



PM for THS Communication

1. Formalia

1.1 Summary

THS Communication should be done in an accessible manner. In order for THS Communication to be possible in a credible and coherent manner, there are a number of limitations for how our communication can be done and how our resources can be used.

1.2 Purpose

The purpose of the PM is to provide basic regulations for THS Communication.

1.3 Scope

The regulations in this PM are only general to set the limits for THS Communication Work. Detailed regulations and implementation of communications are delegated to the THS Management team.

1.4 Historik

Determined by THS board 2009-08-11

Rewritten by Emil Grundén and Filip Schulze, and determined by THS board 1617-KS-09 den 2017-02-13

1.5 Revision

Revision of the current PM shall be done every third year of operation to ensure that the PM reflects THS's current operations.

2. General

2.1 Availability

In order for THS to be an open, transparent and inclusive organization, it is important that the communication takes place in an accessible manner. Therefore, in THS Communication, it is important that the language is well-kept and clear, and that material is published in such a way that members can utilize it. THS will communicate interactively and be responsive in the sense that THS representatives allocate a reasonable amount of resources to listening and responding to members' requests to THS.

2.2 Media and press

All contact with the media goes primarily via the president and secondarily via the vice president. Toward the media, only those who are THS representative may speak on behalf of THS unless otherwise decided. Contact with the media should always be done in a well-thought-out manner, and should therefore not occur during time constraints. THS representatives are expected to follow it, and ask reporters to come back when they contact in an unsuitable time or when one feels too unprepared.

2.3 Brand

Subgroups under THS legal person (with organization number 802005-9153) have the freedom to create their own graphical profiles within the rules set by the Student Union council, the THS Board and the THS Communications Manager. However,



legal trademark protection shall always be reviewed and the application for it is decided by the THS Communications Manager, but may be done on the initiative of the subgroup.

2.4 Logotyp

THS Logotype consists of the THS emblem with the text "Tekniska Högskolans Studentkår" centered under the Orator Std font, framed by a rectangular block with a curved edge. Original layouts are the ones shown in the pictures below. For use of THS logotypes and THS graphical materials, refer to THS Brandbook or THS Communications Manager.



THS Logotyp

3. Channels for communication

3.1 THS Webpage

THS website is THS main communication channel. The homepage should be a natural starting point for people and organizations wishing to contact the THS. THS Communications Manager is responsible for operations and its content.

THS Subgroups, chapters, associations, Companies and the umbrella organizations included in THS will be given the opportunity to have their own websites available through the THS central website. How this happens is decided by THS Communications Manager.

3.2 Osqledaren

Osqledaren is THS member magazine. Osqledaren has several assignments, the balance between the focus on these assignments is up to the editor-in-chief to decide.

Osqledaren's mission is to:

- Examine THS and KTH
- cover and, in an accessible manner, inform about events at KTH campi and in Stockholm student life and give room for discussion about them
- Discuss and contextualize the role of technology in society and in the world
- Entertain THS members

Osqledaren's mission to examine THS should be performed even though the Osqledaren is part of THS and is not independent other parts of THS. It will make THS a self-examine organization, but in order to ensure this, involvement in

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Osqledar's activities by other parts of the THS organization must be done carefully and with moderation.

4. Further regulations

4.1 Head of THS Communications

Head of THS communication is entitled to regulate THS overall communication within the framework set by the Student union council and the THS board. To do so, the THS Communications Manager has the right and obligation to update the following control documents:

- THS Brandbook
- Internal Routines for KL: Communication

Head of THS communication may be reached at: kommunikation@ths.kth.se

4.2 Head of THS Future

Head of THS future decides on roles for Nymble's bulletin boards. The Head of THS future can be reached at: naringsliv@ths.kth.se