



# Communications in a nutshell

AYY's association training, 1 Dec 2020  
Julia Wihuri, Communications Specialist

**ayy** aalto-yliopiston ylioppilaskunta  
aalto-universitetets studentkår  
aalto university student union

# AYY's communications team



**Julia Wihuri**  
Communications  
Specialist

Responsibilities:  
community, advocacy,  
volunteers



**Iina Sillfors**  
Graphic Designer



**Laura Luoto**  
Advocacy and Communications  
Manager



**Essi Puustinen**  
Communications Specialist

Responsibilities: services,  
housing and properties



**Johanna Kouva**  
English Translator



**Nina Piispanen**  
Swedish Translator

You can reach the  
communications team:  
[viestinta@ayy.fi](mailto:viestinta@ayy.fi)

# How can AYY support the communication of your association?

- Through us, you can reach all AYY members
- Weekly newsletter every Monday during academic terms
- Event calendar on the website
- Social media

# Target groups of AYY's communications

AYY's  
volunteers,  
employees and  
the  
Representative  
Council

~300

**AYY's  
membership**  
15,000 Aalto  
students

**Association  
members**  
approx. 200  
associations

**AYY's  
residents**  
Approx. 3,000

**Aalto  
community**  
(students, alumni  
and staff)

Corporate  
partners

**Media**

**Interest groups**  
Aalto University  
National Union of University  
Students in Finland SYL  
City of Espoo,  
etc.



# Weekly newsletter

- E-mail newsletter published on Mondays during academic terms (Christmas break on 15 Dec–10 Jan)
- Published in Finnish, Swedish and English, AYY translates
- News from AYY, its associations and sections, other useful information for students
- Community: Aimed at AYY's 15,000 members. Recipients also include the representatives of interest groups and others interested. Almost 19,000 subscribers, of which approx. 20 % read the newsletter.
- **If you want to inform members about current affairs, suggest content for the newsletter with [this form](#). DL previous Thursday, 10am.**
- Subscribe to the newsletter, to know what is going on.
- Also a newsletter for associations, which AYY uses to approach the associations



Lue selaimessa

## Viikkotiedote 39/2020

Huomenta! Haku AYY:n jaostoihin, toimikuntiin ja luottamustoimiin ensi vuodelle on auki. TOKYOn joulumyyjäiset ovat käynnissä verkossa.

### Tiedotteessa tällä viikolla

1. Haku AYY:n vapaaehtoispesteihin vuodelle 2021 on auki
2. Seuraa hallituspaneelia livenä
3. Teekkarikokouksen puheenjohtaja valittu
4. TOKYOn Joulumyyjäiset käynnissä online
5. GNI "Publishing Games in China"
6. PSK Kupla: Laitesukelluskokeilu
7. Wanted: Teaching assistants for CS courses
8. Co-design Workshop: Prototype lively Otaniemi
9. Hae WWF Nuoriin

### Tärkeitä päivämääriä

- 7.–21.11. Laulukilpailu
- 16.–22.11. TOKYOn Joulumyyjäiset online
- 17.11. Hallituspaneeli
- 19.11. PSK Kupla: Laitesukelluskokeilu
- 19.11. Speakers' Corner
- 19.11. Online symposium: Dialogues in Radical Wellbeing
- 20.–22.11. Dash Hack
- 20.–22.11. Silence Retreat in English
- 21.11. Länneratsastuksen kokeilutunti
- 23.11. GNI "Publishing Games in China"

# Once again: content for the newsletter submitted through the form

<https://lomake.ayy.fi/viestinta/tiedotteet/>

- **Heading max. 50 characters**
- **News text max. 500 characters**
- **Link for further information**
- **Image**
- **Language of the event**
- **Send the text in Finnish if you also want it translated into Swedish and English**
- **DL: Thursday of the previous week at 10am**

Newsletter content - Public

Heading max 50 characters \*

  
0 of 50 max characters

News text, max 500 characters \*

  
0 of 500 max characters

Write here the text you would like to add in the newsletter. May contain links. The shorter the better.

Website for further information (optional)

  
This link will be added to newsletter as well.

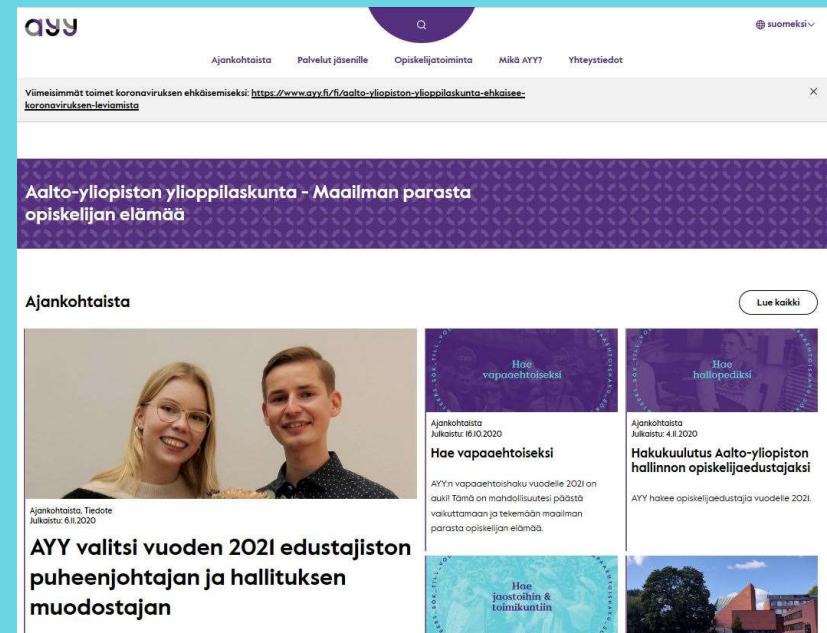
Image (optional)

 No file chosen

Upload an image or graphic you would like to include in the newsletter. jpg or png files only!

# Website ayy.fi

- Website as an information bank: essential information about the Student Union as an organisation, administration, member services, associations, contact information, etc.
- Current affairs: news, releases, blogs, statements, event calendar
- Check that the information and translations on your association on the website are up to date



# Event calendar on the website

<https://www.ayy.fi/fi/tapahtumat>

- Adding: you need text about the event, image, relevant information
- User ID for associations: [tietotekniikka@ayy.fi](mailto:tietotekniikka@ayy.fi)
- Remember: the use of three languages, i.e. Finnish, Swedish and English
- How to add events, [video](https://www.aalto.fi/fi/palvelut/aaltofi-tutoriaali-tapahtuman-luominen) instructions: <https://www.aalto.fi/fi/palvelut/aaltofi-tutoriaali-tapahtuman-luominen>
- Note: create in Finnish, remember the language versions on the translate tab
- You can also write more text: Component -> Text paragraph

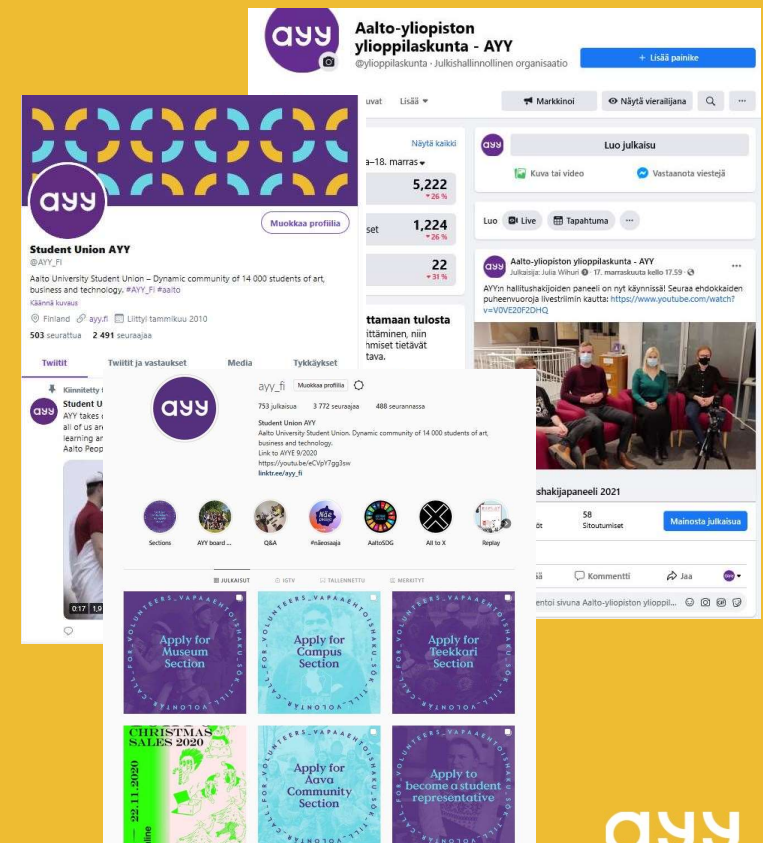
The screenshot shows the AYY website's event calendar. At the top, there is a navigation bar with the AYY logo and a search icon. Below the navigation bar, there are three main menu items: 'Ajankohtaista', 'Palvelut jäsenille', and 'Otsikot'. The 'Ajankohtaista' menu is open, showing sub-items: 'Ajankohtaista', 'Uutiset ja artikkelit', 'Tapahtumat', and 'Live'. Below the navigation bar, there is a section for 'Palvelutoimiston aukioloajat' with the text 'AYY:n palvelutoimisto on avoinna kello 16:00 s...'. The main section is titled 'Tapahtumat' and lists three events:

- 27** **Ristin kiita: Ville Auvine**  
Miten Raamatun olemassaolo vaikuttaa kristityn elämään? Mitä teoreettisia ja käytännön tuntemisesta ja lukemisesta seuraa? Tervetuloa seuraamaan opetusta kappeli-iltac  
Muu  
27.11.2019 18:45 – 21:30  
Jämeräntaival 8, Espoo  
Otaniemen kappeli
- 28** **Polluxin pikkujoulujuhla ja vaalikokous**  
Raketti- ja tähtikerho Pollux täyttää tänä syksynä 25 vuotta ja kutsuu yhdistettyyn joulujuhliaan ja vaalikokoukseen Rantasaunan pienelle puolelle torstaina 28.11!  
Tarjolla glögiä, purtavaa ja saunomista! Tilaisuus alkaa kello 18 ja vaalikokous aloitetaan kello 19.  
Juhlat  
28.11.2019 18:00 – 23:00  
Rantasauna  
Jämeräntaival 5
- 29** **Metal Club Mökä: Vaalisauna**  
Vaalikokous ja sauna  
Muu  
29.11.2019 18:00 – 23:59  
Gorsu



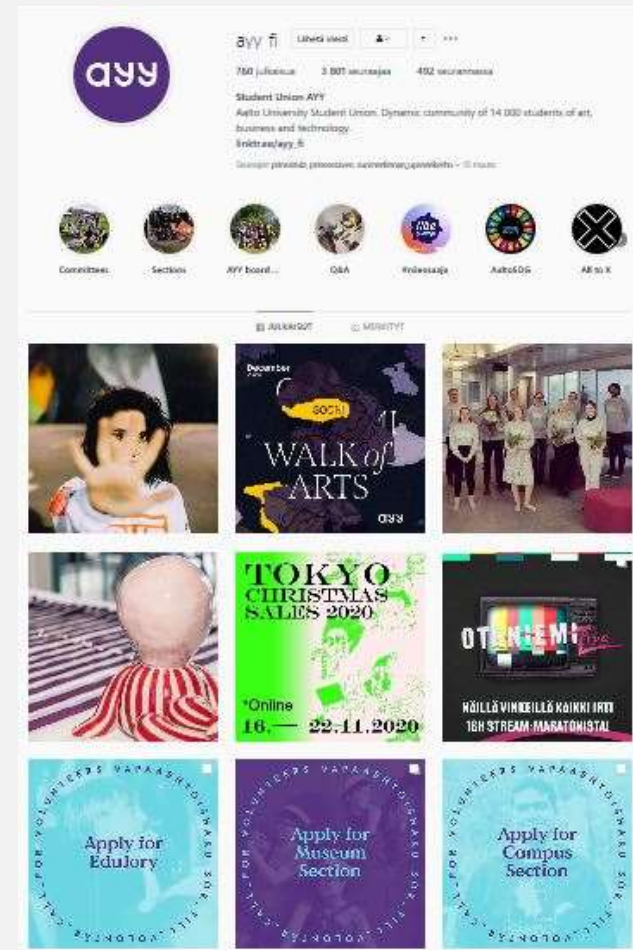
# AYY's social media channels

- Mainly trilingual content in Finnish, Swedish and English
- If you want to add content to social media:
  - Think about who you want to reach and what the issue is, choose the channel/s accordingly
  - Is your message clear and understandable?
  - When do you want the message to be published?
  - What kind of image or illustration to choose?
  - Contact Communications Specialist Julia: [julia.wihuri@ayy.fi](mailto:julia.wihuri@ayy.fi), tell her your matter and she will help you, ask for the translation and publish the message



# AYY's Instagram

- @ayy\_fi
- 3,801 followers (1 Dec 2020)
- Reaches the students well
- Inspiring and visual content, campaigns
- What works: people, photos
- Instagram Story takeovers



# AYY's IG story available for associations

- Opportunity for associations to take over AYY's IG story for one day
- Agree on the release date with Communications Specialist Julia, [julia.wihuri@ayy.fi](mailto:julia.wihuri@ayy.fi), she will give you the login ID
- Remember to mention in the takeover: name of the association, brief description of activities and how you can get involved
- The main language is English, so at least the main points must also be in English

# Also remember these communication channels

- Aalto International at Telegram (<https://t.me/aaltointernational>), #ketoonirti, AYY student advocacy (<https://t.me/edunvalvonta>), AYY student housing development
- Various Facebook groups
  - AYY events <https://www.facebook.com/groups/AYYEvents>
    - AYY study events <https://www.facebook.com/groups/107997604542613>
    - AYY Sports & Well-being <https://www.facebook.com/groups/2062045280696358>
  - Aalto International <https://www.facebook.com/groups/AaltoInternational/>
- *Erityiset* mailing list (AYY's special status associations): [erityiset@list.ayy.fi](mailto:erityiset@list.ayy.fi)
- University's info screens on the campus

# Briefly about crisis communication

# Checklist for crisis communications

1. AT THE BEGINNING OF THE YEAR / BEFORE THE EVENT: Choose the person responsible for communications in case of emergency to avoid the broken telephone effect or confusing communication.
2. Extent of the crisis: ensure safety, call 112 if necessary and notify AYY (laura.luoto@ayy.fi, tel. +358 40 575 9092; , if unavailable, please contact julia.wihuri@ayy.fi, tel. +358 40 542 2388).
3. Tell the truth to those present/the media. The responsibility lies with the person who has been assigned responsibility for crisis communications. Say only what you know and everything you know, do not speculate. Information related to a police investigation is always provided only by the authorities. AYY's communications team is happy to help you and can act as a contact person with the membership and the media, **so don't worry**.
4. Defuse the crisis in your group when the situation is over.

More information in the event guide:

<https://yhdistysopas.ayy.fi/tapahtumanjarjestajalle>



**Questions, comments?**

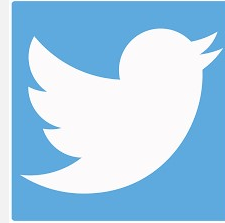


**Aalto University  
Student Union –  
AYY**

**AYY Housing**



**ayy\_fi  
ayyhousing**



**AYY\_FI**



**Aalto  
University  
Student Union  
AYY**



**Advocacy**  
<https://t.me/AYYadvocacy>

**Aalto  
International**  
<https://t.me/aaltointernational>



**Student Union AYY**

**Are you following AYY on  
social media?**

**ayy**



# Thank you!

Julia Wihuri, Communications Specialist

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AYY's entire communications team:

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