

Principles for DTU's communication

DTU develops and creates value using the natural sciences and technical research, and communicates new knowledge to society. In order for this knowledge to reach the right stakeholders, DTU adapts its communication to the individual target groups and communicates its messages in a clear and comprehensible language in own and external media that are relevant for the individual target groups.

DTU's communication is faithful to DTU's values, and is therefore trustworthy, committed, and innovative. The execution is efficient and well-considered to ensure that messages, news, and other forms of communication reach the relevant recipients.

DTU's communication is three-legged and—to a certain extent—overlaps in relation to content, target groups, and media channels.

- 1) Dissemination of DTU's views on topics of importance for the University
 - a) via DTU's annual report, DTU in profile, dtu.dk, debate contributions, feature articles, Commemoration Day speech, editorials in Dynamo and DTUavisen, for example.
- 2) Targeted communication to, and dialogue with, DTU's stakeholders via own and external media
 - a) via Dynamo to decision-makers and alumni, the Course Catalogue, Open House events and other information campaigns aimed at potential students, DTUavisen for employees and students, Portalen for employees and students (text, images, and video), for example.
- 3) Network dialogue between staff and students and between DTU students and employees and the outside world. Supported by employee and student awareness of DTU's views and facts about DTU
 - a) through seminars, conferences, social media, dialogue meetings, and other forums, for example.

In relation to network communication, special focus will during the strategy period be on DTU's future use of digital media, including social media.

Communication objectives during the strategy period:

- To support and describe DTU's status as an international elite university.
- To strengthen the understanding of the role that engineers and technical sciences play in the sustainable development of society.
- To encourage more of the most talented young people to choose DTU's study programmes.
- To contribute to qualifying the public debate with knowledge-based views.
- To develop and improve materials and media for international communication.
- To move parts of the communication to digital and social media, if relevant.

Media and channels

DTU's communication is based on the fact that the recipient of a message determines how it is perceived. To have an impact, messages, news, and other forms of communication must be relevant to the recipients, and the execution must be professional.

Thus, DTU's communication activities first and foremost focus on creating unique content and on who to target. The content is communicated via DTU's own media, external media, PR, events, etc. to DTU's stakeholders.

DTU is already using a broad range of media so that all relevant target groups can be reached:

- Own digital media (dtu.dk, Portalen)
- Own print media (Dynamo, DTUavisen, Technologist, annual reports, etc.)
- Social media (Facebook, Twitter, YouTube and Instagram)
- External media
- Personal relations
- Events, PR, advertising, etc.

We continuously assess whether DTU's existing media are effectively reaching the relevant stakeholders. When new digital and social media emerge, we consider whether they can be exploited to improve DTU's communication.

Communication embedded in DTU's management processes

DTU measures the effect of its communication efforts and adjusts them based on analyses and the outcome of communication initiatives. DTU's general management tools are applied for discussions of new initiatives and for adjusting the efforts. Communication plans are to be included in the UMV for departments and other University entities.

The effect of DTU's communication is measured through reader surveys, web analyses, or more general studies of DTU's public image, for example. The Executive Board and the circle of DTU department heads and centre directors will be informed about the results according to agreement.

Design and the DTU acronym

All visual communication follows the guidelines laid down in DTU's design guide.

When the University's employees communicate on behalf of DTU, DTU is always mentioned. The acronym DTU is used, not the University's full name—Technical University of Denmark.