

**Hetman Petro Sahaidachnyi National Army Academy**

**COMMUNICATION STRATEGY  
OF THE NATIONAL ARMY ACADEMY FOR 2025–2030**

Lviv-2025

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## 1. Basic principles and focus areas

The communication strategy of the National Army Academy (hereinafter referred to as the Academy) is an integral part of its strategic development and aims to strengthen the institution's position as a leading military institution in Ukraine.

The Academy plays a key role in training officers for the Armed Forces of Ukraine, as well as shaping the moral, psychological, intellectual, physical, and value base of future professional defenders of the state, citizens-state builders, and representatives of the political and business elites.

In the context of full-scale war, the Academy's communication activities are of particular importance — they are designed not only to maintain internal stability and effective interaction, but also to shape a positive image of the institution among its staff, the general public, the Armed Forces of Ukraine, state bodies, international partners, and young civilians. An important component of the Academy's communication activities is timely response and counteraction to disinformation, hostile PsyOps, and manipulation that could harm both the activities of the educational institution and the Defense Forces in general. At the national level, the Academy's communication activities are designed to shape and maintain a positive image of the new generation of Ukrainian officers, ensuring that it is understandable to the general public and prestigious among young people who are potential applicants.

### **Current situation:**

- **Strengths:** experience, history, cooperation with Western partners, successful graduates, innovative training programs.
- **Weaknesses:** insufficient digital presence, limited communication with young people, lack of UGC content, negative reputation, lack of sufficient communications specialists, poor of the communications department.
- **Opportunities:** popularity of military service, demand for leaders, public support for the Armed Forces of Ukraine, international recognition due to the most modern experience.
- **Threats:** information attacks by the russian federation, losses among personnel, personnel changes.

## **Vision of the Academy:**

In 2030, the Hetman Petro Sahaidachnyi National Army Academy (NAA) will be Ukraine's leading military institution, internationally recognized as a key center for military education, innovation, and the formation of a new Ukrainian elite. The academy attracts the most talented young people in Ukraine, creating an environment where the future military, political, public, and business elite of the state are formed.

## **Mission of the Academy:**

Training future officers. By synchronizing military education with the battlefield, innovative solutions, and modern military doctrines, the Academy prepares leaders of a new generation. Not just highly qualified military specialists, but physically and intellectually developed individuals capable of critical thinking and resisting information and psychological influence. Commanders with civic awareness and patriotic values who are capable of making important decisions, acting effectively in difficult conditions, promoting social changes, and shaping the future of the country.

## **2. Goals and objectives in the field of communications.**

### **Main goal:**

Building a sustainable system of internal and external communication that will ensure the implementation of the Academy's educational, scientific, and educational missions, promote high-quality and long-term partnerships, and help shape a positive image of military service in the overall strategic communications system.

### **Communications objectives:**

1. Ensuring a unified information policy for interaction with the public, media, authorities, and international partners.
2. Increasing trust in the Academy as a benchmark for military education.
3. Promoting the achievements of cadets, teachers, and scientists.
4. Shaping the image of the Academy as a modern, patriotic, honest, open, and effective institution.
5. Increasing interest in studying at the Academy among school graduates and military personnel.
6. Building brand recognition for the Academy among various target audiences.

7. Raising awareness of the specializations offered by the Academy.
8. Strengthening cooperation with other educational institutions, public organizations, businesses, philanthropists, volunteers, and defense enterprises.
3. Building a culture of communication among the Academy's personnel.
9. Forming a strong and extensive community of Academy graduates and cadets, ensuring historical continuity, and creating a positive climate for the emergence and preservation of internal traditions.
10. Ensuring an effective system for countering information threats.
11. Increasing the Academy's presence in the civilian environment through effective interactions and collaborations with brands, artists, and public opinion leaders.

**Tasks:**

1. Development and implementation of information campaigns (enrollment, career, international cooperation, personal development).
2. Interaction with the media (briefings, press conferences, media visits, organization of interviews).
3. Ensuring the Academy's participation in various offline events: forums, festivals, exhibitions, etc.
4. Monitoring the information space, analyzing and predicting information threats.
5. Promoting the image of an officer as a moral leader of society and an active participant in state-building processes, a representative of the elite.
6. Timely creation of content plans.
7. Constant updating of the official website and social media.
8. Development and provision of a recognizable and attractive visual style, its timely updating and adaptation to the requirements of senior management.
9. Creation of the Academy's brand book.

10. Support for cadets' creativity and initiatives in the field of communications.

11. Expansion of the media materials database and formation of the Academy's audiovisual archive.

12. Regular analysis of communication effectiveness and strategy adjustment.

### **3. Visual style and tone of communication**

#### **Visual style:**

1. All official materials must be designed in accordance with the Academy's brand book and the guidelines for the use of graphic style in visual communication of the Armed Forces of Ukraine (use of official symbols, fonts, colors).

2. Uniform stylistic design of pages on social networks.

3. Priority should be given to the use of photographs of real life at the Academy: training, training grounds, ceremonies, achievements.

4. The use of images created using artificial intelligence and random images from the Internet is prohibited.

**Tone of communication (Tone of Voice)** The Academy has a confident, statesmanlike tone, but is not lacking in humanity. The style is concise, without pathos or military bureaucracy. It is standardized for recognizability. It should be understandable to military personnel, civilian youth, and their parents. Educational communications are presented in a publicistic manner.

### **4. Communication channels and key messages**

#### **Channels:**

1. Official website of the Academy.
2. Social media pages on Facebook, Instagram, YouTube.
3. Social media pages of the Academy's structural units.
4. Official websites and social media pages of other units of the Defense Forces.
5. Media.
6. Outdoor advertising.

7. Souvenir products.
8. Internal channels (information boards, letters, orders).
9. Partner communication channels.
10. Community of cadets and graduates of the Academy.

### **Communication tools:**

1. Briefings, departmental meetings, Academic Council meetings.
2. Publications on the website and social media pages.
3. Press releases, video reports, official comments, interviews.
4. Career guidance events, exhibitions, open days.

### **Internal communication and its messages**

#### **Cadets:**

- The Academy is a place where future officers, leaders, and statesmen are trained.
- The Academy is a community of military brotherhood, mutual support, and patriotism.
- Here you will be taught by the best officers with experience in the russian-ukrainian war.
- We do not tolerate corruption, dishonesty, or unprofessionalism.

#### **Personnel:**

- The Academy is a place to develop your professional potential.
- We support scientific and teaching initiatives.
- Together, we are shaping the future of the Ukrainian army.

### **External communication**

#### **Cadets' parents:**

- Your child will study in a relatively safe, reliable, and patriotic environment.
- The academy offers discipline, support, and professional growth.
- We care about the moral and psychological well-being of our cadets.

## **Applicants:**

- The Academy is a path to an officer's rank and service to Ukraine.
- Professional military training, training grounds, modern facilities.
- An education respected by the Armed Forces.
- You will become part of Ukraine's military elite..

## **Partners and employers:**

- Synchronization of military education with the battlefield.
- The Academy trains tactical-level leaders who are motivated, patriotic, and professional.
- We are open to joint scientific and educational projects.

## **Effectiveness assessment**

### **1. Quantitative metrics:**

- Number of applicants
- Social media coverage and engagement
- Website traffic

### **2. Qualitative metrics:**

- Level of satisfaction among cadets (survey)
- Mentions in the media, tone
- Reduction in negative comments or fake news

## **6. Roles and responsibilities in the Academy's communications work.**

### **Final provisions.**

According to the Academy's communication strategy, all employees and military personnel participate in ensuring effective communication by promptly informing the press service (communications department) about the



organization of events and activities, the implementation of changes and reforms.

Chiefs of structural units have communication responsibilities within their areas of responsibility. They must be prepared to act as spokespersons within their areas of competence, be able to explain and justify their vision, goals, and decisions, and motivate other military personnel and Academy employees to engage in communication. Chiefs of departments are responsible for communication within their units, interaction with the command, and the organization of information.

The implementation of the Academy's Communication Strategy is coordinated by the chief of the press service (chief of the communications section). The Communication Strategy is approved by the Academic Council of the Academy and put into effect by order of the commandant of the Academy.

Every year, the implementation of the strategy is evaluated (surveys, coverage statistics, content quality) and adjusted.