



2021

Social Media Plan for Pioneer the Possible

Launch date 21 September 2021

 Pioneer the possible.

Joint launch 21 September

On 21 September 2021 we will launch the Pioneer the Possible concept together towards our target groups.

If we all communicate the same core messages in an engaging way, more of our audience will understand why Sweden and Swedish entities are of interest.

Starting 21 September, you may use the ready-made social media posts in your own social media channels based on the schedule below.

There are more posts and films available in the toolkit than what is suggested in the plan, and after 21 September you are free to use them in a way that suits your goals.

Please note!

As these communication posts and short films are meant to create an interest with selected target groups it is important that you always link the posts to a website or event where it is possible to get in touch with Sweden and/or to initiate a cooperation with Sweden.

Suggestions for this are sweden.se, sweden.se/work or business-sweden.se, but you may also add your own website.



Social media strategy

Choice of social media and image format

Use social media channels that are relevant in the country in question, and where the target group is believed to be active. Pictures are prepared in three formats to fit all major social media channels:

- Landscape, 1200x628 (Facebook, Twitter, LinkedIn, etc.)
- Square, 1080x1080 (Instagram, Weibo, WeChat, Facebook for mobile, etc.)
- Portrait, 1080x1920 (Snapchat, Instagram stories, WeChat, etc.)

Use of hashtag

The organic, non-purchased, dissemination of #PioneerthePossible has the potential to be of major importance. Consistent use of the hashtag #PioneerthePossible is necessary for us to be able to follow what is happening in different countries and across different platforms.

Launch activities

For this three-day launch, there are several posts for social media that can be used to generate interest and engagement. D

In total, there are six ready-made social media posts with associated status updates, as well as three short films in various formats.

These can be used in social channels, emailed as attachments in invitations, and used as an introduction at and event.

Purchased distribution

In relevant social channels, it is possible to add purchased distribution ('advertising'). This is an effective way to spread the word, and depending on the local context, it can be a successful strategy.

Regarding target groups we suggest that you try different target groups for different posts:

- If you boost a post or story, we suggest that when choosing the target groups for the boost you should start with choosing your followers, their friends and "lookalikes" (a term Facebook uses for people that have similar interests as your followers). You could also continue with targeting people that live in your country and are interested in Sweden, sustainability, innovation and business-related content. If you have Swedish companies with offices in your country you could also try to target followers of that company.
- We also suggest that you choose people that are interested in the area of the post you choose to use, for example "life science" or "transportation" as well as "Sweden".

Posts and translation

The posts should contain a text with an image or film, as well as a link to more information.

Want translated texts? Book a translator and a local video editor. The texts in the overview document is what will be presented in the posts so you may start translating that at your earliest convenience and we will provide you with files to add the texts to. (Financial support can be applied for by using the normal toolkit procedure.) Don't forget to coordinate with other foreign missions that have the same language needs you have.

Scheduling

There are no rules about publication frequency or time of day to post. Depending on social media type, typical followers and senders, the conditions will vary. Our general recommendation is to spread the posts over a few days, for example by posting a picture with text per day for a week. Be prepared to handle comments and reactions.

