



Communication Guidelines at the Royal Institute of Art

Type	Guideline
Decided by	Vice-Chancellor
Valid from	2022-03-14 until further notice, revision
Responsible administrative unit	Vice-Chancellor's office

1. Introduction

These communication guidelines are primarily intended for staff and students at the Royal Institute of Art and set out the framework, platforms and division of responsibilities for the university's communications.

2. How the Royal Institute of Art communicates

The Royal Institute of Art's communications shall convey the university's activities and help to realise its vision and strategy.

The Royal Institute of Art's communications shall be:

- reliable
- truthful and accurate
- accessible, open and comprehensible
- engaging
- tailored to the target audience

The Royal Institute of Art's communications shall be delivered via the most appropriate channels.

External communication shall be widely accessible and meet the communication needs of relevant target groups, such as prospective and current students and staff, stakeholders in the fields of art and culture, and representatives of various sectors of society.

External communication is based on what is happening at the university in the areas of education, research and public engagement. Internal communication supports collaboration within the university. It is aimed at staff and students and provides all the information needed to find one's way around the university.

3. External communication: platforms and division of responsibilities

The Royal Institute of Art has several communication platforms that are accessible to the public:

- Website
- Social media
- Publications and printed materials
- Public relations and branding activities

3.1. Website

The communications officers have overall editorial responsibility for the website. They are responsible for the website's content, structure and updates.

The communications officers are responsible for producing all content that requires continuous publication or regular updating. This includes the journal, news, columns, announcements, events and exhibitions. This material is often produced in collaboration with staff and students.

Content of a more permanent nature, such as descriptions of the university's organisation, staff or range of courses, is created, published and developed by the departments and administrative units under the leadership of the relevant managers and in consultation with the communications officers. In accordance with the document, *Förteckning över hemsidans struktur och ansvarsfördelning*, [List of the Website's Structure and Division of Responsibilities], the relevant managers ensure that more permanent content on kkh.se is accurate, of high quality and updated on an ongoing basis. The communications officers are responsible for this list.

Ongoing updates must be carried out in the following areas:

- Programmes in Fine Art
- Single-subject courses, course descriptions and syllabuses
- Research and research projects
- Staff
- Quality assurance work
- Organisation and governing documents
- Vacancies

Materials for communicating the Royal Institute of Art's public programme are supplied in good time by the production manager to the communications officers. The materials are supplied in both Swedish and English. If the materials are supplied in only one language, the communications officers may refer to a translation tool to enable immediate bilingual publication.

The public programme comprises:

- Graduation exhibitions at Galleri Mejan
- Final-year exhibitions
- Rundgång
- Research Week
- Open Days
- Public lectures
- Public doctoral defences and examinations
- Exhibition projects initiated by or in collaboration with the Royal Institute of Art
- Launches of publications initiated by or in collaboration with the Royal Institute of Art

3.2. Social media

The communications officers are responsible for posting on KKH's social media channels. At present, these are Facebook and Instagram.

The HR unit is responsible for posting on LinkedIn.

3.3. Publications and printed matter

KKH's publications and printed matter consist of:

- Exhibition catalogues
- Publications resulting from the university's teaching and research activities
- Posters relating to the public programme
- Brochures and information material about the university

3.4. Public relations and brand promotion

In consultation with senior management, the communications officers are responsible for the university's public relations and brand promotion, as well as for press relations.

The communications officers are responsible for media monitoring, which involves keeping track of publications about the university, its students and staff in various media.

4. Internal communication: platforms and division of responsibilities

KKH's internal communication mainly uses the following platforms:

- Intranet
- Office suite: Outlook, SharePoint, Teams
- Meetings

The website and social media are also important platforms for internal communication.

4.1. Intranet

The intranet is the university's most important internal communication platform. It must be accessible and financially sustainable, as well as easy to edit and adapt to different needs.

On the intranet, staff and students should be able to access material that is relevant and informative and that simplifies and supports work and studies, such as internal news, policy and guidance documents, and digital forms.

The communications officers are responsible for maintaining the university's intranet and its functions.

The university's departments and units are responsible for creating, developing and maintaining the intranet's content in accordance with the guidelines set out on the intranet.

The IT department and the communications officers, together with other parts of the administration, are responsible for the structural development of the intranet.

4.2. Digital infrastructure

The IT unit is responsible for maintaining the digital infrastructure for the university's communications. This includes the maintenance and development of the website and intranet, as well as maintenance and support for the use of other communication tools, such as Outlook and SharePoint in the Office suite.

Everyone is responsible for ensuring that digital communication maintains a respectful and collegial tone. Posts are to be regarded as public documents. Offensive language directed at an individual or group on shared communication platforms may be removed following a decision by the Head of Administration in accordance with the government's core values.

4.3. Meetings

The meeting organiser is responsible for publishing meeting documentation on the intranet.

5. Spokespersons and responsibility for internal communication

The following applies to making statements on behalf of the Royal Institute of Art and representing the university externally:

The Vice-Chancellor is the head of the university and the university's foremost artistic and academic representative. The Vice-Chancellor is the university's principal spokesperson on matters relating to education, research and other activities, unless the Vice-Chancellor delegates this responsibility to the Pro-Vice-Chancellor or another senior official. The right to speak is delegated in accordance with the senior official's responsibilities within the organisation:

- Heads of Department – for education and research within their own department.
- Head of Administration – for management, administration and the exercise of authority.
- Head of Communications – as agreed.

In the case of specific enquiries concerning the education, research and administration carried out at the Royal Institute of Art, the enquiry should be referred to the teacher(s) and researcher(s) with expertise in the subject.

All employees have the right to express their views in accordance with the freedom of expression and freedom of information, except for matters subject to confidentiality under the Freedom of Information and Secrecy Act.

The university's managers are responsible for providing more formal internal information within their respective areas of responsibility. Furthermore, everyone working at the university has a responsibility to provide information on matters that may be considered important to the university's management, staff and students.

6. Publication policy

Content relating to projects, news and other events at the Royal Institute of Art, or which is funded by the university's resources, shall be published and archived in accordance with the university's publication policy.

6.1. Digitally published content

Material produced by employees of the Royal Institute of Art and funded in whole or in part by the Royal Institute of Art should primarily be published within the university's IT infrastructure. When published content appear on other platforms, the communications staff must be notified so that the material can be archived within the university's IT infrastructure. Regardless of where such content is published, it must always be clearly stated that the Royal Institute of Art is the source.

6.2. Printed publications

Well in advance of any initiative to produce a printed publication in the university's name, a project plan must be drawn up and shared with the immediate line manager and the communications team.

The project plan must describe the publication's expected content and purpose, and set out the funding, production, timetable and distribution plan.

This applies regardless of whether production takes place in-house or in collaboration with another external organisation, and regardless of whether the external organisation is listed as the publisher.

6.3. Publication series

The Royal Institute of Art's publication series is called Mejan Press and comprises publications arising from the Royal Institute of Art's teaching and research.

6.4. Other printed matter

The producer and communications officers are responsible for the production of posters relating to the public programme.

The communications officers are responsible for the production of leaflets and information material about the university. The material is produced in collaboration with the relevant administrative unit or department.

6.5. Visual and graphic identity

In all contexts where the Royal Institute of Art is the sender, the university's visual identity must be used in accordance with the guidelines and graphic manual set out in the *Sköldebrevet* [The

Letter of Enfeoffment], available at kkh.se. The typeface used by the Royal Institute of Art is Times New Roman.

6.6. Logo

The Royal Institute of Art's logo is the single most important element of its visual identity. It must always be included when the Royal Institute of Art is the sender. The following rules apply to the use of the logo.

The logo must always:

- Be used in black and white. For exceptions, please contact the communications team.
- Be used in a size that ensures it is clearly legible.
- Be placed on a surface free from text and other elements – a so-called 'clear space'.
- Be placed on a simple, uncluttered background to ensure it stands out clearly.

The logo must never:

- Be modified in any way. For example, do not write another name next to or below the logo.
- Be altered in such a way that its proportions are changed.
- Be placed against a background that makes the logo unclear.

How the Royal Institute of Art's logo is positioned in relation to other parties' logos depends on the context.

When the Royal Institute of Art is the sender or initiator or is otherwise considered the lead partner in a collaboration, the university's logo must be clearly visible and more prominent in terms of size and placement than the logos of the collaborating partners.

The relationship with the collaborating partners may also be stated in text, for example "in collaboration with".

When the Royal Institute of Art is one of several equal partners, the logos are placed symmetrically alongside one another in the same size.

When the Royal Institute of Art is part of a project run by an external party, the external partner's graphic identity is followed with regard to the placement of the logo.

7. Bilingualism

The Royal Institute of Art uses the language appropriate to the context.

Text material relating to the university's communications (website, newsletters, intranet, social media) must be provided in Swedish and English in accordance with the Royal Institute of Art's Language Policy. The person responsible for the creation of the text is also responsible for its translation (see also *Förteckning över hemsidans struktur och ansvarsfördelning* [List of the Website's Structure and Division of Responsibilities], and, for intranet content: *Intranätets*

inhåll samt ansvarsfördelning [Intranet Content and Division of Responsibilities]). Translation must be carried out in accordance with the university's Language Policy. If necessary, the communications officers can put you in touch with translators and assist with interpreting the guidelines.

8. Documents

Text material relating to the university's communications (website, newsletters, intranet, social media) must be provided in Swedish and English in accordance with the Royal Institute of Art's Language Policy. The person responsible for the creation of the text is also responsible for its translation (see also *Förteckning över hemsidans struktur och ansvarsfördelning* [List of the Website's Structure and Division of Responsibilities], and, for intranet content: *Intranätets innehåll samt ansvarsfördelning* [Intranet Content and Division of Responsibilities]). Translation must be carried out in accordance with the university's Language Policy.

9. Social Media

Information on the university's social media channels is normally published in Swedish and English. The communications officers are responsible for publishing content and for ensuring that it is consistent with the university's vision and activities.

10. Images and video

The Royal Institute of Art's public programmes are documented through images. Image material is submitted directly to the university's image archive, Mediaflow, in consultation with the communications officers. The supplier collects and provides appropriate metadata, such as the title of the work, the artist, the photographer, the year, the location and the context, in accordance with the GDPR.