson of a Campus Board shall send a notice of meeting to a Campus Board meeting. A notice of meeting shall be sent through email to the Campus Board, Executive Board and staff. Each Campus Board shall decide separately on the last date of sending a notice of meeting.

On the website of ISYY or in other communication channels can be informed of the decisions of a Campus Board. A Campus Board shall produce the material, being informed of, ready and deliver it to the Secretary for Communications of the Student Union.

The Chairperson or Secretary of a Campus Board shall send the minutes of a meeting at the latest for a week after the meeting for the Campus Board and the Executive Board. The minutes shall be delivered through email.

The minutes of the Campus Board meetings shall be archived to the "Kampusvaliokunta" folder on the collective drive being in usage.

Section meeting

Notice of meeting to a meeting of the Sections shall be sent through email to the Section in question, Executive Board and staff. Also on the website of ISYY shall be informed of the Sections' meetings. The Chairpersons of the Sections shall be encouraged to inform of the meetings on the international students' email lists. The notice of a meeting shall be sent by the Chairperson of the Section in question, at the latest for a week before the meeting.

On the website of ISYY or in other communication channels can be informed of the decisions of the Sections. The Sections shall produce the material, being informed of, ready and deliver it to the Secretary for Communications of the Student Union.

The Chairperson or Secretary of a Section shall make the minutes of a meeting at the latest for a week after the meeting. The minutes shall be sent through email to the Section in question and a Campus Board. The minutes of the meetings of Sections shall be archived to the "Kampusvaliokunta" folder on the collective drive being in usage. The Secretary for Meeting shall take care of putting the minutes of the Sections on the website.

Staff meeting

A staff meeting shall be held at the Joensuu and Kuopio campuses mainly weekly. Of the matters being considered in a staff meeting shall be informed the staff of the other campuses and the Executive Board. The Student and Learning Services of the University shall be informed of the office's opening hours. The Secretary General and the Secretary for Administrative Affairs or other appointed staff members shall be responsible for delivering the information.

The Secretary General shall be responsible for the ones in the Savonlinna's office being aware of the important matters for the Student Union's staff.

Events

The Student Union's staff members being responsible for a certain event and the Executive Board members shall be responsible for the event informing. They shall produce the event's material that is being informed of, plan the date and channels of informing and deliver the material that is being informed of for the Secretary for Communications. The Secretary for Communications shall be responsible for informing on the official communication channels of ISYY.

Event informing, its responsibilities and the communication channels shall be decided on case-specific. Event informing shall be started, when a decision has been made on organising the event and the date of the event. The Communication Plan of ISYY shall be used when designing informing.

5. Media contacts

Written announcements being sent from the Student Union for media shall be mainly delivered in the text field of an email. Media has made a wish from this, because the emails having attachment documents may end up in the spam filter of the newsrooms. If required, announcements may be delivered also on the official sheet template of the Student Union as an attachment of an email. Faultless and fluent language shall be used in the announcements. Into the headlining shall be paid especial attention.

The Secretary for Communications shall upkeep a media list, to which the announcements are being sent. The Chairperson of the Executive Board, Secretary General and the Secretary for Communications shall be mainly responsible for informing the media. The announcements shall be sent by the Secretary for Communications.

Attachment 1.

Social Media Instructions

1. Aim of the social media communication

ISYY uses the social media to communicate for its members and the surrounding society. By the social media communication, reaching the members is tried to be enhanced in addition to the more traditional channels. By the social media communication, the activity is tried to be made more transparent.

ISYY tries to be there, where its members are. Through the social media, the members can be reached in more casual frames than for example the official web page. With the help of the social media, ISYY is able to increase the awareness of itself and its activity. By the social media communication, ISYY's members and stakeholders are being reached.

2. Social media channels of ISYY

Facebook

ISYY has its own page on Facebook (www.facebook.com/fbISYY). On the Facebook page are being added short announcements and news of the Student Union's activity and events, news of the students, announcements of SYL etc. Through the page can also be informed of stakeholders' and cooperation partners' topical matters and events concerning students.

Facebook is suitable for advertising events, reminding of schedules and telling about feelings. However, it is advisable to remember that not even close all members follow the Facebook page of ISYY or use Facebook at all, so it cannot be the only way of communication in important matters.

Communicating in Facebook is part of ISYY's communication, so just as all else communication, it is everyone's responsibility. Therefore everyone shall take care that their own matters are being told about, if required.

When informing through Facebook, ISYY's operating at three campuses shall be taken into account and for example when creating Facebook events which concern all three campuses (for example the Representative Council elections, campus event), mainly shall be made one shared Facebook event, not three separate.

Compact expression shall be preferred in Facebook posts and if necessary, in those shall be advised to get additional information for example from the website of ISYY. Pictures and videos shall be tried to be used in posts. Posts shall be made in Finnish and in English always, when necessary and sensible. Good number of posts per day is approximately from

one to four. Anyone may comment announcements on the Facebook page. Writing on the timeline however shall be disabled.

Secretary for Communications shall put the Wiikko-Ärsyke and Monday Mail newsletters on the Facebook page weekly.

Updating responsibilities of Facebook shall be agreed on annually in the social media team of ISYY. Main responsibility of updating the Facebook page shall be on the Secretary for Communications. In case you want something on Facebook, please contact the communication sector.

Facebook group "ISYY: Edunvalvonta voi kannattaa" (interest advocacy may pay off) shall be upheld by the staff members of ISYY's interest advocacy sector.

Operators operating under the Student Union or belonging in it (for example Sections and clubs) may establish in Facebook their own pages or groups related to the Student Union. These parties shall thus have also the responsibility to uphold the pages or groups and follow the discussion taking place there, and if required, to inform the Student Union's Executive Board, Representative Council and staff members of matters they should be aware of.

Posts of ISYY are gotten more noticeable by being active. All members of ISYY are supported to actively like, comment and share the posts of ISYY on their own profiles. Followers are also tried to be activated with the posts, so questions are advisable to be used in those.

Administration and development of Facebook

Especially the Executive Board's Responsible for Communications shall develop the Facebook communication. Right of accesses shall be given by the Secretary for Communications. Larger amendments on the page, such as changing the cover photo, reforming picture folders etc. shall be made by the Responsible for Communications and Secretary for Communications, others only in cooperation and after having agreed on with the Responsible for Communications/Secretary for Communications.

Questions coming on the page

The Executive Board's Responsible for Communications and Chairperson, and the Secretary for Communications shall be responsible for following the page. Questions shall be mainly answered by the one whose field of responsibility is in question – if you notice a question, please direct it for the right person. Explicitly inappropriate comments can be deleted; those are not needed to be answered. If you feel that you are not capable to respond appropriately, please ask someone else to answer.

When you answer a question, please put your name and title after the answer, so the answer does not seem too impersonal. If a question concerns for example opening hours, name is not as important.

Liking and sharing

When you select “Use Facebook as ISYY” from the menu, you can like pages and news and share them as ISYY. With this shall be especially careful; pages and posts shall not be liked (with the exception of the Chairperson) without agreeing with the Responsible for Communications or the one who communicates.

The Secretary for Communications and the Executive Board’s Responsible for Communications shall take care of liking pages and groups. Others shall not like pages or groups. The Secretary for Communications and Responsible for Communications shall take care that ISYY likes required groups and pages.

Posts

All announcements, statements etc. are good to be linked also on Facebook. Several posts can be made of events, meetings etc. Exceptions in opening hours, streaming Representative Council meetings etc. – they are good to remind of, even though only Facebook informing is not enough.

On Facebook should be communicated in two languages ALWAYS when possible. Small mistakes are not needed to be afraid of and a message does not need to be exactly the same in all languages. If required, a link to the website of ISYY or elsewhere.

Posts should be made in standard language and by avoiding Student Unions’ own abbreviations. Please remember that everyone does not live in a bubble of University and Student Union, and therefore for example a post “apply for a student member of the Board” does not particularly tell to the followers of the page, that it is the Board of the University in question. You can also be casual and funny in social media.

If possible, give time for all posts. So, if someone has just made their own post, please wait at least an hour until you make the next one.

Instagram

ISYY’s Instagram is more casual and unofficial channel than for example Facebook. The Executive Board members of ISYY are responsible for posting, but also the staff members are being encouraged to post. All social media team members may use the Instagram account of ISYY.

At least hashtag #ISYY should be used always, when posting on Instagram. Staff members may also use hashtag “#ISYYoffice.

When posting on Instagram, it should be checked that someone else hasn't posted anything in the last thirty minutes.

Hashtags in Instagram

When posting on Instagram, at least one of the following hashtags should be used:

#ISYY

#studentsoffinland

#studentsofuef

#studentsofISYY

#uniuef

#meolemmelSYYY

#weareISYY

Below are examples of hashtags to be used depending on situations. For example when posting something of SYL's events, hashtags #SYL, #SYLliittari or something similar should be used, depending on situation.

#SYL

#UEF

#(event)

#(campuscity)

#(topical/currentthing)

#(somethingfunny)

Texts on Instagram

First in Finnish, after following marks “//” in English.

Events

When planning events, also own hashtags should be designed, which would be used in the event. Also other people should be gotten to use the specific hashtags, when they post on the events in question.

Twitter

The Executive Board of the Student Union of the University of Eastern Finland has started to use Twitter on the 8th of February 2014. The Executive Board of ISYY can be found on Twitter with the name @ISYYH or from the address <https://twitter.com/isyyh>.

Twitter is suitable especially for communicating with politicians and journalists. In member communication it does not work so well yet, because only a very few member of ISYY follows the Student Union on Twitter. Twitter is better way to take straight contact to politicians and journalists than Facebook, because it is quite easy there to get exactly the

right person to read the thoughts of ISYY. Twitter is also a good place to follow discussion on important matters for ISYY.

Who?

The Executive Board members are responsible for using Twitter. The person who has tweeted shall be responsible that the response tweets are being answered. If required, they shall consult the Chairperson or Responsible for Communications about answering.

The Executive Board's Responsible for Communications shall follow the discussions and ask help from others for commenting, if necessary. The Chairperson of the Executive Board is advisable to be consulted in very important questions and answers.

Regarding Twitter it would be especially important that as many as possible (Executive Board member) would retweet the tweets of ISYY on their own personal account.

What?

Especially to the topical discussions related to the University students being commented. To the important topics for ISYY shall be joined: when in Twitter is being discussed on matters, in which ISYY wants to influence on, those shall be tried to comment as often as possible. Important matters may also be tried to raise by ourselves.

How?

Bilingualism has to be forgotten, because there is simply not enough space for that number of characters. Compacting requires practice, otherwise it cannot be learned. You may tweet as much as you have something to tweet of! Share good tweets, answer if required. Take your own account courageously into usage and retweet ISYY's tweets.

YouTube

ISYY has a YouTube account, on which are put videos made by ISYY. YouTube videos shall be tried to share on all other social media accounts.

3. Operating in social media

ISYY wants to be profiled as an open operator in social media, in accordance with its values. The values are equality, communality and being a pioneer. ISYY shall have discussions of matters concerning its members and participate also in societal discussion. ISYY shall participate in discussions and start those when needed.

ISYY encourages its operators to use social media, but advises to remember that a person may be profiled as a representative of ISYY even when operating on their personal profile.

Roles in social media communication

Executive Board members (especially members of the social media team, but also others)

Executive Board members shall make daily communication in Instagram related to their actions (such as whom is being met, whom is being influenced and raising own actions and interest advocacy into awareness) and if required, make other posts (such as Representative Council meetings or things happening on weekend). If necessary, the most important matters may be raised in Facebook.

Following discussions and reacting to those, or in other words, making policies, shall be the Executive Board members' responsibility (also cooperation with Secretaries).

Starting discussions and correcting misunderstandings, or in other words, making policies, shall be the Executive Board members' responsibility (also cooperation with Secretaries).

Staff members

Daily communication on ISYY's common matters to be informed of, such as events, open calls for applications, important announcements, topical articles in newspapers, Wiikko-Ärsyke newsletters etc. shall be staff members' responsibility.

Following inbox of Facebook and answering messages or delivering those forward shall be staff members' responsibility, as also creating and upholding Facebook events, unless otherwise being agreed on.

Producing graphic material, such as cover photos etc. in social media shall belong to the field of responsibility of the staff members (at least principally).

Also following discussions and if required, reacting in those, shall belong to the fields of responsibility of the staff members, together with the Executive Board.

Staff members of the interest advocacy sector shall be responsible of upholding the EVVK group, "ISYY: Edunvalvonta voi kannattaa" (interest advocacy may pay off).

4. Analysis and measurement of the social media communication's success

Success of the social media communication shall be followed by the numbers of likes and accessibility, for example by following the average values of those and by analysing results regularly with the social media team.

Accomplishment of the social media communication's aims shall be followed by making communication enquiries at least once per year.

The Executive Board's Responsible for Communications and the Secretary for Communications shall be responsible for analysing and measuring the social media communication's success.

Attachment 2.

Crisis Communication Instructions

1. What is a crisis situation?

Crisis situation requires states of emergency, which are related for example the Student Union's persons, information security, accidents or disasters. In states of emergency, all operators must support informing by delivering information of an event and its backgrounds without delay. Informing shall be accelerated as the need increases. In accordance with the possibilities, the informing shall happen first to the operators and members of the Student Union. Media or other ones being interested in the matter must not be informed without permission of the informing management.

2. Responsibility distribution in crisis situations

The Secretary General and the Executive Board's Chairperson or a Vice Chairperson shall direct the internal and external communication of the Student Union in crisis situations. In case they are unable to perform the task, the responsibility for directing shall be carried primarily by the Chairperson of the Representative Council and secondarily by the Executive Board's Responsible for Communications. In a campus specific crisis, the Chair of the Campus Board shall also be responsible. So, the main sector and the sector for communications shall form a task force in a crisis situation. It is important to keep these parties aware of the progress of the crisis and everything related to it.

In a crisis situation, cooperation with the University stands out. If a Student Union's crisis affects also to the University, communication shall be implemented together with the University's communication to remain consistency.

The Executive Board of ISYY shall be convened if required.

3. Channels of the crisis communication

Informing shall be taken care with by email, the website of ISYY and if necessary, social media. Email must be sent without delay for the Executive Board, staff, Section for Student Organisations and information lists. Primarily the crisis communication shall be started of that channel from which the crisis has begun. Locally informing shall also be tried to be taken care of face-to-face to the Executive Board and staff, depending on the seriousness of the crisis. The Chairs of the Campus Boards shall be responsible for this. The sector for

communications shall be responsible for following social media and if required, to react in accordance with the instructions of the main sector.

4. Communication in a crisis situation

Best way to anticipate and prevent crises is to recognise those early. Communication delivers predicting information and dispels unnecessary elements of crisis. By reacting fast, even larger crisis can be avoided.

Person, who recognises a crisis, shall inform the main sector, which begins to direct the crisis communication. The communication shall be taken care of by the main sector, which shall delegate responsibilities for others, if required. The Student Union shall make cooperation on informing with the University, because these two parties have mutual members.

The crisis communication consists of informing, reportage, giving operating procedures, organising crisis support if required, following the media and informing afterwards.

Accuracy and speed of communication shall be taken especially into account. The need for continuously available, reliable and topical information stands out in crisis situations.

It is important to speak truth and offer all possible available information when informing and reporting of a crisis. It is important to take care of the internal communication before making a message public, so before letting information for media, the operators and members of the Student Union shall be informed of the crisis.

Often the first message defines the direction and tone of publicity. Reliable communication upholds trust and reputation. Information shall be offered continuously more, as additional information of what has happened is being received.

In a crisis situation, the party that directs the communication should record everything that has happened. Mental images of what have happened change during a crisis, so topical archiving of the matters makes it easier to conceive the general picture of the crisis.

It is good to prepare the crisis communication by thinking, what kinds of questions may arise of the crisis and what a representative of ISYY answers to these questions.

Crisis situation in social media

Social media scandal or crisis develops often, when communication fails for some reason. Reasons for a scandal may be for example the following:

- Critique given in social media or a feedback received there has not been reacted to.
- All backgrounds and connections related to own post have not been quite clear.
- Into a discussion have been tried to participate in with humour or sarcasm, but it fails.

It is impossible to completely prepare for social media scandals and crises, and they are also impossible to be completely prevented. Scandals can however be predicted and diluted by systematic probing of social media, listening and carefully implemented topics being administrated (it is being thought, what will be posted and how).

In case a social media scandal is arising or there is an apparent threat for it, please inform ISYY's Executive Board and staff immediately about that. If a scandal arises, it is advisable to appoint persons in charge, who shall follow and if required, comment the scandal and deliver information of it for the Executive Board members and staff. Persons in charge may be for example the Executive Board's Chairperson and Responsible for Communications.

If a social media scandal arises, it shall be regarded appropriately and seriously. It is not advisable to be provoked from comments, but to respond those openly, kindly and quickly. One communication channel may be selected for dealing with a scandal and in that case other communication channels shall direct to receive additional information from that. It is not advisable to delete comments from Facebook that are related to a scandal, because this may cause even larger scandal.

When it starts to boil over in social media:

- The matter shall be intervened in and reacted to as fast as possible > it shall be found out, what is the matter and why is it boiling over.
- Apologise shall be made, if there is a reason for it.
- In case it is an incomplete matter in question or a matter, of which is not known enough, it shall be told, that the matter is being figured out and returned to it as fast as possible.
- Social media scandals are often developed from someone's misunderstanding or because of a matter is not known enough > it often helps, if the backgrounds of the matter are opened and tried to clarify.
- Discussion can be tried to direct into a specific channel, but it is advisable to follow also the discussion taking place in other channels.
- If a scandal continues, it is advisable to agree on how the communication responsibilities are distributed and who follows the discussion.
- It is not advisable to be provoked in social media scandals, but to keep focus strictly on the matter and avoid negative emotional communication and going personal (not for example bash the conversationalists) – the questions and critique shall be answered appropriately and neutrally, not condescend to the level of the opposing side. Also the other conversationalists shall be advised to do the same.
- Sarcasm shall be avoided in the answers, because it often causes misunderstandings and makes the situation worse.
- Positive attitude and style shall be tried to remain.

- When the discussion is wanted to end, own answers can be tried to shorten and reduce.
- If a discussion becomes substandard, the conversationalists can be instructed and tell that the inappropriate/offensive messages will be deleted.
- Offensive and rude comments can be deleted and if required, persons be blocked, but this shall always be told of.
- Own mistakes (for example posts) are not advisable to try to hide (or delete), but to preferably explain and apologise, if necessary.
- It is advisable to follow the situation also afterwards.
- NB! Every social media scandal is different and may require different measures. It is most important that the social media is being followed and the scandals that are possibly smouldering there are being reacted to.