

## UiO **Department of Psychology** University of Oslo

### COMMUNICATION STRATEGY FOR THE DEPARTMENT OF PSYCHOLOGY

The Psychological Department (PSI) has a vigorous dissemination and communication approach through various channels to reach different target groups. This executive document provides guidelines for communication activities and provides an overview of some overarching strategic goals (main goals) and operational goals (sub-goals) that are measurable. Additionally, the strategy contains information on the bodies responsible for communication, channel selection, and the target groups with whom the Department intends to be in dialogue.

#### *Dissemination*

One of the Department's most important missions is to disseminate knowledge and new insights to society in accordance with good research ethics traditions. We carry out this mission, among other measures, by disseminating current research topics, participating actively in public debates, and responding to press inquiries. PSI seeks to maintain close contact with society because we conduct research and acquire extensive knowledge and expertise that is beneficial and important when discussing and addressing societal issues, particularly mental health. We aim to be a key partner in societal discussions and an active contributor in keeping the public and authorities updated on important research within the field of psychology. Through our communication efforts, we aim to highlight the resources the Department has for the society and what we can contribute to creating positive social development.

#### *Reputation*

The communication strategy is carried out in coordination with the communication efforts of the Department to ensure that disseminated information aligns and supports the focus areas of PSI's annual plan. The goal is to make communication clearer and more targeted, so that the Department's research and study programs become more visible in society and the reputation can be strengthened. The Department's reputation can be built, for example, when researchers, students, projects, groups, centers, or the Department itself disseminate robust research results or reports that are important, useful, and applicable to society. In doing so, both the researchers and the Department's reputation can be simultaneously strengthened. Thus, the Department's reputation is built on the knowledge, expertise, and communication skills of the staff. The knowledge (social and human capital) that we have at the Harald Schjelderup Building is the treasure of the Department.

#### *Cross-Sectoral Internal Communication*

The communication strategy coordinates the communication efforts at the Department to ensure that messages align and support the focus areas outlined in PSI's annual plan. The goal is to make communication clearer and more targeted, so that the Department's research and study programs become

better known in society and the reputation is enhanced. The Department's reputation is built, for example, when researchers, students, projects, groups, centers, or the Department itself disseminate robust research results or reports that are important, useful, and applicable to society. In doing so, both the researchers and the Department's reputation are simultaneously enhanced. Thus, the Department's reputation relies on the knowledge, expertise, and communication skills of its staff. The knowledge within the Harald Schjelderup Building is the Department's treasure (social and human capital).

**Internal Communication Across Departments** Internal communication and dialogue across departments, between colleagues, students, and staff, is also a key goal of this communication plan.

Internal communication is a key aspect of the communication work at the Department and the foundation for research dissemination and community engagement. Investing efforts on internal communication can enhance organizational culture, work environment, and communication skills among staff by providing them with the opportunity to present their research with their peers. Therefore, internal communication helps build the Department's reputation.

It should be a goal for as many staff members as possible to be aware of what their colleagues are working on, the ongoing research projects, emerging research groups, and who is doing what in the Department.

This internal communication can hereby lead to brainstorming activity and inspire new research collaborations and projects across sections.

A healthy organization fosters an open environment and good dialogue among colleagues across sections, thus building a stronger organizational identity and transparent culture. Open internal communication has a positive impact on the work environment.

## ***1. Who is responsible for departmental communication?***

The responsibility is dependent upon the specific issues, projects, and hierarchical principles. This means that the person responsible for a research project, field of study, or specific issue is also responsible for informing/communicating about their area of responsibility or delegating the responsibility within their own work group. For example, the first author of a scientifically published study should also be responsible for its dissemination.

## ***2. Goals***

The communication plan for the Department of Psychology includes both overarching main goals and operational sub-goals. Strategic main goals provide guidelines and directives, while operational sub-goals can be measured quantitatively in terms of the number of readers or qualitatively in terms of impact and influence.

**Main goals:** Research dissemination, reputation building, and facilitation of inter-departmental communication.

**Sub-goals:**

- We aim to disseminate socially relevant research and psychology related knowledge.
- We aim to influence governmental priorities on mental health through evidence-based knowledge.
- We aim to promote the expertise and increase diversity among our students.
- We aim to keep our employees updated on current issues, what our colleagues are working on, and foster an healthy organizational culture.

### ***3. Target Audiences***

General public, peers, students, journalists, user groups, decision-makers, and funding authorities.

### ***4. Channel Selection***

The choice of communication channels plays a significant role in reaching the intended target audience and the effectiveness of the communication.

The communication channels include mass media, social media, the Department's websites and intranet for employees, email, internal and external seminars, conferences, and interactive events, podcasts, videos, digital displays, text messages, meetings, and hearings.

### ***5. Sub-goals and measures***

**We aim to communicate socially relevant research and expertise in the field of psychology by:**

- Collaborating with journalists who cover research and mental health issues
- Communicating relevant studies through mass media and our own channels, and sharing them on social media
- Engaging in public debates and being available for press inquiries to provide expert opinions and insights.
- Developing communication plans for researchers, projects, groups, and centers as needed
- Organizing debates, seminars, and conferences that highlight the scientific works of our researchers
- Samarbeide med journalister som skriver om forskning og psykisk helse

**We aim to influence policymaking priorities on mental health through evidence-based knowledge by**

- Staying current with the applicable decision-making processes at the Parliament
- Establishing liaisons with external networks such as healthcare providers, universities, and associations, etc.
- Being updated on research policies, national and international priorities and foci
- Participating in relevant committees, working groups, consultation processes, and providing expert opinions in committee meetings
- Advocating to relevant authorities, organizations, and government agencies
- Influencing funding authorities' programs and calls for proposals
- Attending conferences organized by ministries, governmental agencies, the Research Council, and the EU
- Building networks with key politicians and bureaucrats

**We aim to showcase the expertise and increase diversity among our students by:**

- Promoting study programs and informing students about their job prospects
- Facilitating networking opportunities between students and employers
- Highlighting exceptional students, outstanding theses, and collaboration with academic staff
- Collaborating with student associations
- Communicating the need for increased diversity among professional students, in particular
- Demonstrating the breadth of the field and fostering a positive study environment
- Actively using social media to reach current and prospective students
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**We aim to keep employees updated on current topics, colleagues' activities, and foster internal culture by:**

- Developing, establishing, and updating intranet with information on Standard Operating Procedures (SOPs)
- Conducting regular media training for academic staff and promoting effective dissemination practice
- Providing internal communication training in collaboration with researchers who has an interest in dissemination
- Encouraging staff and researchers to disseminate their works: creating an environment where researchers can hone each other's communication skills, fostering ownership and engagement in dissemination efforts
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- Providing support in developing communication plans for researchers, projects, groups, and centers
- Continuing with the PSI newsletters
- Organizing informal lunch meetings where researchers can present their work across the organization
- Utilizing the Department's digital info displays to disseminate information to students and employees, as well as utilizing email lists and text messaging.

## **6. *Evaluation***

- Measure the effectiveness of communication measures according to the defined goals
- Evaluate the implementation of events

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