

PDN Internal Communication strategy

The Communications Committee was set up in 2014 and has two overall goals:

1. Facilitate internal communication, by ensuring all members of PDN have access to relevant information and are informed about events relating to Departmental research, teaching, welfare & wellbeing and administration.
2. Ensure that the goals and achievements of all members of PDN are acknowledged and communicated effectively within and beyond PDN and the University.

Our specific goals are to:

- Provide access to information about people, resources, training, opportunities
- Share key goals of PDN: teaching, research, wellbeing, public engagement
- Share the achievements of all members of PDN
- Promote interaction, and thus wellbeing
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To do this, we use a variety of traditional and digital media

Internal communication strategy

1. General PDN website

Is the main medium to communicate research and teaching goals and achievements of members of the Department, internally and externally. Our goal is to encourage all members of PDN to send us news of research and teaching achievements so that it can be included on the website. It is also the hub for useful information and resources. The PDN website has specific information to help new members find relevant information and people.

2. Communication@PDN webpage

Is under construction (December 2018) and will be launched in 2019. It will list key events, upcoming projects and initiatives, notices and links to useful websites. It will replace the Newsletter for updating members of the Department about research, notes and announcements, recruiting for events, upcoming projects etc.

3. TV displays

Are used to advertise seminars and events within the Dept. New software is needed to make the system user-friendly so that it can be easily updated.

4. Notice boards

Are used to provide ad hoc information to all members of PDN. They are divided by themes and labelled according to their location:

- **Seminars** (main entrances of both buildings, they should include a small map of the building and directions to the seminar rooms)
- **Courses and student activities** (tea room, access to classrooms/lecture theatre, access to library)
- **Research funding opportunities** (stairs to labs, finance offices)
- **Living in Cambridge**
- **General staff information** (corridors to offices)
- **Library information** (library)

Website and Social Media use monitoring

The PDN website uses Google Analytics, for data analysis of page views, sessions and user behaviour on the site. The information is collected anonymously and used to evaluate the success of news stories and in turn to influence our future strategies. Twitter activity, such as new followers, re-tweets and mentions, and acquisitions through the channel is also monitored. The above information is used to produce a quarterly report on web, news and social media, which will further identify areas for improvement.

In addition, the Communications Co-ordinator collects all mentions of the PDN in the media into a press review for the internal archive section, and regularly checks the search results for PDN to ensure that the Department is represented correctly and accurately on the internet.

Action points/ key responsibilities

(i) Identifying, co-ordinating and publicising initiatives and events that promote the communication goals of PDN

Who: Communication Co-ordinator, Committee Chair, Committee members

(ii) Maintaining an up-to-date PDN website:

Who: Communication Co-ordinator, with support from the Committee Chair, our administrative team, and (for posting news items) the academic staff. Includes:

- Presenting news items in a timely manner
- Advertising key events, deadlines etc
- Keeping the staff list and photo gallery up to date

(iii) Keeping the TV monitors current:

Who: Communication Co-ordinator and Administrative team

(iv) Keeping the notice boards current:

Who: Communication Co-ordinator and Administrative team