

Swedish Communications Channels

Internal Communication Channels				
<i>*Managed by Swedish Communications</i>				
Channel	Audience	About	Submission Deadline	Notes
Core Leader News	Swedish core leaders	CLN is an email newsletter for Swedish core leaders distributed weekly, or as news items become available. Sent out on Wednesday.	Email Communications@swedish.org at least two weeks prior to the announced event	Announcements are subject to editing for space, content and appropriateness, including the number of issues a message may run.
MiniMemo	All caregivers	MiniMemo is a weekly compilation of brief (mini) announcements about Swedish news and events. Sent out on Thursday.	Email MiniMemo@swedish.org by noon on Tuesdays for consideration in Thursday's edition. Messages must be 80 words or less, including the headline.	Event announcements are limited to events supported by Swedish. Announcements are subject to editing for space, content and appropriateness, including the number of issues a message may run.
Swedish Online intranet	All caregivers	"What's New" Announcements (Swedish Online home page) The top 3-4 stories on the Swedish Online (intranet) home page offer the latest news and events.	Email Communications@swedish.org for consideration.	Swedish Online (intranet): http://swedishonline.swedish.org
In Our Circle	Swedish Caregivers who download app and opt to engage	IOC is a caregiver app sharing news and events from around the system.	Email Communications@swedish.org for consideration.	
Screensavers	All caregivers	Updates screens every two weeks or as needed.	Email Communications@swedish.org for consideration.	
Caregiver Forums	Campus specific	Caregiver meetings held 1x/quarter	Contact Communications@swedish.org for	Opportunity to be added to the

			consideration.	agenda
Core Leader Calls	All core leaders	Core Leader call held every other month	Email Communications@swedish.org for consideration.	Opportunity to be added to the agenda
<i>Internal communication channels managed by other departments</i>				
Swedish Medical Staff News	All Swedish Medical Staff	Swedish Medical Staff News is produced by Swedish Medical Staff Services.	Email Medical Staff Services: MedicalStaffNews@swedish.org	Managed by Medical Staff - Barbara Shaw is the director of Swedish Medical Staff Services and her team is able to send messages to ALL Swedish providers (employed and non-employed).
Nurses@swedish.org newsletter	All nursing staff	Nurses@Swedish newsletter is a monthly publication designed to deliver valuable information to Swedish nurses	Email nurses@swedish.org .	The newsletter is produced by Clinical Education and Practice.
Management Meetings	Campus specific	Monthly meetings held at each campus around the system	Contact campus COO	Opportunity to be added to the agenda
Core Leader Advisory Council	Select group of core leaders	Meeting held every other month	Email Kristen Fox/Sue Larson	Opportunity to be added to the agenda
WE3 Video	First Hill campus	Monthly video	Email WE3 – Stacy Banahan/Ani O’Hara	Opportunity to have topic/announcement mentioned
Margo’s Monthly CNO Video	Select DL	Monthly video	Email WE3 – Stacy Banahan/Ani O’Hara	Opportunity to have topic/announcement mentioned
Targeted Email	Select DL	As needed	Search DL within Outlook	
<i>Campus e-newsletters</i>				
Issaquah Campus e-news	Issaquah caregivers	Email news sent out weekly	Check with editor	Managed by Julie Colella

Ballard Campus e-news	Ballard caregivers	Email news sent out weekly	Check with editor	Managed by Lynn Tissell
Edmonds' Inside Buzz	Edmonds caregivers	Email news sent out weekly	Check with editor	Managed by Sonni Nilan
External Communications <i>*Managed by Swedish Communications</i>				
Channel	Audience	Publishes	Submission Deadline	Notes
Social Media Facebook Twitter YouTube	Consumers, patients, media, caregivers	Daily	Email Communications@swedish.org for consideration.	Posts are subject to editing for space, content and appropriateness.
Swedish Blog	Consumers, patients, media, caregivers	Weekly	Email Communications@swedish.org for consideration	Swedish Blog: http://www.swedish.org/blog
Swedish News	Consumers, patients, media, caregivers	As needed	Email Communications@swedish.org for consideration	Online newsroom – urgent announcements as needed in addition to press releases/media advisories
Press Release/ Media Advisory	Media	As needed	Email Media@swedish.org for consideration	Posted to Swedish.org newsroom