

Swedish Internal Communications

The Swedish Communications Team manages five primary internal channels for sharing Swedish news, announcements and events: Core Leader News, We Swedish newsletter, the Swedish News Site, InOurCircle and Swedish Online.

Policy and Overview

The Swedish internal communications team works with the objective of enhancing and streamlining internal communications to reinforce the Swedish vision, strategic priorities and keep staff informed of timely organizational messages. This involves ensuring that information communicated to staff is relevant, accessible, accurate, and appropriate in both content and method of distribution.

The communications team reserves the right not to publish or discontinue content that is not considered newsworthy, is incomplete, or contains information that may be better communicated through a different channel.

Swedish caregivers and leaders are encouraged to collaborate with the communications team in order to share information through the appropriate channels. We adhere to AP style and can help edit your content as needed. You can reach our team directly by contacting Communications@Swedish.org.

Communication channels

Swedish has a number of existing internal communication channels available, including:

Channel	Audience	Purpose	Submission deadline	Date of Publication
Core Leader News	Swedish Core Leaders – Manager-level and above	Dissemination of information that is essential to Core Leaders, including leadership announcements, upcoming events, required trainings, and essential information to cascade to their teams.	Friday before publication <i>*If this is an urgent news item exceptions to this policy will be considered.</i>	Tuesday afternoons - weekly
We Swedish	All Swedish Caregivers	Dissemination of information that is essential and relevant to all caregivers, including leadership announcements, upcoming events, required trainings, and etc.	Monday before publication <i>*If this is an urgent news item exceptions to</i>	Thursday afternoons - weekly

Channel	Audience	Purpose	Submission deadline	Date of Publication
			this policy will be considered.	
Swedish News Site	All Swedish Caregivers	Provides important information for all caregivers and leaders in an easily accessible location. This site houses all newsletter announcements as well as more specific messages categorized by campus location as well as topic.	3 days before desired publication date <i>*If this is an urgent news item exceptions to this policy will be considered.</i>	TBD
InOurCircle	All Swedish Caregivers	Provides important information for all caregivers and leaders in an easily accessible location. This platform can be used via desktop or mobile phone and houses all newsletter announcements.	3 days before desired publication date <i>*If this is an urgent news item exceptions to this policy will be considered.</i>	TBD
Swedish Online	All Swedish Caregivers	Provides repository for individualized team content.	3 days before desired publication date <i>*If this is an urgent news item exceptions to this policy will be considered.</i>	TBD

Channel	Audience	Purpose	Submission deadline	Date of Publication
One-off emails	All Swedish Caregivers	Exclusively used for important, time-sensitive messages to caregivers. Must be approved by communications and senior leadership.	3 days before desired publication date <i>*If this is an urgent news item exceptions to this policy will be considered.</i>	TBD
Emails sent to Distribution Lists	Determined by requestor	Exclusively used for important, specific or time-sensitive messages relevant for a specific group or audience. Used to inform groups about important information as well as to promote upcoming events and activities.	3 days before desired publication date <i>*If this is an urgent news item exceptions to this policy will be considered.</i>	TBD

For more information regarding these channels or for assistance in crafting an announcement, contact Communications@Swedish.org.

Considerations and requirements:

- Articles are limited to one-time publication. **Unless otherwise determined by leadership or the internal communications team.*
- The Swedish Communications Team **does not** manage distribution lists in Outlook. Please direct inquiries about Outlook distribution lists to the IS team.
- All one-off emails must be distributed through the Communications team
 - One-off emails are reserved for urgent, time-sensitive announcements. Events and non-essential news items will not be considered for one-off email distribution. These announcements may be considered for other channels.
- Topics that are not published in the newsletters:
 - New hires that are not in senior leadership



- Offsite non-educational events are not considered for publication in Core Leader News. These announcements are acceptable for the We Swedish newsletter and other internal channels.
- Personal announcements such as births, marriages, farewells or new hires (except executive hires or retirement events sponsored by Human Resources.)
- Fundraisers for individuals or teams (unless for a Swedish-sponsored event.)
- Information that should not be publicly disclosed
- Media speculation or reports from non-credible news sources
 - News that is no longer timely (lags behind external communications or the media)

For more information and questions regarding the policy outlined above, please contact Communications@Swedish.org.