

Strategy on brand and information-related work

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1 Formalities

1.1 Summary

These instructions govern how LinTek strives to keep its brand and communications cohesive.

1.2 Purpose

The purpose of this strategy is to give an overall picture of how LinTek works with information and to clarify which focus areas are important for LinTek and LinTek's communication work. It also aims to provide an overview of LinTek's information work and to establish the conditions that LinTek has for this.

1.3 Scope

This directive applies to all members of student union management as well as those persons within the organisation who will work with communication and information intended for science and engineering students, the University or the surrounding community.

1.4 Historik

The original is derived from LinTek's brand and information strategy, which was drawn up on 14 April 2010 and revised on 6 September 2010, 10 June 2012 and 27 May 2013.

Draft of the strategy completed on 7 April 2016 by Sebastian Brandtberg.

Adopted by decision of a Board meeting [No 9, 15/16]

A full editorial history can be found on [GitLab](#).

2 Introduction

LinTek is a large organisation responsible for the period of study of its science and engineering students. As a result, it has a responsibility to ensure that all science and engineering students are aware of what LinTek does and how it affects them. With this in mind, this strategy has been developed to clarify how LinTek will work to best communicate the information that science and engineering students need. Another important aspect that this strategy will highlight is how LinTek will live up to the brand that LinTek has built, and the expectations that are linked to it.

In order for these strategies to be successful and the goals and milestones achieved, interesting information explaining what LinTek is all about must reach the science and engineering students. This also makes the organisation attractive and makes science and engineering students want to become members. It also means that LinTek's communication should give a professional impression and always convey the organisation's activities and spirit. Furthermore, LinTek will take a greater role in community student-related issues that do not have a clear political link. LinTek should also be open and inviting in its communication with other organisations.

Moving towards this vision also requires long-term work on information dissemination, brand building and positioning. The work must be well endorsed throughout the entire LinTek organisation, including all committees.

2.1 Implementation and feedback

The implementation of this strategy is about creating awareness of information work and actively working to develop the brand and communication work. This strategy and other brand and information governing documents should be relied upon on occasions when the student union will be seen and heard.

The LinTek Marketing Officer has overarching responsibility for ensuring that this is implemented by actively working with LinTek's communication work, and is responsible for ensuring that others within LinTek work in the same direction.

3 Visions and goals

LinTek's **Goals and Visions document** contains the goals, strategies and milestones related to LinTek's brands and communication. In order to simplify the work, the vision and strategies have been divided into a number of more specific sub-visions:

- **All science and engineering students at Linköping University (LiU) should recognise the name "LinTek" and know that it is their student union.**

Science and engineering students' recognition of the name "LinTek" is essential for LinTek to be able to operate, and a strong brand is required to achieve this. Building a strong brand means creating a clear identity that is self-fulfilling and difficult to distort. The foundation of a strong brand is that all details and elements are part of a whole and that the organisation is permeated by a clear operational idea.

It is also important that the LinTek logo is used in places where it is clear that LinTek is the overarching organisation. Among other things, it is a matter of capturing active science and engineering students, at places they tend to visit, and establish closer ties between them and LinTek. As an example, LinTek should be visible on the printed material that emerges from organisations that consider themselves to come "under" LinTek.

- **The majority of all science and engineering students at LiU should know that they can turn to LinTek on various issues and feel that they have confidence in LinTek.**

In order for the majority of science and engineering students to know that LinTek is the organisation to turn to when they have questions, it is important to build trust early on. There are many dedicated science and engineering students at the University who work with or for LinTek to some extent, such as active section members. Meeting these people regularly to discuss common issues and show that LinTek listens and cares about their views is extremely important. If they feel confidence in LinTek, they speak well of LinTek, which strengthens the brand. Having an open door policy in the office and always being receptive to other science and engineering students has the same effect.

- **The majority of all science and engineering students at LiU should see membership in LinTek as something positive and attractive. A large proportion of them will want to be members because they want to support the activities of the student union.**

Membership in LinTek should always be voluntary, and science and engineering students who choose not to support what the student union does for ideological reasons should still be welcome in campus life. LinTek should therefore not use its position to force science and engineering students to join the student union by excluding them from campus life. LinTek will instead aim to get all science and engineering students who support the work LinTek does to become members. This can be done by offering a discounted price on the events made possible through LinTek, e.g. through Kårservice or centrally through LinTek. It can also be giving priority access to the events made possible by LinTek's activities. It is important to make it clear that one is a member or not a member by frequently reminding students of their position without excluding anyone from anything.

- **All students at LiU who attend events organised by LinTek should be aware that LinTek is the organiser.**

LinTek will have a wide range of events that will aim to offer something to all science and engineering students. A broad organisation requires a unity of communication, even if in some cases it has to be very different. The broad organisation has created several sub-brands. In some cases, the sub-brand strengthens the main brand (LinTek), and in others, the main brand strengthens the sub-brand. München Hoben, SOF and LARM in particular are very strong as independent brands, as they have a place in the hearts and minds of the science and engineering students. Thus, the sub-brands should have some continuity, but the communication around them should be characterised by LinTek's core values and should clearly present LinTek as organiser/owner.

In practical terms, LinTek should use graphic means to tie the sub-brands closer together. This could be done, for example, by using the same basic symbol in all LinTek brands but with their own colours. If the sub-brands have their own websites, these should be linked to the LinTek website. Even non-graphic communication (texts, appearances, etc.) should be associated with LinTek and should convey or emanate LinTek's values. The positioning of the sub-brands must be done with a focus on the whole.

- **All science and engineering students active in LinTek should be familiar with LinTek's broad activities and how the organisation works.**

Ensuring that everyone active in LinTek knows about the wide range of activities can spark interest in joining other parts of the organisation, as well as in promoting the organisation through word of mouth. In order for active members to get to know each other, several joint events should be organised with all the active members, so that everyone is in the same place at the same time. Another area of focus is that everyone in the organisation should have the same conditions, which may include common infrastructure that everyone in the organisation can use. It can also be similar branded clothing so that everyone in the organisation can see that they belong together, even if they do not know each other.

- **All science and engineering students who are active in LinTek should speak well of the organisation and thus act as ambassadors.**

The best way to get active people to speak well of LinTek is to run good activities and recruit good people. Recruiting good people creates interest among others to join the organisation, who will consequently speak well of it. One focus should therefore be identifying what qualities we want to see in active members, finding out what they want, and thereby creating a positive climate in LinTek. The search has to be tailored to the target group one is looking for people within. A strong brand also creates value by attracting committed science and engineering students and increasing employee motivation and loyalty, which raises the quality of the work being done.

- **Science and engineering students who are involved in any association or body at LiU should be aware of their development opportunities, and want to become active, within LinTek.**

Unlike many other student unions, LinTek has a position as a large organisation that leads student life. It is a trust that must not be lost – if you are big and strong you must be kind. LinTek should therefore focus on always having an open attitude towards associations that want help. If LinTek always shows itself to be open, it will feel natural that this is the organisation they will turn to when something has happened. Things that can be done to achieve this include ensuring the offices are heavily staffed during times that science and engineering students are on campus. Another focus may be on having the infrastructure needed to conduct their activities, which provides a natural route to LinTek. LinTek should also focus on being visible to others beyond those working with LinTek in one way or another. This can be done for example through branded clothing or accessories.

Since many science and engineering students visit the websites of their sections, peer student groups and party organising groups, LinTek should have a presence on them as well. If this does not exist, LinTek should ask to be linked to on the website in question through an image or text line. Sections can, if they wish, add LinTek news and texts to their newsfeeds, and LinTek should encourage them to help us with this.

- **All members should be aware of what LinTek is doing and feel that they support the activities of LinTek.**

In order to reach out to members with information about what LinTek does, several communication channels are needed. When choosing a communication channel, the focus should be on the target group for which the information is intended. What is intended to be conveyed should also be kept in mind. If the message is simple, the information should be kept simple. If the message is more complex, then the information should be more detailed.

If LinTek takes an official position on issues, be sure that it is a position taken by more than a majority of the science and engineering students. Taking a position shows that we are active and interested, and generally strengthens the brand. However, it can have the opposite effect if many people disagree with the position LinTek is saying, because they feel that LinTek is speaking for them. LinTek should avoid taking a position on political issues or issues with clear ideological links unless it knows that the majority of the students we represent agree.

4 Definitions and focus areas

4.1 The term brand and LinTek's brands

A brand can in fact be anything – a product or a service, a company, an artist or a website – as long as it can be protected by registration or incorporation and has a sufficiently distinctive name (mindyourbrand.se). Thus, the LinTek brand is more than just the logo or the name. It is the organisation as a whole, including what the market perceives LinTek to be. In order to keep the LinTek brand strong and to strengthen it even further, LinTek needs to make science and engineering students think LinTek is good, and this can only be done by being exceptional – and communicating this.

An important aspect is that a brand always implies a promise. The LinTek brand has many expectations – how LinTek should be, act, communicate and be seen. And these expectations must be met or exceeded. Otherwise, LinTek risks being brushed aside or, at worst, despised.

4.1.1 Identity and image

Identity is about what the organisation inside the walls consists of and is characterised by, as well as what the organisation wants the brand to be loaded with in terms of content. In LinTek's case, it consists of and is characterised by the fact that LinTek is a non-profit organisation of science and engineering students for science and engineering students, and through this it creates associations with the brand based on LinTek's values.

Image is the perception that science and engineering students (and other stakeholders) have of the brand. Image is influenced not only by the observer's own experiences and perceptions, but also by advertising, media and hearsay.

4.1.2 LinTek sub-brands – LinTek “products”

LinTek has the following sub-brands: München Hoben, SOF, LinTeks klimatvecka [LinTek Climate Week], LARM, LiTHanien, BokAB, Mattehjälp [Help with Maths], Gyllene moroten [The Golden Carrot] and Linus & Linnéa.

4.2 Target group

Part of LinTek's mission is to inform and market itself to the more than 7,000 science and engineering students at LiTH. They are LinTek's primary target group. In order to get a better idea of the target group, it has been segmented into a number of smaller subgroups. This is to gain a better understanding of the ways in which different subgroups take in information and to occasionally target communication to a particular subgroup.

A general way to divide the science and engineering students is into active and non-active. The active students are more likely to pay for a student union membership, and some of the non-active students have no interest in membership at all. The divisions are highly generalised.

Active students can be divided into:

Association people: Those who have been involved elsewhere, for example in politics or sports associations, before joining the University and are thus indoctrinated into association life from the start.

Involved in LinTek: Those who have come into contact with LinTek through sections or other bodies, have gained a taste for it and have chosen to move forward with it.

CV active: Those who are aware that working for the student union is a strong and positive attribute to put on their CV for the future. They get involved for the sake of this positive attribute and believe that student union involvement is something one “should do” during one's time as a student.

Assignment active: Those who are involved because they really love what the position entails. They have an interest in their assignment and see personal development through their student union involvement. They are not so interested in LinTek as an organisation and usually have no interest in “climbing higher” in the hierarchy, but are happy to do what they do.

Otherwise active: Those who are active mainly because it is fun and to meet new people. For them, it does not really matter what they become involved in. They see involvement as an end in itself.

The non-active science and engineering students can be divided into:

Science and engineering students not active in LinTek: However, they take advantage of what LinTek offers and know that LinTek is behind a lot of things in campus life. They do not know exactly what LinTek does, but think LinTek does a good job.

LinTek critics: They are open to becoming involved in campus life but do not want to be a member or active in LinTek. They are critical of the way LinTek conducts its activities (usually because a dialogue with LinTek did not go as expected), while not knowing exactly what LinTek does.

Science and engineering students who do not participate in activities: They do not participate in LinTek's events, and use only the mandatory and most necessary services. They have an off-campus life and feel mentally and physically distanced from student life in general.

4.3 Communication channels

Printed material, the website, personal contact, social media, and word of mouth are some of the main channels LinTek uses to implement its information strategy on a daily basis. Digital information is quick and easy, while a printed document is carefully crafted, something to grab and perhaps put in one's pocket. However, the personal communication and the fact that the science and engineering students speak well of LinTek is the most important thing and what makes LinTek alive, personal and student-oriented.

As LinTek has a young, trend-conscious and relatively elusive target group, LinTek should be creative and innovative in its marketing.

4.3.1 Personal treatment ("IRL")

Things can be explained and understood more easily in a conversation where you meet a person in real life than on a website, for example. That is why personal contact with the science and engineering students is essential.

4.3.2 Participating in events, competitions and parties

It can be easy to downplay being visible at various events, competitions, parties and other activities on campus in a stressful period, but the marketing value this creates is invaluable. Even if results are not immediately visible, it benefits the brand in the long run. In this way, LinTek shows that they are as much a part of campus life as science and engineering students themselves.

4.3.3 Word of mouth – good reputation

Word of mouth is marketing that takes place through verbal or personal recommendations, tips and positive reputation. In LinTek's case, it involves science and engineering students speaking highly of LinTek, and telling their friends to become members, become involved or take part in LinTek events.

4.3.4 Social media

LinTek will be active on the largest social networks that are most popular among the target group, such as Facebook, Twitter, Instagram and YouTube. On Facebook, LinTek currently has both a fan page and the mascot Linus's "personal" page (the sub-brands also have their own fan pages). The communication from LinTek's fan-page should primarily be informative about the ongoing activities and exude LinTek's identity. Mascot Linus' page will carry the slogan "your friend in campus life" and will be a little more light-hearted, fun and like a "normal" friend on Facebook.

Using Twitter is a way for elected representatives to share their daily work and what is happening at the student union. Tweets from the personal LinTek accounts should be positive and exude joy for LinTek and its work. Having a really bad day at work does not need to be announced here. The information from LinTek's

official Twitter will consist of short messages about what is happening in the student union. LinTek also has an account on YouTube and Vimeo, where videos that are produced are uploaded. This is a good way to make the videos available to more people. The videos that are made should be fun and light-hearted in order to have entertainment value.

4.3.5 Communication with the media, local newspapers, radio, TV channels

It is important for LinTek to be aware of what is happening on student-related issues in society through the media. Sometimes something is so important to the science and engineering students at LiTH that LinTek needs to take a larger role, and then the media can be used. Critical articles from LinTek should be well-worded and keep to the point. Science and engineering students should feel proud when they read, for example, an opinion piece written by LinTek. Contact with journalists and the like must be maintained and professional on the part of LinTek.

For major events, such as demonstrations, disasters or events (which also target a wider group than science and engineering students), press releases should be sent out to the relevant media. Press releases should be professional, very clear and make simple reference to a representative (who can act as a spokesperson on the matter) at the student union.

Other communication with the media should be notable for professionalism and pride, and opinions should clearly follow LinTek's [position programme](#) document.

4.3.6 Companies and partners

When communicating with companies and partners that are not student associations, LinTek must be professional, mature and responsible. This is important to maintain good external contacts and increase the chances of making new ones. The mascot Linus should not be used – it is mainly for communication with science and engineering students.

4.3.7 Partner organisations: LUST, Reftec

Working on marketing and communication with LinTek's sister unions can be effective in some contexts, mainly to strengthen the student union's overall position. However, the student unions have different conditions, activities and target groups, which is why great thought should be put into the form that cooperation takes. LUST and Reftec should not be positioned and marketed as their own brands; they should only be used as collaborative bodies. However, the student unions in Reftec and LUST can make joint statements by consensus to have a greater mandate and impact.