



# TURUN KAUPPATIETEIDEN YLIOPPILAAT RY

## ASSOCIATION OF ECONOMICS STUDENTS IN TURKU

### 1 **Communication guidelines**

2 This guideline specifies the use, management, and purposes of various communication  
3 channels within Turun KY. It determines who is responsible for the content and supervision of  
4 different communication channels.

### 5 **01 General Guidelines of Turun KY's communications**

#### 6 1 § Right of Use

7 Turun KY's communication channels may be used by the board of Turun KY, employees,  
8 trusted representatives, committees, projects, operational groups, companies owned by Turun  
9 KY, and other entities at the discretion of the head of communications, executive director, or  
10 the board.

#### 11 2 § Channels

12 Turun KY's communication channels include email lists, the association's website, users or  
13 groups on various social media platforms, the association's magazine *KYliste*, and other  
14 graphical materials.

#### 15 3 § Principles

16 Turun KY's communication must be open and appropriate. Turun KY's communication must not  
17 be offensive or contrary to general good conduct.

18 Advertising events of external entities that are not part of Turun KY or its operational group  
19 registry is prohibited if they overlap with a major event of Turun KY.

20 Turun KY's communication must follow the association's brand and graphic guideline and  
21 deviations from these guidelines are only allowed with special permission from the Head of  
22 Communications.

#### 23 4 § Corporate Collaboration

24 Turun KY representatives may not advertise or mention competitors of companies owned by  
25 Turun KY in their communication. If an operational group promotes a competitor of Turun KY's  
26 businesses, it must not mention any connection to Turun KY.

27 Exceptions can only be made with special permission from the Sales Manager.

### 28 **02 Turun KY's Name and Logo**

## Communication guidelines

29 The official name of the association is Turun kauppaliitteen ylioppilaat ry. Other acceptable  
30 forms include Turun KY, TuKY, TuKY ry, or Turun kauppaliitteen ylioppilaat. The unofficial  
31 English name is The Association of Economics Students in Turku.

32 In Turun KY's communications, the established inflection forms Turun KY:n and TuKYn should  
33 be used.

34 The use of Turun KY's logo is regulated separately in the brand and graphical guidelines.

### 35 **03 Email**

36 Turun KY uses email lists within the University of Turku's email system. The University of  
37 Turku's IT Services is responsible for creating and maintaining these lists. All Turun KY email  
38 lists can be recognised by the KY- prefix.

#### 39 5 § Management

40 The Executive Director and the Head of Communications own all email lists and have the right  
41 to make changes to their management and ownership.

42 Email list owners can restrict subscriptions and message delivery. In such cases, messages  
43 must be approved by designated individuals before being sent to the entire list.

44 By default, the chairperson and communicator (or another person responsible for  
45 communication) of each entity act as the moderators and owners of their respective email  
46 lists. They are also responsible for updating the list of ownership to their successor at the end  
47 of their term.

#### 48 6 § KY-Aktiivi and KY-email lists

49 The KY-Aktiivi and KY email lists are managed by the Head of Communications and the  
50 Executive Director. These individuals, or other board-appointed members, are responsible for  
51 approving messages sent to these lists.

52 When sending messages to these lists, instructions provided in the communication training  
53 must be followed.

#### 54 7 § KYräilijä

55 KYräilijä is a weekly association newsletter sent to the KY-Aktiivi email list.

### 56 **04 Association Website**

57 The board and officials are responsible for the website's content. Turun KY's representatives  
58 are responsible for their content and can update the website using their credentials.

### 59 **05 Social Media**

60 Social media is not the primary channel for content intended for the entire membership.

61 All social media communication must follow the brand and graphical guidelines.

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62 The Head of Communications, Executive Director and other designated board members or  
63 representatives manage Turun KY's social media channels.

64 Committees manage their pages while ensuring that communication remains centralised and  
65 aligned with Turun KY's communication policies.

66 Turun KY's official pages and groups are monitored by the Head of Communications, Executive  
67 Director, designated board members, or operators.

### 68 **06 KYliste**

69 Turun KY's magazine, KYliste, is managed by the communications team and other designated  
70 individuals. KYliste is published five times a year, including the summer edition, Bunny Guide.

### 71 **07 Posters and Other Graphic Materials**

72 Turun KY has a brand and graphical guideline that must always be followed in association  
73 communications. Exceptions can only be made with special permission from the Head of  
74 Communications.

### 75 **08 Language of Communication**

76 All communication under Turun KY must be bilingual in Finnish and English. Bilingual  
77 communication is also strongly recommended for Turun KY's clubs.

### 78 **09 Amendments**

79 Changes to this guideline can only be made by decision of the association's general meeting.

### 80 **10 Entry into Force**

81 This guideline was approved at the association's general meeting on April 29, 2025.