

## Support for communication in social media

### The smart city – meeting the urban challenge

Posts can be published in all channels, or in one, using all the posts or just one, depending on the conditions. Hashtag used on Twitter and Instagram is #smartcitysweden

Use the following link to download images: <https://share.mediaflowpro.com/en/?7KAFZNAVSS>

#### Instagram

Post 1: [Image: Wooden House, Vallastaden, photo credit - Ida Gyulai] Housing is a challenge in all growing cities. In Swedish cities, blocks of flats are increasingly built out of timber, a renewable raw material that does not use up the earth's finite resources. The Swedish Embassy in [X] is now showing the exhibition The smart city – meeting the urban challenge which highlights Sweden's journey towards our common goals for Agenda 2030. The exhibition is open until [date]. Welcome! #smartcitysweden

Post 2: [Image: Kids & Waste, photo credit - City of Stockholm] Swedes often hear that recycling is in our genes. Of course, that is not the case. But it is a behaviour that is learned from a very early age. Waste management is a major challenge in many of the world's growing cities. Learn more about waste management and other areas we need to address to reach a sustainable future. Visit the exhibition The smart city – meeting the urban challenge at the Swedish Embassy in [city/country]! #smartcitysweden

Post 3: [Image: Energy management, photo credit - Fortum] Imagine public transportation as a quiet, green and comfortable journey with extremely low impact on the climate. In some Swedish cities, this is reality with buses powered exclusively by renewable electricity from wind power and hydropower. Explore solutions for a smart and sustainable city, in our current exhibition at the Swedish Embassy in [city/country]. #smartcitysweden

#### Facebook

Post 1: [Image: House wood, Vallastaden] Housing is a challenge in all growing cities. In Swedish cities, blocks of flats are increasingly built out of timber, a renewable raw material that does not use up the earth's finite resources. The Swedish Embassy in [X] is now showing the exhibition The smart city – meeting the urban challenge which highlights Sweden's journey towards our common goals for Agenda 2030. The exhibition is open until [date]. Welcome!

Post 2: [Image: Kids & Waste] Swedes often hear that recycling is in our genes. Of course, that is not the case. But it is a behaviour that is learned from a very early age. Waste management is a major challenge in many of the world's growing cities. Learn more about waste management and areas we need to address to reach a sustainable future. Visit the exhibition The smart city – meeting the urban challenge at the Swedish Embassy in [city/country]!

Post 3: [Image: Energy management] Imagine public transportation as a quiet, green and comfortable journey with extremely low impact on the climate. In Sweden, this is reality with buses powered exclusively by renewable electricity from wind power and hydropower. See more examples and other examples of how Sweden builds smart cities at the exhibition The smart city – meeting the urban challenge at [Embassy X].

### Twitter

Post 1: [Image: House wood, Vallastaden] Home sweet wooden home - the exhibition The smart city highlights Swedens journey towards a sustainable future. The exhibition opens [date]. Welcome!

Post 2: [Image: Kids & Waste] Recycling is not in our genes but we learn the importance early. There is more to learn about smart cities. Visit the exhibition at [Embassy X].

Post 3: [Image: Energy management] Quiet and comfortable public transportation with extremely low impact on climate. Visit The smart city exhibition through [date] at [Embassy X].