



# City of Lund

## Social media in Lund Municipality

Lund Municipality is constantly improving its work with social media. The municipality has two Facebook pages, a YouTube channel, a blog and an Instagram account.

Lund has two Facebook pages; one is for the citizens. This page highlights a variety of topics and current issues in the municipality. The municipality's second Facebook page has a specific focus on environment and sustainability, the page called "Hållbara Lund". Right now there are 563 who like the page and the number increases every week. The page's purpose is to provide people living in Lund with the knowledge and tools that make it easier to make sustainable choices and increase awareness of the municipality's work in sustainable development and thereby inspire more people to get involved.

The municipality also has a YouTube channel, with movies presenting The Cityfied Smart Cities project, the plans for the new sustainable city district Brunnsög and the planned tramway.

Lund has a blog on the website "Hållbar stad", about current projects and news about Lund municipality's efforts to create a sustainable city and reach ambitious targets.

Lund Municipality Instagram account is to follow the municipality's employees every day. The aim is to get the citizens of Lund a greater insight into what the municipality does in all the different areas by two weeks to follow a staff member and then the next two weeks another and so on. When the account is with employees who work with the environment and sustainability issues, the account will have more environmental focus during those weeks. For example, the head of the strategic environmental unit will have the account during COP21.

### Websites

Facebook: <https://www.facebook.com/lundskommun>  
<https://www.facebook.com/hallbaralund>

YouTube: <https://www.youtube.com/user/Lundskommun>  
<https://www.youtube.com/watch?v=dIlBwpc3S0M&list=UUI4cihFlUknr6ziGVNA8wIw&index=14>

Blog: <http://www.hallbarstad.se/blogs/45-hallbara-lund>

Instagram: <https://instagram.com/lundskommun/>