

Swedish Social Media Policy

The Swedish Communications Team manages four primary social media channels: YouTube, Facebook, Instagram, and Twitter. The purpose of this policy is to provide guidance and understanding of our strategy, and to educate, inform and engage our caregivers and community, content and posting policies.

Policy and Overview

The Swedish content strategy promotes the Swedish brand by educating our audience, sharing ideas and stories from thought leaders, community partners, earned media coverage highlighting our services and more. Each social channel has unique audiences and posting parameters. All content communicated needs to be relevant, accurate, and appropriate in audio, visual and written context.

Acceptable posted content includes:

- Original educational, and/or entertaining content ([video blogs](#), blogs, Facebook Lives).
- Strategic partnerships (Storm/theMevent) and media coverage.
- Relevance Content – Monthly meetings for tailored content.
- Events

The communications team reserves the right not to publish or discontinue content that is not considered appropriate for widespread external distribution, or contains information that may be better communicated through a different channel. We will work with requesters to find the most appropriate forum for their message.

Complaints and questions are managed through the Sprinklr social media management platform on a case-by-case basis. Immediate concerns are forwarded via email to Karrie Spitzer, senior communications manager and Michael Connors, communications specialist.

Swedish caregivers are encouraged to collaborate with the communications team to share ideas and help us create diverse and valuable content for our external audiences. You can reach our team directly by contacting communications@swedish.org.

Social media channels

Swedish has a number of social media communication channels through which we engage and educate our online community:

Channel	Audience	Purpose	Cadence
Facebook	20.4k followers Average Age: 25-44 72% female, 28% male	To promote Swedish and caregivers as a premier health care provider in the region with unique caregiver-focused content.	1-2/day

Channel	Audience	Purpose	Cadence
Instagram	Channel followers as well as local Instagram users and followers of the used hashtags.	To leverage visual content to reinforce our brand identity, showcase the caregivers and patients of Swedish and provide value to our online community with short but high-value data points on health-related topics.	3-5/week Room for more original content
YouTube	6,611 subscribers	Newsletter/website/social videos library	
Twitter	12.2k followers	Similar to Facebook, also have conversations and engage in meaningful conversations.	1-2 Original Content Room for more 2-4 Retweets

For more information regarding these channels or for assistance in crafting a social media post, contact communications@swedish.org.

Considerations and requirements:

- Finished contributions (Photo/Caption/Link) or requests regarding social channels must be made a minimum of 3 days before desired publication or distribution, unfinished and schedule specific content regarding social channels must be made by the Friday before.

Ongoing Campaigns:

- Facebook Live – Weekly. Trending Topics. Speak with Michael about scheduling
- [Swedish Baby](#) – Saturdays. Bella Baby partnerships
- [Swedish Spotlight](#) – Sundays (Submit a Caregiver)
- Relevance – Weekly. Healthcare observance related blog promotion
- [Podcasts](#) – Every other week. Promote Swedish podcast.
- Blog – Weekly.
- Foundation – Sporadic.

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