

The National Library's Communication Strategy

Objectives:

The National Library's internal and external information and communication work shall contribute to making visible the National Library's mandate as a community institution and to make sure the operation reaches its strategic aims. All communication shall be in line with regulations given in the operation's objectives, ethical regulations and set of values.

Internal communication:

The internal information in the National Library shall contribute to a good communication culture.

The internal communication shall bolster strategy and the achievement of aims by giving its co-workers knowledge and ownership in connection with the operation's aims. The internal communication is also an important condition for good external communication.

- Leaders and co-workers shall together contribute to a culture characterised by openness, dialogue and information exchange.
- The internal communication shall be comprehensive and take place both in the line of and across the organisation.
- Each single leader is responsible for informing their co-workers and their leader.
- Everyone shall have access to the information they need in order to gain understanding of the National Library's aims and strategies and to be able to minister to their tasks.
- Each individual worker has independent responsibility for collecting information and for distributing information to leaders and colleagues in line with good communication culture.
- Information shall be both written and verbal. Choice of channel/arena for internal information/communication shall be consciously selected with starting point in the content and complexity of the message, together with a need for the possibility of direct response.

External communication

The premier aim for the National Library's external information and communication is to make visible the institution's community assignments, offers and services, and to contribute to the operation achieving its goals.

The external communication work shall also make visible which expectations users and collaborators may have to the National Library from what is the operation's mandate.

- Offers and services shall be made visible with the help of active measures organised with reference to relevant channels and target groups.
- Charting the operation's reputation and improvement possibilities shall be carried out through systematic and constructive dialogue with central participants and interested parties.
- Media contact shall take place in line with guidelines drawn up in the structure of authorisation/guidelines for media contact.

- The media contact shall be handled in a manner which contributes to the operation being perceived as open, accessible, trustworthy and service-minded.