

“From shouting to dialogue” – use of social media

Rachel Miller
@AllthingsIC

Seuraa

Love the #badstockphotosofmyjob hashtag. Here's some for Communication professionals. Can't remember the last time I used a megaphone in a client meeting, or anywhere! 📢

Kaanna twiitti



11.11 - 5. toukok. 2018

18 uudelleentwiittausta 117 tykkäystä

10 18 117

Kaisa Raitio
Head of Communications
Finnish Radiation and
Nuclear Safety Authority –
STUK

@stuk_fi
@kaisaraitio

STUK

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THE RADIATION AND NUCLEAR SAFETY
AUTHORITY'S STRATEGY FOR 2018-2022



TARGETS RELATED TO STUK'S RESOURCES

1. THE HAPPIEST CIVIL SERVANTS IN THE WORLD
2. ABILITY TO UNDERSTAND COMPLEX ENTITIES
3. COST-AWARE OPERATIONS

EFFECTIVENESS TARGETS

4. RISK-INFORMED AND COMMENSURABLE OVERSIGHT
5. FLEXIBLE AND EFFICIENT WORKING METHODS
6. EFFECTIVE NATIONAL RADIATION SAFETY RESEARCH

SOCIETAL TARGETS

7. EMPHASISING THE RESPONSIBILITY OF THE OPERATORS
8. PEOPLE UNDERSTAND THE RISKS OF RADIATION
9. SOCIETY IS RESILIENT TO DISTURBANCES

OUR VALUES:



EXPERTISE



OPENNESS



COURAGE



CO-OPERATION

People understand the risks of radiation

We provide people with correct and easy-to-understand radiation safety information to enable them to understand, even when subjected to information overload and disinformation, what is hazardous and what is not and consequently act correctly without unnecessary fear.

We adopt the role of a more visible and active communicator in society. We want to communicate in a timely, comprehensible, illustrative and humane manner in those forums where people exchange or look for information.

At STUK, communicating about radiation and nuclear safety is everyone's responsibility.

@stuk_fi
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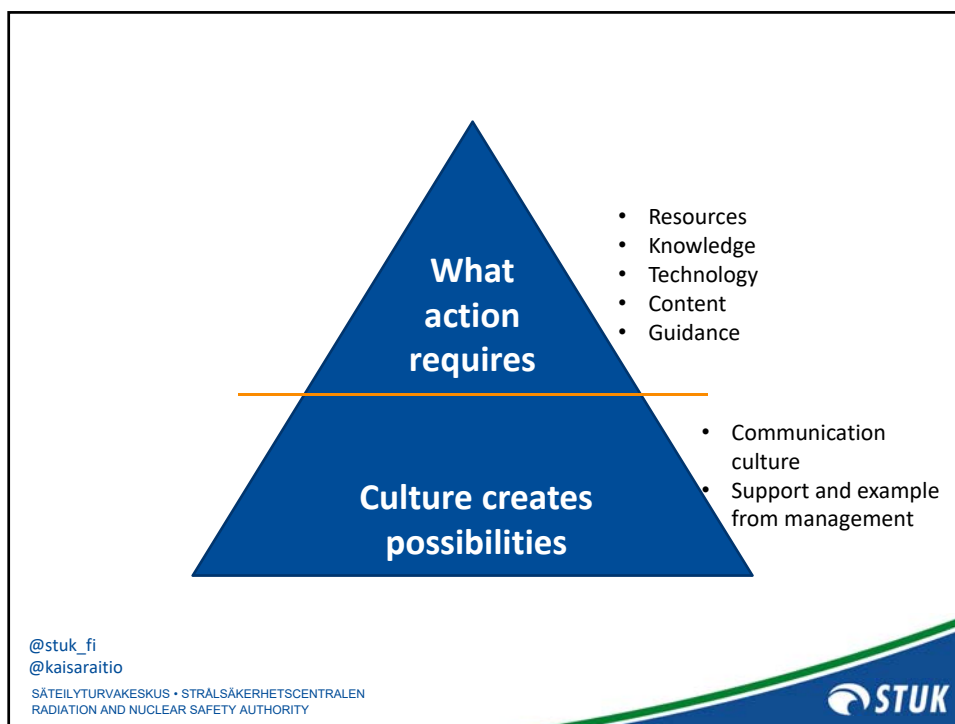


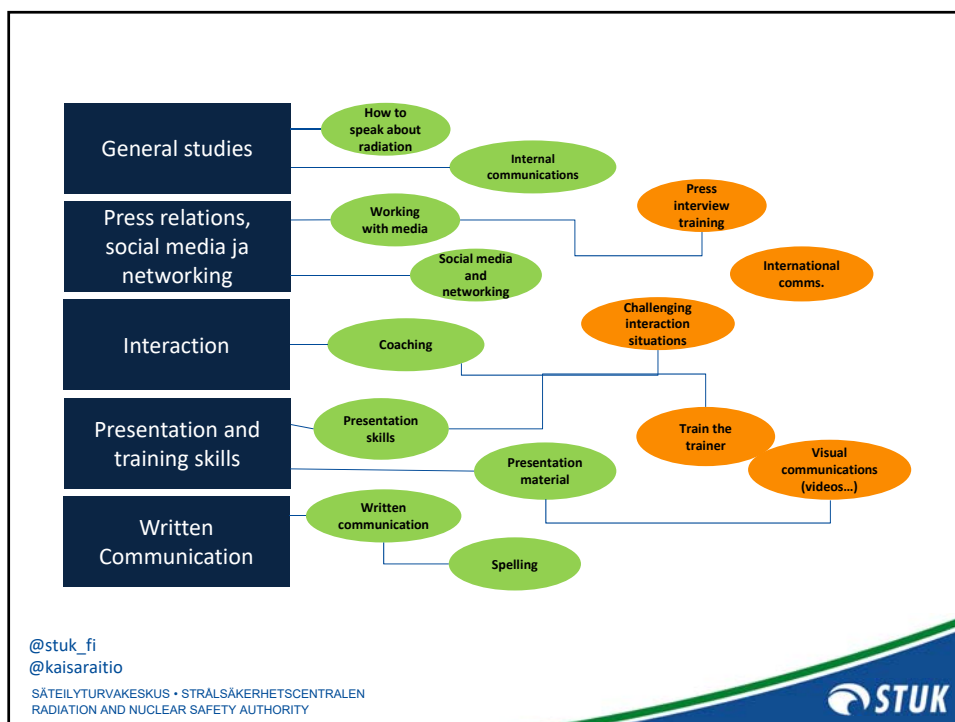
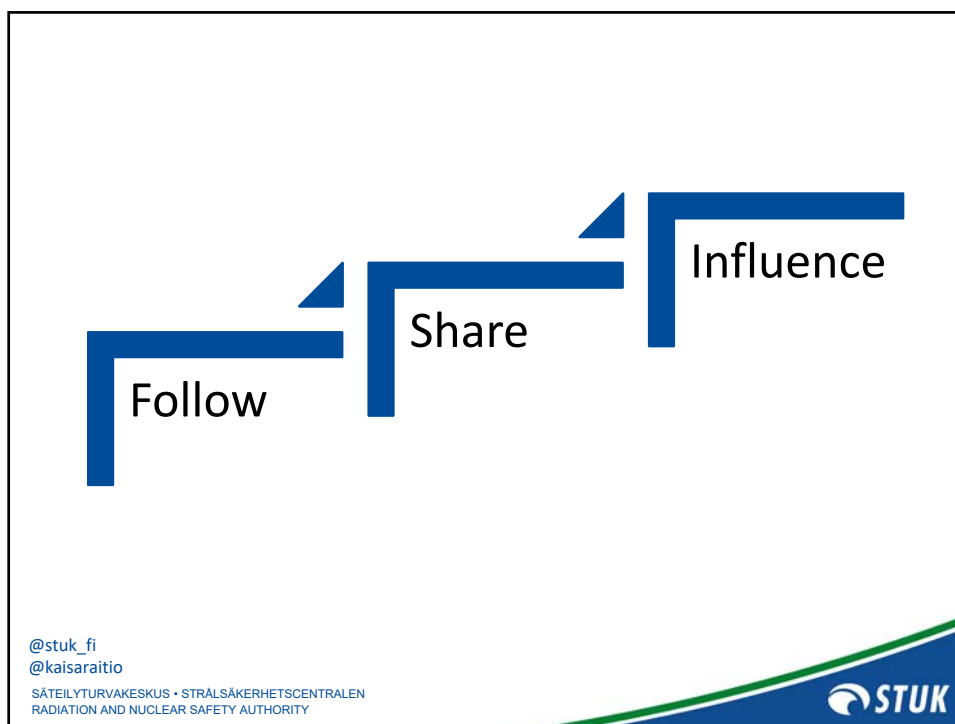
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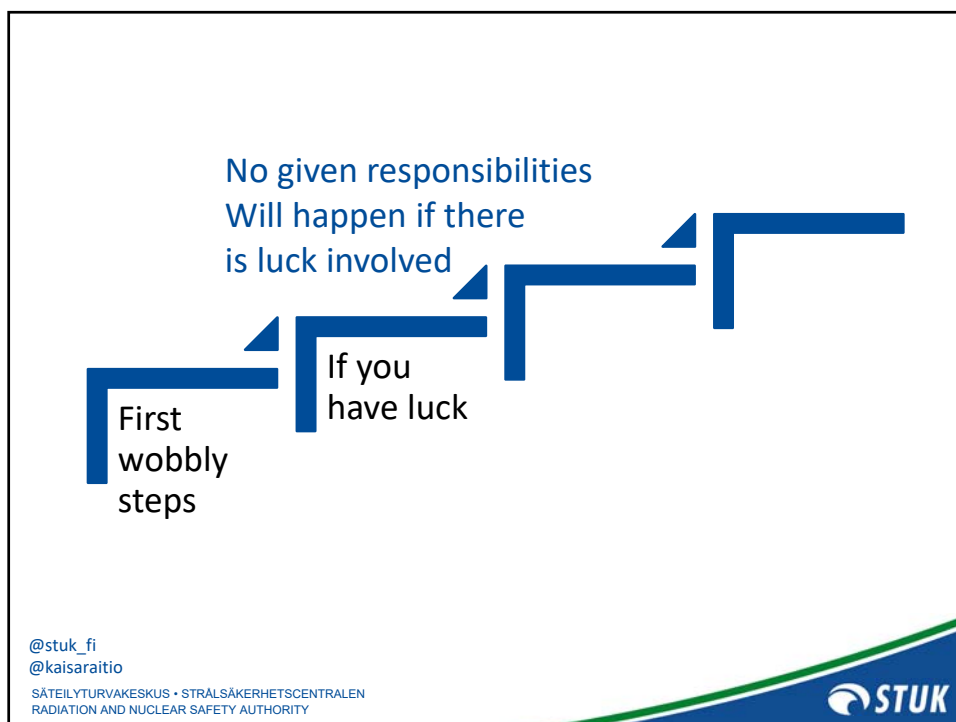
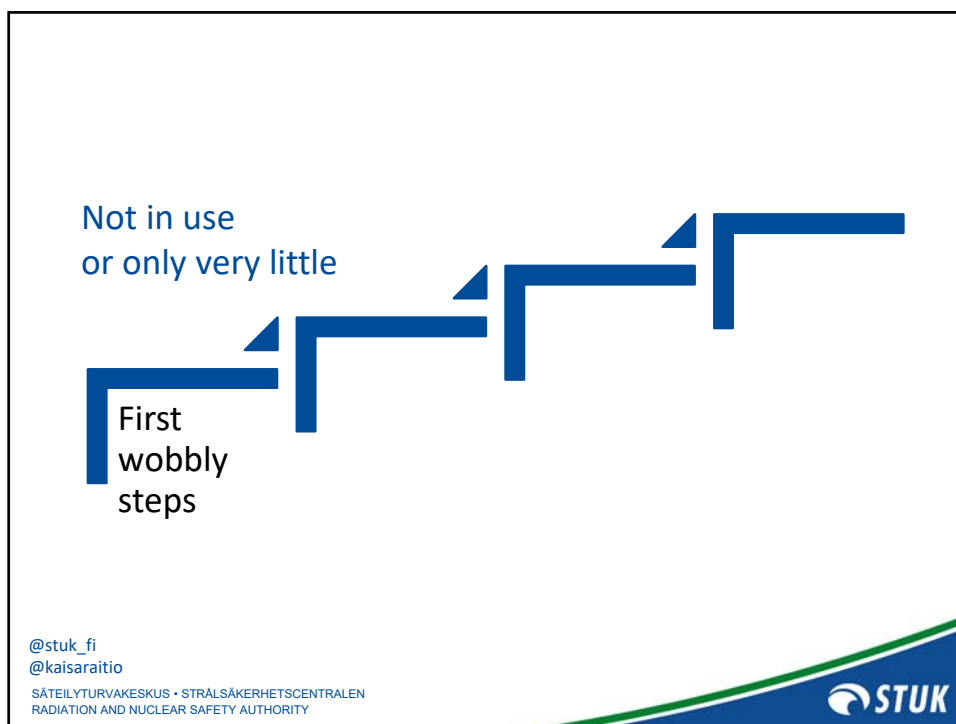
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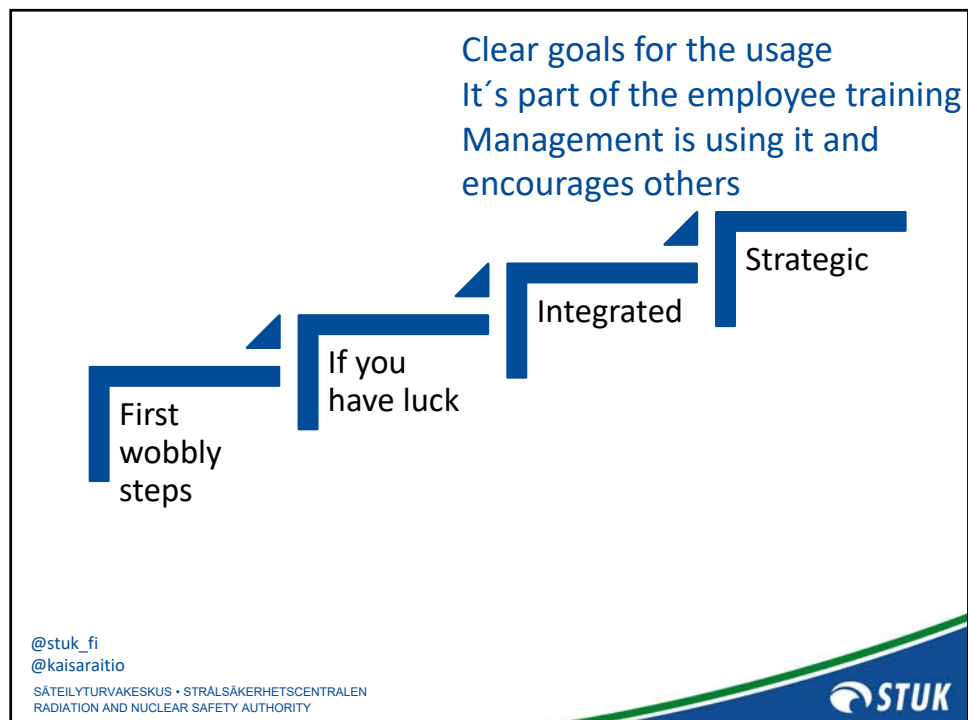
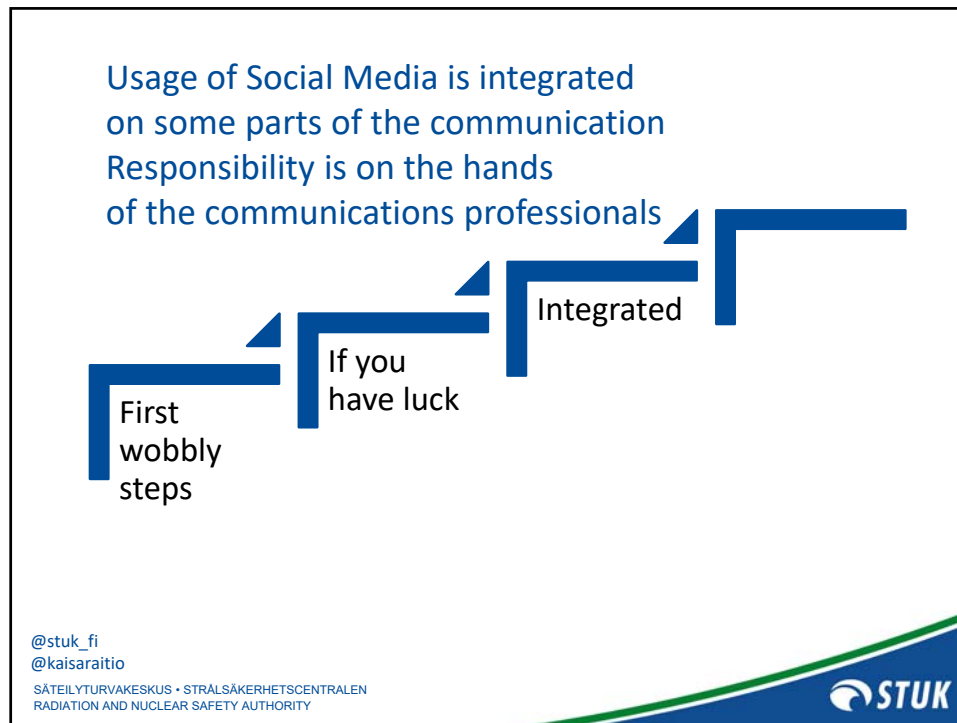
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THE GREAT TRUST SHIFT: FROM INSTITUTIONS TO INDIVIDUALS

The diagram illustrates the 'Great Trust Shift' from institutional trust to peer trust. On the left, 'INSTITUTIONAL TRUST' is shown with a central blue building icon and yellow arrows pointing from it to eight surrounding blue human icons. In the center is a circular gauge labeled 'TRUST' with a red needle pointing towards the right. On the right, 'PEER TRUST' is shown with a network of blue human icons connected by yellow lines, with one icon highlighted in a blue circle. The entire graphic is on a dark blue background.

INSTITUTIONAL TRUST

PEER TRUST

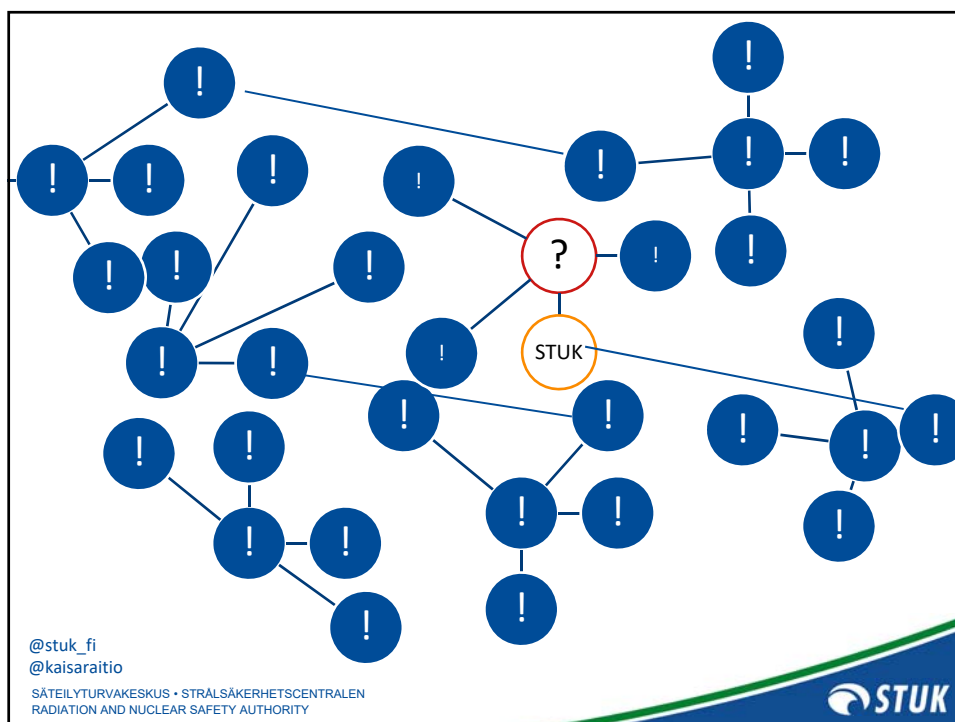
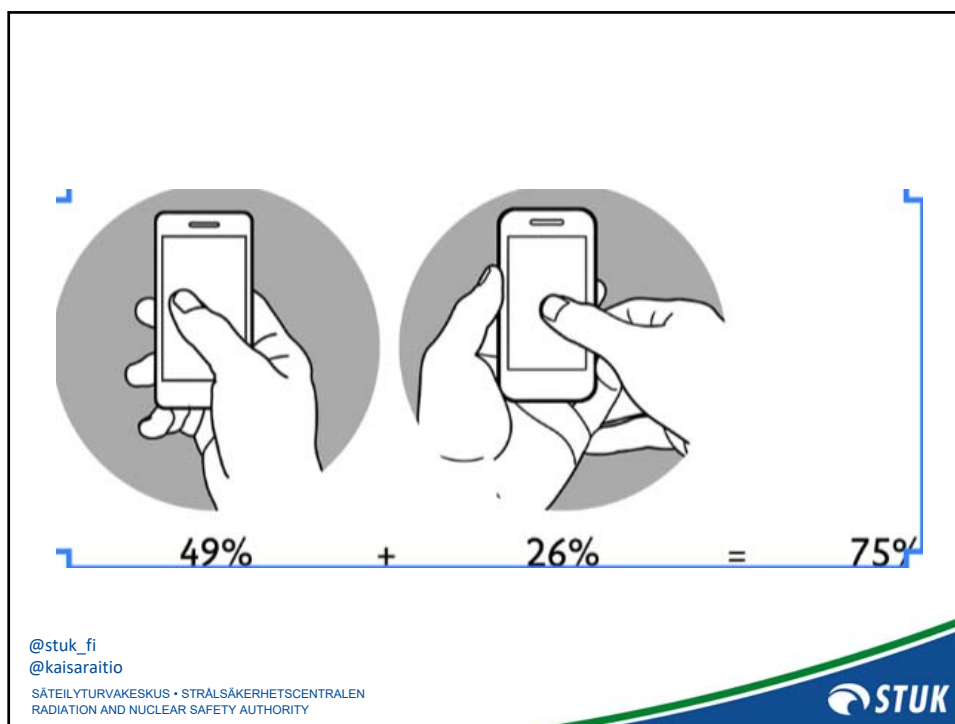
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It's our responsibility
to build a network of trustees
who endorse facts
about the risks of radiation.

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