Follow-up meeting, centre communication

*Below are suggested discussion points for a follow-up meeting between the centre director and the communicator/communications officer.*

## Communication strategy and plan

* Review what is stated in the KTH centre guidelines regarding these documents, and ensure consensus on the purpose.
* Review the available KTH templates and instructions.
* How will the work be done - who does what and what are the next steps?
* Feedback and final approval process?

## Possible channels

* Review which KTH channels are available for the centre, centrally and at the school.
* Review what web platforms and templates are available within KTH's web organisation.
* Review the benefits of choosing KTH's standard web platform and web templates.
* What channels should be established for the centre?
* What are the needs and wishes for the web platform/website?
* Are there resources to update and populate the website with content over time?

## KTH's guidelines for co-profiling

* Go through what the centre needs to relate to in connection to KTH's graphic profile and the value of being visible with KTH's brand to ensure consensus.
* Review what is stated in KTH's centre guidelines to ensure consensus.
* What are the wishes of the centre and any partners?
* Is there a need for a separate meeting with external partners?

## Routines for sharing content and tipping off about news

Go through:

* Opportunities linked to KTH's overall and school channels
* Examples of relevant news for KTH's overall and the school's external channels
* Procedures in place for sharing content and alerting on news

## Practical tools and forums for collaboration

Review the practical tools and forums available for working on centre communications:

* Framework for centre communications
* Intranet
* Templates and guides
* Training for research communications
* Forums available at KTH for centre communications