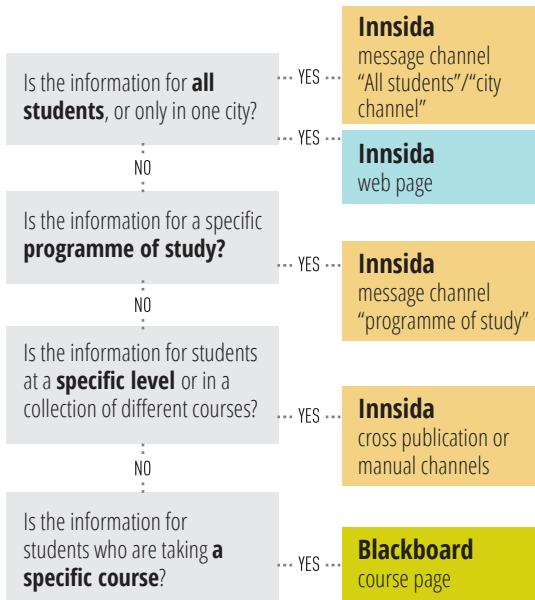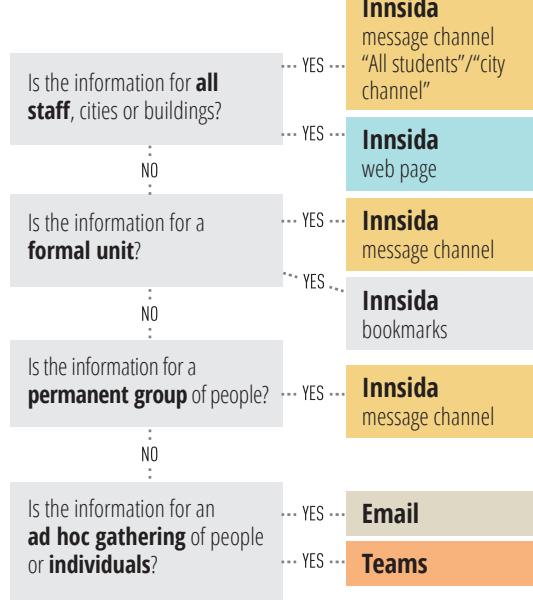# INFORMATION AND NEWS

Information is open content published to reach a specific audience, such as students, employees or the outside world. Information may be a combination of text, video and documents on a topic.

A **news** item is information about a current event or of immediate relevance. A news item may refer to more detailed information.
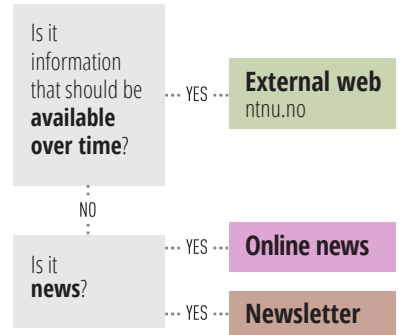
CURRENT STUDENTS

Is the information for **all students**, or only in one city? ···· YES ····
- **Innsida** message channel "All students"/"city channel"
- **Innsida** web page

NO

Is the information for a specific **programme of study?** ···· YES ····
- **Innsida** message channel "programme of study"

NO

Is the information for students at a **specific level** or in a collection of different courses? ···· YES ····
- **Innsida** cross publication or manual channels

NO

Is the information for students who are taking **a specific course**? ···· YES ····
- **Blackboard** course page

EMPLOYEES

Is the information for **all staff**, cities or buildings? ···· YES ····
- **Innsida** message channel "All students"/"city channel"
- **Innsida** web page

NO

Is the information for a **formal unit**? ···· YES ····
- **Innsida** message channel
- **Innsida** bookmarks

NO

Is the information for a **permanent group** of people? ···· YES ····
- **Innsida** message channel

NO

Is the information for an **ad hoc gathering** of people or **individuals**? ···· YES ····
- **Email**
···· YES ····
- **Teams**

EXTERNAL
(for example, prospective students)

Is it information that should be **available over time**? ···· YES ····
- **External web** ntnu.no

NO

Is it **news**? ···· YES ····
- **Online news**
···· YES ····
- **Newsletter**

Internal

Innsida message channel
Innsida has many different message channels for both students and staff. Some of these are predefined, while people can subscribe to others. It is possible to publish a message in several channels at the same time. This is called cross-posting.

Open **Internal**

Innsida web page
A web page has content that will be available over time. It must be user-focused and categorized by topic. Most pages are open to the world and thus searchable on the Internet. They can be shared using email and social media.

Internal

Blackboard
All information relevant to ongoing courses must be posted in Blackboard. Examples of things that should be posted on Blackboard include learning activities, communication with students, deadlines and teaching materials. Note that work that will be graded must not be placed in Blackboard.

Open

Newsletters
You can use newsletters to publish news by email.

Internal

Innsida bookmarks
From "Min Side" ("My Page"), there are bookmarks under "Shortcuts" with useful links to frequently used pages and tools.

Internal

Email
Email is used to exchange information with one or more people, but remember that email is not a secure way of sharing information. Confidential and strictly confidential information must not be sent by email.

Internal

Teams
Microsoft Teams offers a range of collaboration services and allows students, staff, groups and partners to work together. This is the arena for informal interaction and communication. See also the chapter on information security and classification below.

Open

External web (ntnu.no)
In order of priority, the external web should have the following target audiences: 1. Prospective students. 2. Existing and potential partners in business and the public sector. 3. Potential partners in research and education in Norway and abroad.

Open

Online news
The type of news determines the choice of channel. Examples of news items include events, research news, public defence of a PhD thesis, or an award. Innsida message channels, calendars, social media, Gemini or blogs are among the channels you can use. Search for "online news" to find best practices for channel selection.

SECURITY CLASSIFICATION

All information processed at NTNU must have a security classification. The summary shows the security classification for which each system is approved. For more detailed information, search for **"information security"** on Innsida.

Open	Internal	Confidential	Strictly confidential
The information is available to anyone without login. Example: A web page or an open document in Office 365.	The information is available to selected internal and external users, but requires login. Example: exam answer papers.	The information requires strict access control. This classification is used if disclosure would harm the public interest, the institution or individual(s). Example: sensitive personal data.	The information requires very strict access control. This classification is used if disclosure would cause substantial harm to the public interest, the institution or individuals. For example, people who need special protection.

Remember that you are responsible for content and data that you produce and share!

Do you need help?
Contact: web@komm.ntnu.no