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Communication strategy

Communication strategy 1

Introduction.....2

The Role of Communication in the Student Union 2

Situation Analysis.....2

Stakeholder and Target Group Analysis 3

Values of Communication 5

Communication Goals 6

 Making Activities Visible..... 6

 Communication supports students..... 6

 Communication Creates Change 6

 JYY Communicates Consistently and Collaboratively 7

Metrics 7

JYY’s Key Messages 7

Resources and Division of Responsibilities 8

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19 Introduction

20 The Communication Strategy is a document that guides the communication of the
21 Student Union of the University of Jyväskylä (JYY) and is valid until further notice. The
22 strategy is updated as necessary, for example, when the operational environment
23 undergoes significant changes. The Communication Strategy is based on the Student
24 Union's overall strategy and the values and operational principles defined therein.

25 The Communication Strategy outlines the guiding principles, key messages, and focus
26 areas of JYY's communication. In addition, it describes the Student Union's key
27 stakeholders and their relationship to the Union's activities. The concept of JYY covers
28 both the Student Union's member operations and its business operations, known as
29 Soihtu.

30 The Role of Communication in the Student Union

31 The role of communication is to support the implementation of the Student Union's
32 strategy and to make its activities visible – including both member and business
33 operations. Communication informs students about relevant themes and strengthens
34 and builds JYY's reputation as a constructive, influential, and reliable actor. Additionally,
35 communication serves as a means to participate in social debate and to promote the
36 Student Union's political advocacy goals.

37 Communication creates an overall understanding of what the Student Union does. It also
38 aims to enable and strengthen student communities and to encourage student
39 participation in JYY's activities.

40 JYY's internal communication maintains and promotes the well-being, sense of
41 community, and smooth flow of information among staff and elected representatives.
42 Internal communication is enhanced by identifying and utilizing the organization's
43 internal synergies.

44 Situation Analysis

45 A SWOT analysis (strengths, weaknesses, opportunities, threats) has been carried out to
46 identify JYY's strengths, weaknesses, opportunities, and threats – particularly in relation
47 to communication. To support the implementation of the Communication Strategy,
48 SWOT analyses should be conducted regularly.

49 The Student Union's communicative strengths include, among other things, a strong
50 value base, strong connections with stakeholders, and direct contact with current
51 students – the primary target group – through, for example, elected representatives.

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Identified weaknesses include the relatively low awareness of JYY's activities and services among members, and the lack of established processes, especially in advocacy-related communication.

New generations of students present opportunities to increase awareness of JYY, which makes reaching new students through communication a key strategic priority. Communication can also be enhanced through clear processes and by recognizing opportunities for deeper collaboration with stakeholders.

JYY's communication must be able to respond to students' interests, reach them effectively, and engage them in ways that resonate. Physical visibility on campuses — such as through stands and posters — is also actively utilized.

Stakeholder and Target Group Analysis

JYY engages in communicative collaboration with a wide range of stakeholders both within Jyväskylä and nationally. The choice of partners is guided by JYY's strategic orientations, and content adheres to our communication values and practices. These principles are also followed in corporate partnerships. In communication, messages are tailored to the intended target group.

Stakeholder classification should not be seen as static but as a dynamic and indicative model of the organization's relationships. Due to crises or environmental changes, groups may gain or lose significance from the organization's perspective. Therefore, the operational environment is continuously monitored.

JYY's most significant external stakeholders:

University of Jyväskylä

The University of Jyväskylä is a key partner for JYY in terms of student communication. Central themes in our communication include the unity of the university community, student well-being, and the promotion of equality. In addition to cooperation, the University is also a key target of our advocacy communication, as we aim to influence matters concerning our members.

City of Jyväskylä

The City of Jyväskylä is a central partner for JYY in amplifying the student voice and a key target group for our advocacy and regional influence efforts. Our communication

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focuses on Jyväskylä as a home and study environment for students, and our advocacy work aims to make the city better aligned with our members' needs.

JAMKO

Our cooperation with JAMKO (Jyväskylä University of Applied Sciences Student Union) will deepen as part of the higher education consortium reform. The similarities between our memberships are utilized in joint communication campaigns. Communication collaboration will also be strengthened around events suitable for both organizations' members. Our shared goals are member well-being, offering diverse opportunities for student life, and strong advocacy toward both the consortium and the city.

The Student Movement

The Finnish student movement — including other student unions and the National Union of University Students in Finland (SYL) — provides a strong support network and partner, particularly for national advocacy work. Cooperation with other student unions includes sharing up-to-date information on political decisions affecting members and conducting joint communication campaigns aimed at societal impact. Nationally, JYY influences through SYL and supports and strengthens SYL's advocacy and communication efforts. The Finnish Student Sports Federation (OLL) is also an important communication partner.

JYY's most significant internal stakeholders:

Members

JYY's core mission is to conduct advocacy work and create value for its members. Our members influence our activities directly through Representative Council elections, applications for positions of trust, member initiatives, and feedback channels. Through communication, we aim to inspire our members to actively participate in the community and to provide support and information related to student life and studies.

Representative Council

In cooperation with the Student Union's Chairpersons, we communicate about the activities of the Representative Council and other current issues important to students. Council members and groups also actively communicate about their own work.

Elected Representatives and Staff (Member Operations)

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114 Elected representatives, together with staff, implement the operational management of
115 member operations, conduct advocacy, and oversee the overall service package of
116 JYY's member operations. Each sector within member operations carries
117 communication responsibility for its own area.

118 **Soihtu**

119 This organizational unit manages JYY's business operations, forming part of the overall
120 service package. Key communication collaborations include increasing member
121 awareness of services and organizing joint events. We aim to facilitate smooth
122 information flow and cooperation across the organization.

123 **Associations within the sphere of JYY**

124 Associations operating within JYY are essential partners in reaching members,
125 producing events, and conducting student advocacy. Communication emphasizes
126 themes relevant to student life and low-threshold events, both for association actives
127 and our shared members.

128 **Values of Communication**

129 **Accessibility**

130 JYY's communication is accessible and as understandable as possible for everyone.
131 Accessibility is ensured both on websites and in social media content, and compliance
132 is reviewed regularly. JYY's communication promotes the values of equality and is, by
133 default, bilingual — in Finnish and English.

134 **Impactfulness**

135 JYY is an active part of society and takes bold positions in public debate in accordance
136 with JYY's views. JYY communicates about its advocacy work consistently and across
137 multiple channels, taking target audiences into account.

138 **Approachability**

139 JYY's communication is consistent in tone — professional, reflective of its members,
140 relaxed, and engaging. JYY strives to present itself as an approachable and relatable
141 community. Communication encourages members to participate in JYY's activities.

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142 **Communication Goals**

143 The Communication Strategy defines JYY's communication goals and objectives for the
144 medium and long term.

145 **Making Activities Visible**

146 One of JYY's key communication tasks is to make the student union's activities visible to
147 its members. The goal is to increase awareness of JYY and its operations among
148 members across all campuses.

149 A particular focus is on the visibility of JYY's advocacy and influencing activities, as well
150 as the visibility of the Representative Council. Communication highlights long-term
151 advocacy goals and successes. It also serves as a tool for influence, for example through
152 opinion pieces and statements.

153 JYY communicates its service offering to members regularly and clearly. The
154 communication highlights both member activities and Soihtu's services. Members and
155 stakeholders perceive all services provided by JYY as part of a unified whole, including
156 student housing services offered by Soihtu.

157 JYY is also an active player in the media, proactively sharing story ideas related to
158 students. JYY is seen as an influential and active actor in the Jyväskylän media landscape.

159 **Communication supports students**

160 JYY's communication provides members with useful information and other content that
161 enhances student life. It is perceived as beneficial and worthwhile to follow.

162 To achieve this goal, JYY's communication helps students find meaningful activities,
163 shares information about students' rights and responsibilities, and facilitates building a
164 smooth everyday life in Jyväskylä—starting from finding a home. When necessary, JYY
165 highlights and provides background on significant societal decisions or their impacts on
166 students.

167 **Communication Creates Change**

168 JYY participates in public political discussion and aims to bring the student perspective
169 into political decision-making and broader debates, in line with the student union's
170 positions. JYY takes a stand on decisions affecting students and promotes student goals.

171 JYY encourages its members to be socially active. It promotes engagement by
172 reminding members of opportunities to influence, such as working actively to ensure
173 student voter turnout. Additionally, JYY offers its members opportunities to familiarize

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174 themselves with candidates or political topics, so they are well-equipped to engage in
175 informed and considered societal action.

176 **JYY Communicates Consistently and Collaboratively**

177 Efforts are made to strengthen organizational unity and continuity in communication.
178 Collaboration between Soihitu, member activities, elected representatives, and staff is
179 intensified, and a strong internal culture is fostered. New forms of cooperation are
180 established, and low-threshold interaction between organizational actors is enabled.
181 Strengthening organizational unity improves the quality of advocacy and services.

182 Internal communication is enhanced to support consistent messaging about the
183 student union's service offering. Channels for internal communication are selected to
184 support seamless communication within the organization. Supporting internal
185 communication also ensures collaboration between different sectors and teams of the
186 student union, including various working and stakeholder groups, to effectively advance
187 advocacy goals.

188 To ensure continuity in communication, responsibilities are clearly distributed, and
189 communication practices are documented when necessary. Orientation for new actors
190 on communication topics is multichannel and systematic. JYY uses clear
191 communication concepts.

192 **Metrics**

193 JYY systematically measures the reach of its communication by monitoring analytics
194 from social media and websites. Additionally, JYY regularly collects feedback from
195 members and organizations on the interest and effectiveness of its communication.

196 Feedback on internal communication is collected from staff and elected representatives.
197 Based on analytics and feedback, necessary actions are reviewed regularly.

198 JYY's communication metrics include awareness of our services among members, the
199 usage rate of member services, the reach and engagement of our communication
200 channels, satisfaction of internal actors with internal communication, and the visibility of
201 JYY's advocacy work and strategic focus areas in the media.

202 **JYY's Key Messages**

203 "JYY actively advocates for a better everyday life and higher quality education for
204 students."

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205 "JYY provides students with diverse services — from housing to low-threshold student
206 events."

207 "Community of communities: JYY supports and enables communal activity at the
208 University of Jyväskylä."

209 **Resources and Division of Responsibilities**

210 Responsibility for communication management lies with the main sector of member
211 operations, Soihtu's management, the Communications Specialist, and Soihtu's
212 Communications Manager.

213 The primary responsibility for implementing the Student Union's communication lies with
214 the communications sector of member operations — consisting of the Communications
215 Specialist and the board member responsible for communication — as well as Soihtu's
216 Communications Manager and other employees engaged in communication.
217 Communication responsibility for each member operation sector's operations is held by
218 the sector itself.

219 The communications sector of member operations is responsible for managing JYY's
220 communication channels, advancing strategic goals through communication, planning
221 communication entities in cooperation with sectors, and managing JYY's reputation
222 through communication. Communication related to business operations and Soihtu's
223 services is primarily managed by Soihtu's communication staff. However,
224 communication is also carried out in cooperation between member operations and
225 Soihtu.

226 The communications sector of member operations is responsible for ensuring the overall
227 consistency of JYY's communication, developing communication processes, and
228 ensuring collaboration with stakeholders. Additionally, the sector supports other member
229 operation sectors in communication-related matters.