

Communication platform for the Norwegian School of Sport Sciences (NIH)

Open and targeted communication both internally and externally is a prerequisite for functioning appropriately and effectively, and for achieving the goals we have set.

NIH's communication platform will ensure coherence and coherence, and provide guidelines for the work on communication and public relations.

It is challenging to be visible and available in a digitalised world where we expect information and knowledge to be available in channels we use on a daily basis.

The reputation of the NIH is the sum of what we say, disseminate and do. Our surroundings determine our reputation, but we can influence it ourselves through the ways we act. We depend on a good reputation to recruit the best students and staff. And without a good reputation, the prerequisites for succeeding in achieving our goals are weakened. Therefore, NIH needs all students and staff to contribute to good internal and external communication.



The business strategy is NIH's strategic initiatives and goals towards 2025. The platform is the communication framework and NIH's guidelines for communication. The Communication Action Plan is the specific priorities for the next few years – measures that are adjusted annually. Together, these make up the NIH's communication strategy.

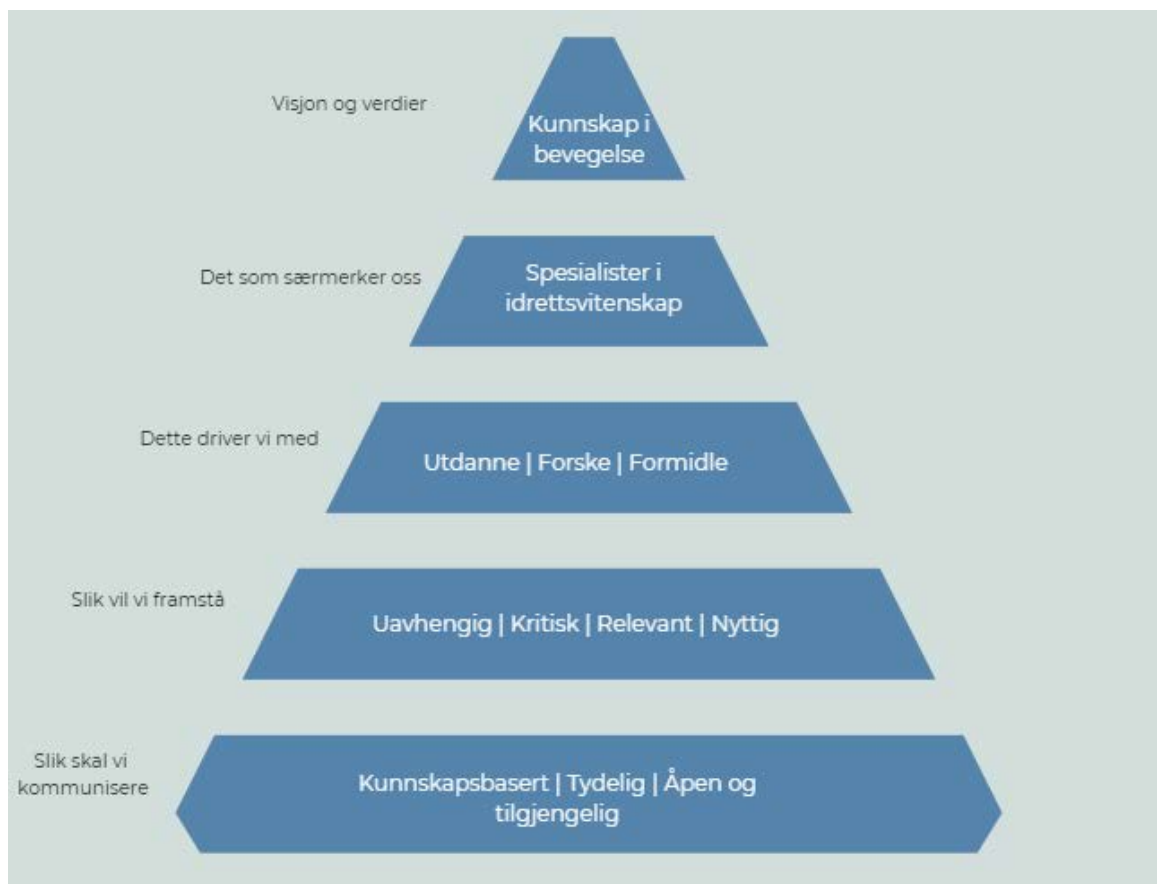
The communication platform shall:

- help us tell the story of the NIH
- help us plan communication, prioritize the message, be clear and consistent
- ensure coherence and coherence in NIH's communication work
- be an aid in the work of building a clear NIH identity, profile and a good reputation.

- provide an overview of the NIH's guidelines for communication

A clear NIH profile helps to:

- create good perceptions about NIH and our mission
- build trust internally and externally
- further develop NIH into an even more attractive workplace and place of study
- create the right alliances and partners
- create a strong and distinct position in academia and society
- Create greater visibility



Strategies, principles and instruments

According to the strategic plan, one of the main goals is that "NIH shall contribute to knowledge-based social development through effective communication of the college's research and education".

Communication should create a clear, uniform and correct picture of the business and ensure good dialogue with important target groups.

This document describes the principles, values, and strategies that form the basis for communication work at NIH.

Vision and values

"Knowledge in motion" creates expectations for who we are and what we should contribute. In order to highlight our vision and social mission, we must show how we contribute through education, research, dissemination and innovation.

NIH's core values – credible, committed and open – should characterize the entire business, including dissemination and communication work.

What distinguishes us

NIH is Norway's foremost educational and research institution in sports science, and has Norway's foremost experts in sports science. The expertise created at NIH is unique because we specialize in sports science and our graduates are in demand in the job market.

This is how we want to appear

Independent and critical:

NIH is an independent specialised university college where teaching and research are part of the critical, academic tradition. Our credibility is based on independent research and academic activities of high quality. Society must be confident that our knowledge and expertise are reliable. We will challenge conventional ideas through critical analysis and by making knowledge accessible to all.

NIH is an independent educational and research institution (and not part of NIF/Olympiatoppen). When our students enter the workforce, they are trained in analytical and independent thinking.

Relevant and useful:

NIH shall be a visible, relevant and accessible social actor with a clear identity. The research and studies at NIH are socially relevant.

NIH aims to be Norway's most attractive educational institution in sports science. NIH's research and education shall provide valuable knowledge and expertise that is used to make decisions that benefit individuals and society.

How we're going to communicate

NIH's communication shall be:

- Knowledge-based and topical
- evident
- Open and accessible

The principles are based on the state's communication policy in force at any given time, with the following main principles:

<i>Openness</i>	Communication should be open, clear and accessible. We will contribute to and participate in an open and knowledge-based public debate through good dissemination of research and knowledge. We will be listening and accommodating.
<i>Cooperation</i>	We will advise students, employees, alumni, representatives from working life and other target groups and involve them in the design of education and services.
<i>Now all</i>	We will ensure that relevant information is adapted and reaches our target groups. Rules for universal design and plain language must be observed.
<i>Active</i>	Information whether rights, obligations and opportunities shall be up-to-date and made accessible and easily understandable.
<i>Whole</i>	Communication must be perceived as uniform and coordinated.
<i>Line</i>	The communication responsibility follows the case responsibility for managers and employees. All communication must be professional, financially and ethically sound.
<i>More publicity</i>	The Freedom of Information Act establishes citizens' right of access. Transparency and transparency is a key principle at NIH. Shielding of information shall only take place if strictly necessary.

Academic freedom:

"Universities and university colleges shall promote and protect academic freedom and in University- and the College Act. NIH researchers have both the right and the duty to do so. The research results are known, even if they conflict with adopted policies.

Principles and guidelines

This is an overview of the NIH's most important guidelines for communication. The guidelines are intended to ensure that we communicate in a clear and consistent manner and in line with government guidelines.

More information can be found on the intranet under "[Communication and dissemination](#)". Here you will find good advice on how to make a good communication plan, what to consider when contacting the media, how to use social media in an appropriate way, language advice and more.

Research Communication NIH will:

- popularize research and make it available to relevant audiences.
- ensure that strategic communication, research communication and social dialogue are a natural part of all academic staff's work.
- highlight and substantiate NIH's priority areas. We will increase understanding of our role and mission in society, as well as professional independence and autonomy.
- strengthen the public debate and knowledge-based social development through engaging research communication and dialogue in society.
- demonstrate the breadth of research and research-based education at NIH.

NIH shall have a culture characterized by openness, dialogue and information exchange across disciplines and departments.

A good guideline is to inform internally before informing externally, because good internal communication lays the foundation for good external communication. In change processes or other major projects, action plans for internal communication must be prepared.

The intranet Innersvingen is NIH's primary digital channel for internal information. The content of Innersvingen should provide basic information that applies to all employees and be a work support in their daily work. In addition, the channel will help build culture and pride.

All units are responsible for keeping their own content on the intranet updated and user optimized.

Microsoft Teams is a collaboration platform for different groups and projects to stay informed, organized, and connected.

Email is a supplementary information channel to smaller groups of employees in cases where Teams is not suitable or covers functionality/needs.

Only senior management, IT manager and communications manager are able to send e-mails to all employees in required situations.

Public relations and government relations

The NIH shall:

- maintain good dialogue with relevant decision-makers, the Ministry and central authorities, the media, as well as current and potential partners.

Student communication

Priority channels for communication with students is the learning platform Canvas. Information is communicated here in the form of messages or calendar bulletins aimed at

groups/classes/topics. In special cases, SMS is also used in communication with students and employees.

Students largely use social media for information about events and content they are engaged in and affected by.

The NIH shall:

- Communicate relevant and engaging information to potential students.
- communicate our candidates' competence upon completion of studies.

Emergency preparedness

The NIH shall have rapid and fact-based communication in crises. A separate plan for crisis communication that is anchored in NIH's central emergency preparedness plan describes communication and notification in connection with crises and undesirable incidents at home and abroad.

Information about crisis preparedness shall be readily available to employees at Innersvingen and to the students in Canvas and on nih.no. Sikresiden.no should be known to everyone.

Communication responsibilities and roles

The Rector has overall responsibility for internal and external communication at NIH.

The chief executive has overall responsibility for crisis communication.

Managers at departments, centres and the administration are responsible for the unit's communication, internally and externally.

The Head of Communications is the editor-in-chief of nih.no and Innersvingen.

Line: Communication is a management responsibility. The work must be carried out according to the line principle, and communication responsibility follows the case responsibility – both for managers and employees. All communication and information must be professional, financially and ethically sound.

Researchers are responsible for communicating their own research and research from their own subject area. They will assist the Communication Department with the academic basis for media relations and other communication measures.

All employees are responsible for staying informed and following information provided in official channels (primarily Innersvingen, Teams and email), and sharing knowledge and information with their colleagues and students.

All employees are responsible for ensuring that employee profiles on nih.no are comprehensive and updated.

The Communications Department has the professional responsibility for communication, marketing and public affairs at NIH. The department will work purposefully to ensure that NIH and the college's message is clearly conveyed in public.

- The department provides advice on communication and public affairs to management, the scientific community and the administration.
- The department shall be an active driving force for good communication work at the college.
- The Communications Department shall (together with IT) ensure that NIH has good channels and tools for internal and external communication with priority target groups.
- The department will support institutes and researchers in their work with research communication, marketing and public relations through courses and training, guidance and advice.
- Together with the Department of Academic Affairs, the department plays a key role in marketing and student recruitment.
- The department plays a key role in crisis preparedness and management.
- The Communications Department is responsible for the daily operation and further development of NIH's internal and external websites and social media, they produce materials and perform services in editorial content, media relations, graphic design and profile.

Audiences

The work on communication and public relations will be based on analyses of what information the various target groups need and want, and which channels are best suited to reach the various target groups.

[See channel strategy.](#)

Key target groups:

- Those directly affected by NIH's activities (students and staff)
- Students and staff NIH wants to recruit to the college
- Framework setters and decision makers
- Current and potential partners
- Involved in recruitment to the workplace (including NIH alumni)
- Public and media

Channels and instruments

Our digital infrastructure and content on NIH's website (www.nih.no) and social media are mission-critical for the college. Users should experience that our web-based services are useful and solve tasks for them. Quality is more important than quantity. Content and

services shall be further developed based on the strategic plan and the needs of the users. The communication work shall be planned and regularly measured and evaluated.

Media are important both as a target group and as a communication channel because they reach a large number of people. NIH shall have an active and good relationship with the editorial boards and shall assist in responding to inquiries. All media must have equal rights of access and be treated with respect and respect.

Physical meeting places are important for communication, interaction and contact with different target groups. NIH should be present at relevant events organized by other actors, participate in professional advice and committees, have contact with decision-makers, as well as current and potential partners.

NIH will be open and invite different target groups by creating meeting places digitally or on campus.

Graphic profile

NIH has a [graphic profile](#) that was revised in parallel with the work on the previous strategic plan (2016 – 2020). Our graphic profile will ensure that NIH appears consistent, recognizable and professional. The profile should be used on all material containing information where NIH is the formal sender. The NIH logo and profile manual are available at Innersvingen.

Language

At NIH, the main languages are Norwegian; Bokmål and Nynorsk. NIH strives to have a good balance in information on the two Norwegian target forms. English is the primary foreign language.

[See our language policy](#)

See the 2023 Communications and Public Affairs Action Plan