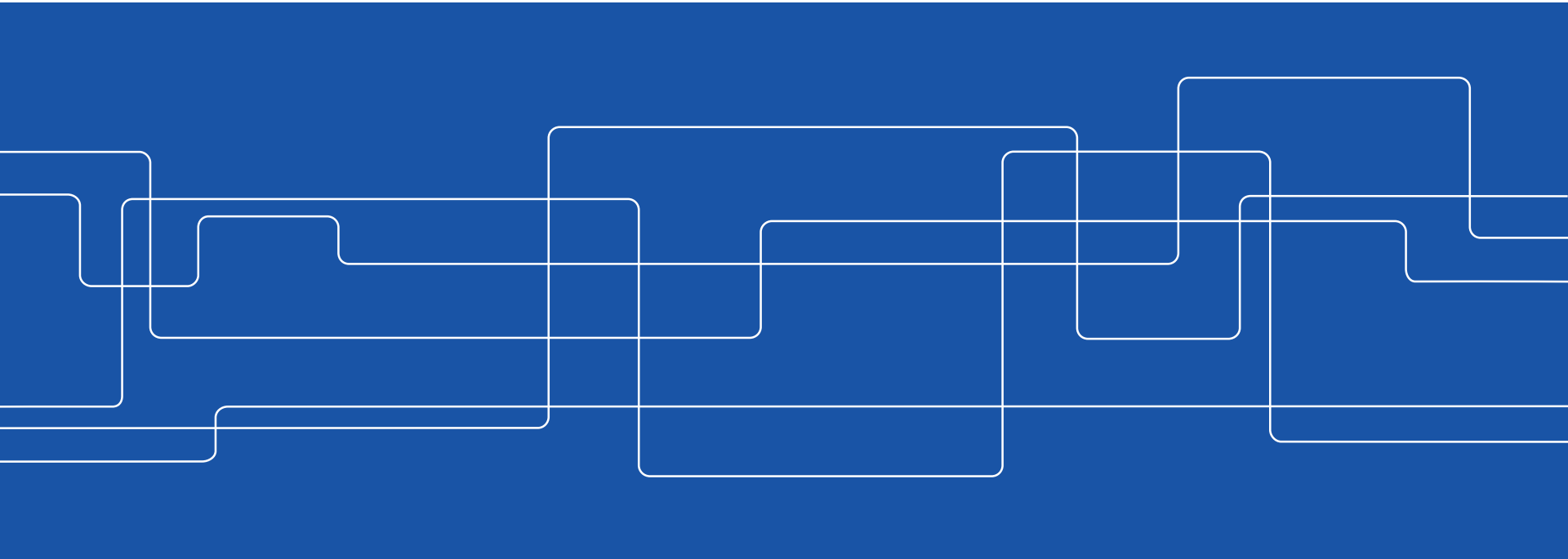




# Positioning and impact through communication

Åsa Ankarcrona  
2018-08-22





# How to be found?

**As an employee at KTH** your profile page is always public. You can however, affect the parts of the profile page that will be visible to everyone...

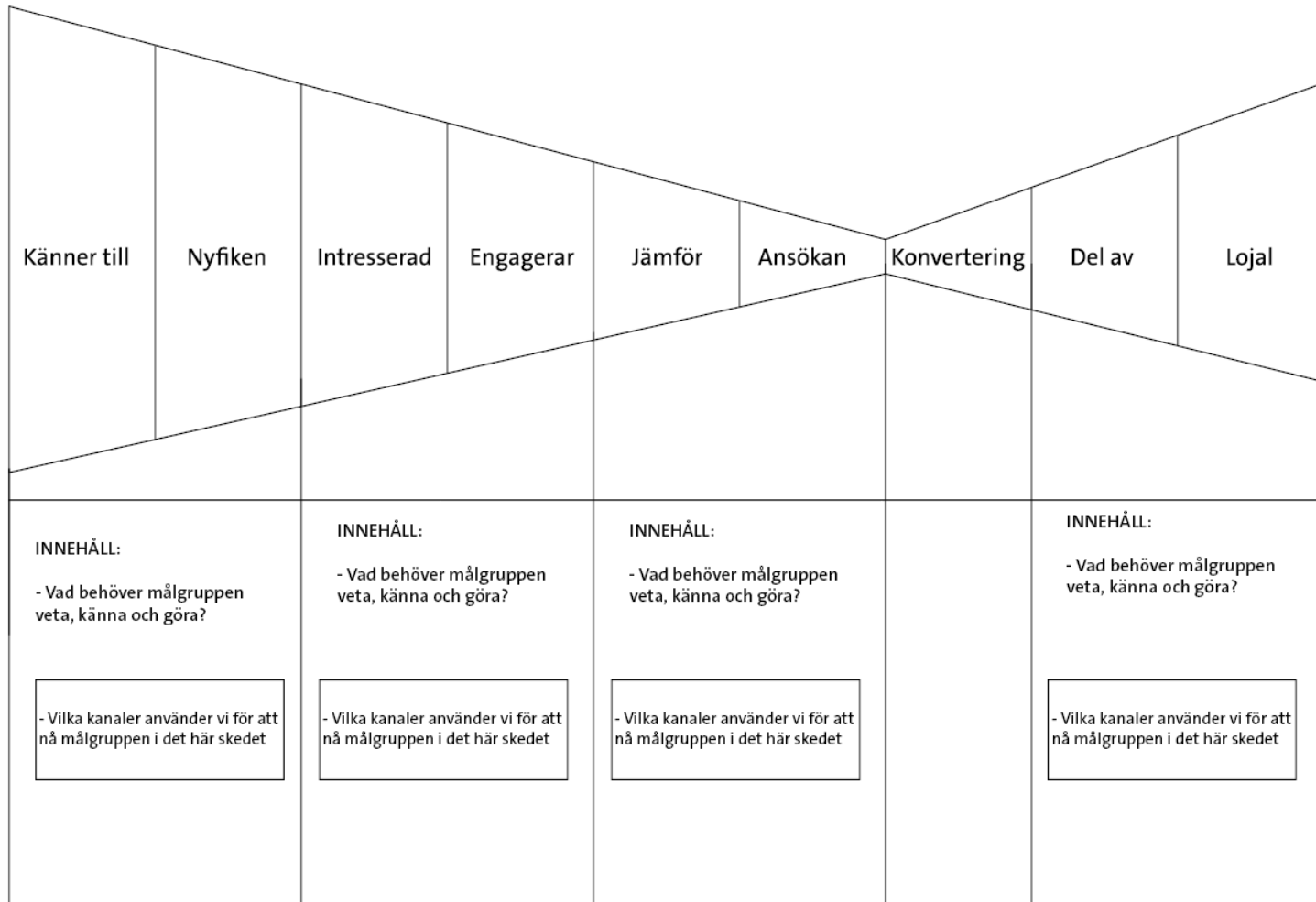
<https://intra.kth.se/en/administration/kommunikation/webbpublicering/profilsidor/om-profilsidor-pa-kth-s-webbplats-1.687091>

- Picture
- Social Media connections
- Relevant content
- Key words (SEO)

# How do you document along the way?



# Who do you want to reach?





# Communication strategies at KTH

In february 2017 the President decided to introduce a **Strategy for communicating sustainable development**, as a complement to the current **Communication strategy**.

Both strategies describe how communication within and from the organization should be conducted. The difference between them is that the strategy for communicating sustainable development focuses on the area of sustainable development.

<https://intra.kth.se/en/styrning/ledningen/kommunikationsstrategi-1.81577>