

# Aalto ELEC Communications

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How can we help you with  
communication actions?

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Aalto University  
School of Electrical  
Engineering

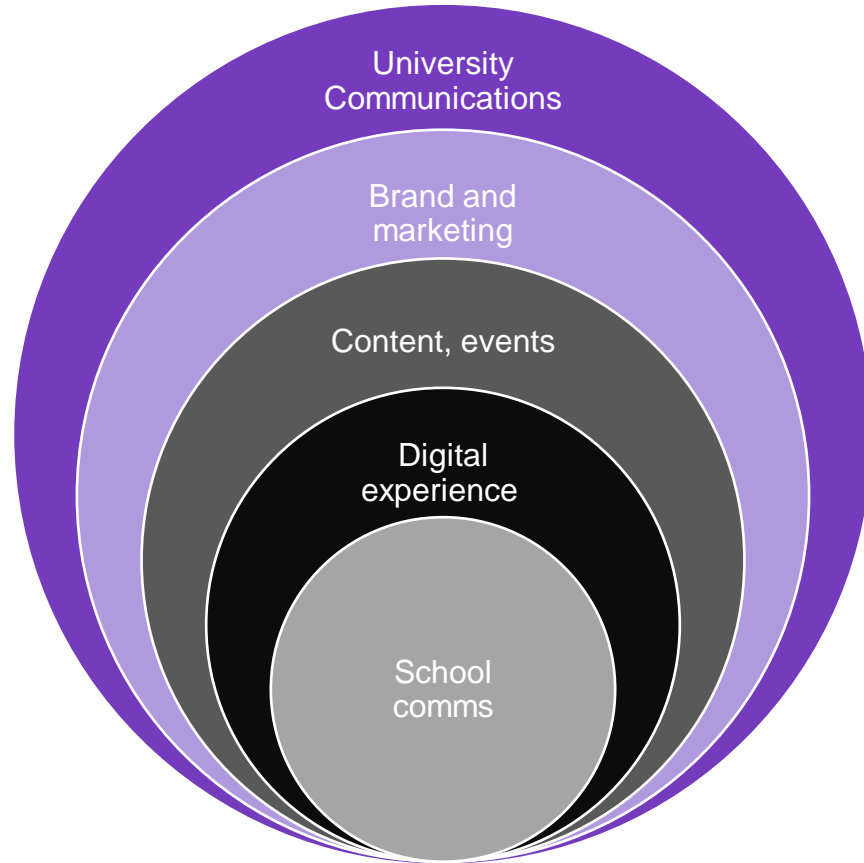
# Aalto ELEC Communications Team

We are part of the Aalto University Communications Services

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# Aalto Communication Services



# Our goal & way of working

We'd like to be your comms sparring partner in planning the most impactful actions – and support you in your own communications efforts!

# What do we do and how can we help you...

## To promote your research

- Press releases
- News articles (aalto.fi)
- Direct journalists contacts
- Social media channels (Aalto's and ELEC's)

## To train your communications skills

- Ask for help with social media
- Ask for sparring speeches

## With Aalto visual materials

- Powerpoint templates
- Brochures
- Rollups, press photos, videos

## To write a blog on ourblogs.aalto.fi, vieraskynä or other column

- Blogs and columns in newspapers have large impact and can start discussion or create new contacts

## With aalto.fi

- Setting up and helping with research group's web pages and event pages

## With student marketing

- If you have a interesting hands-on course or research equipment where to get good photos - > best advert for a new students
- Different actions both in U-level and at the school

# Let's plan **Why**, who and how

## 1. **Why to communicate about this?**

- Why am I excited about this topic/project/piece of news?
- What's new about it? What change or solution does it offer to the world?
- What conclusions can be drawn from it?
- Is this part of a bigger theme or discussion?
- Who benefits from it? Who might be against it?
- What else should follow from it?



# Let's plan Why, **Who** and how

## 2. Who's the target audience?

- Students / Potential students
- Aalto Faculty / Whole Aalto community
- International academic community and peers
- Alumni; Partners
- People of power such as politicians and funders
- Domestic news media / International news media  
(where?)

# Let's plan: Why, who, and **how**?

## Our main communication channels

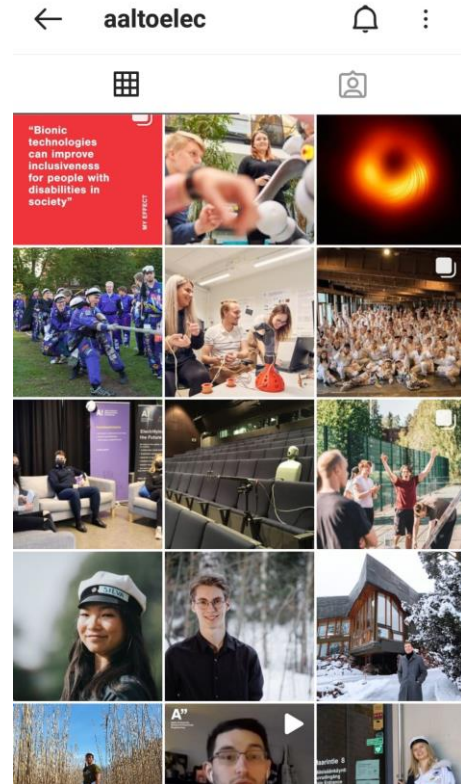
- **Press releases** for the Finnish and international media
- Online news at **aalto.fi**
- **Social media**
  - University: X, Facebook, Instagram, Youtube, LinkedIn, Snapchat, TikTok
  - School level: Facebook & Instagram
- Media contacts / tips
- Exhibitions like Cooler Planet



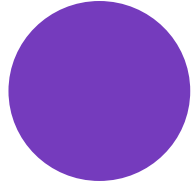


# @aaltoelec Instagram account

- Main target groups are students, potential students, staff and anyone interested in science.
- Content types: Research news, student life and studies, interviews with students, staff and alumni, infrastructure, everyday life at campus, promoting blog posts, open courses...
- Make sure to follow us and feel free to contact Ira with your content ideas!



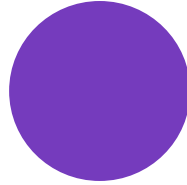
# Press release process with Aalto communications



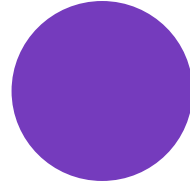
Contact communications ASAP when your paper is accepted

## **Pitch your research!**

Provide images or extra material if available

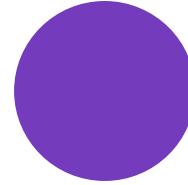


Comms specialist will ask you more information and prepare a draft of the release, if video is a good way to reach right target group, let's do it together



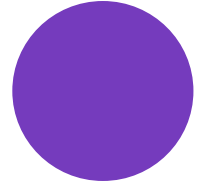
## **Check the release before publishing**

and bring up any errors – research shows that many errors originate in press releases



Communications takes care of publishing and disseminating the release

Media values exclusiveness – sometimes personal newstips are preferred



**Be available** for press contacts

**Remember to be active!** Personal contact to the journalist or social media activity might work better than generic press release

# Guidelines to remember

## Social media guidelines

<https://www.aalto.fi/en/services/recommendations-and-guidelines-on-social-media>

## Brand library

Visual identity library (also called the brand library) contains our logos, colours, typefaces, visual identity guidelines. Please use the Ask for brand support (upper right corner) when you request any visual design from the brand team. See more <https://brand.aalto.fi/>

## Aalto.fi website instructions

If you need editing rights some pages at aalto.fi, please contact Ira or Niina

<https://www.aalto.fi/en/drupal-aaltofi-website>

# We are happy to help!

**Please contact us few weeks prior  
to your paper's publication or the event!**

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