

Working with the Communications Department

A Quick Reference for FFN Department Heads | Last updated: July 13 2026

Communications Department: Who We Are

The Communications Department is made up of three roles:

- **Communications Director** — leads FFN-wide communications strategy, oversees all social media channels (national and departmental), manages all websites (minus Shopify), produces the Finnish Line, manages FFN's monthly e-newsletter, and serves as the primary point of contact for all communications requests. This is your main contact for getting content posted, planned, or promoted.
- **Managing Editor**, The Finnish American Reporter (FAR) — leads all aspects of FAR's print and digital editions, serves as FFN's journalist, and coordinates press releases and media relationships. The Managing Editor also communicates with the Communications Director to ensure FAR content is promoted across national channels.
- **Executive Director** — provides overall organizational leadership and serves as the final authority over the Communications Department as a whole. Both the Communications Director and the Managing Editor report directly to the Executive Director. When decisions require organizational-level guidance or resolution, the Executive Director has final say.

The Communications Director has lead on all social media, digital, and marketing communications. The Managing Editor has editorial independence over FAR content and serves as the primary lead on press releases, coordinating closely with the Communications Director.

What the Communications Department Manages

The Communications Department provides oversight, strategy, and amplification across FFN's communications ecosystem. This does not mean we run your account day-to-day — your departmental account is yours. What it means is that we are here to support, align, and amplify what you do. On behalf of the organization, we manage:

- Strategic oversight of all FFN social media channels — national and departmental — to ensure brand alignment and organizational consistency
- The FFN website all its web content
- The Finnish Line (biannual magazine)
- The monthly FFN e-newsletter and e-blast emails
- All marketing and promotional messaging
- Press releases and media inquiries (in coordination with the Managing Editor)
- Brand consistency across all public-facing materials
- Editorial review of any Finnish language used in external communications — if your content includes Finnish words, phrases, or text, please flag it for review before submission
- Fundraising communications

You are the expert on your department. We are the experts on how to get it seen. The best results happen when we work together.

What the Finnish American Reporter Manages

The Finnish American Reporter operates as FFN's newspaper, with full editorial independence over its print and digital content. The Managing Editor leads all aspects of FAR's journalism and publication, including:

- All content, production, and distribution of the monthly print and digital editions of FAR
- Editorial decisions — story selection, contributors, and journalistic standards
- FAR print and digital subscriptions, advertising relationships, and revenue
- FAR budget and related expenses
- Representation of FAR at Finnish-American events and within the national network
- Press releases and media coordination in conjunction with the Communications Director
- Content contributions to the Finnish Line and FFN e-newsletter when requested by the Communications Director

The Managing Editor collaborates closely with the Communications Director to ensure FAR content is promoted across FFN's national channels — but editorial authority over FAR's content rests solely with the Managing Editor.

What We Need From You

Content, Visibility & Donor Relations

Donor relations and organizational credibility depend on the visibility of all our departments. When donors give to FFN, they are investing in the programs and institutions we have promised to steward — and it is important that those programs are seen, active, and telling their stories publicly. All departments are highly encouraged to submit content regularly. The more you share, the more visible our organization becomes to our national audience. That said, the Communications Department reserves the right to create and publish content on behalf of any department on FFN national channels at any time — drawing on publicly available information, submitted materials, or organizational knowledge — in service of keeping FFN visible and our mission active.

E-Newsletter Deadline: 15th of Every Month

If you have content you would like included in FFN's monthly e-newsletter, it must be submitted by the 15th of the month. This is also approximately the deadline for the Finnish American Reporter — coordinate with the Managing Editor directly on FAR submissions.

Departmental Channels

Because most departments manage their own social media accounts, FFN National can and will share, amplify, and repost your content at any time. You do not need to submit content to us in order for us to amplify what you are already putting out — we are watching and we will share it. However, if you have something specific you want posted or promoted on FFN national channels, please submit it through the content form at finlandiafoundation.org/content and follow the packaging guidelines below.

When you do post independently, sending a collaboration invite to FFN National is mandatory — not optional. This keeps us aware and gives us the option to amplify your content across national channels. We may accept or decline based on timing and strategy, but the invite must always be sent. Every time, even if the post feels small or local. Full details are in the "If You Post Independently" section below.

The One Mandatory Requirement: Historical Archive

The Historical Archive is the only department with a mandatory monthly content contribution. The Archive does not maintain its own social media channels, and sharing archival content — stories, documents, photographs, and discoveries from FFN's historical collections — is one of the core promises we have made to our donors. A monthly feature from the Archive is non-negotiable. (Monthly is the minimum. Weekly submissions of archival treasures and items of interest are welcome and encouraged.)

Summary

- Historical Archive → Monthly feature required
- Finnish American Folk School → Monthly feature highly encouraged
- Finlandia Art Gallery → Monthly feature highly encouraged
- North Wind Books → Monthly promotional content highly encouraged
- Finnish American Heritage Center → Monthly content highly encouraged
- The Finnish American Reporter → Coordinate with the Communications Director on what should be pushed to national channels

What to Submit

While priority will be given to posts promoting upcoming events, activities, and registration deadlines, all departments are encouraged to think beyond promotional content. Posts that are educational, rooted in Finnish-American or Finnish culture, or tied to trending topics on social media are all valuable and welcome. Whatever you submit, it must be rooted in the mission of Finlandia Foundation National.

- Upcoming events, programming, or registration deadlines (priority)
- Educational content related to your department's area of expertise
- Finnish or Finnish-American cultural content — history, traditions, language, lifestyle
- Timely or trending content with a clear connection to FFN's mission

Lead Time

- Ready-to-publish “packaged” content: please allow 2–5 business days
- Raw “unpackaged” content that needs development: please allow 5–10 business days
- One week of lead time is strongly recommended for any time-sensitive post
- Flag time-sensitive content clearly at the time of submission

What “Packaged” vs. “Unpackaged” Means

- **Packaged content** is ready to post. It includes a final caption, a finished graphic or high-quality photo or video that can be downloaded and posted as-is, and all relevant details (date, time, location, links). When you submit packaged content, Communications can move quickly.
- **Unpackaged content** is a starting point. It may include loose ideas, a suggestion or request, unbranded graphics, raw photos or video without a caption, or general direction without the details needed to publish. Unpackaged content requires development time before it can go out — which is why the turnaround may be longer.

How to Submit Content

- Google Form — [FinlandiaFoundation.org/content](https://finlandiafoundation.org/content)
- Slack
- Email — recommended subject line: “ACTION REQUIRED: Posting Needed for . . .”
- Text message (for urgent photo or video file transfers only)

Submit fully packaged, ready-to-publish content whenever possible. This means: a high-quality image, a complete caption, and all relevant details (date, time, location, links). The more complete your submission, the faster and more accurately it gets posted.

If You Post Independently

Your departmental account is yours to run. Nothing in this document changes that. You are encouraged to post directly to your own channels, and that activity is a valued and important part of FFN's overall communications presence. We are not here to take over your account or manage your day-to-day posting.

What we are asking for are three straightforward things: **brand alignment, no AI-generated images, and a collaboration invite on every post.**

1. Brand Alignment

Every post published on an FFN-affiliated channel must include at least one clear brand anchor:

- The official FFN or departmental logo or logomark
- FFN brand colors (#020e55, #daebf7, or #f1f8ff)
- An FFN font (Krona One for titles, Causten or Times New Roman MT Condensed for body text)
- A relevant FFN URL (finlandiafoundation.org, finlandiaartgallery.com, finnishamericanfolkschool.com, shop.finlandiafoundation.org, etc.)

Posts that do not include at least one of these are not brand-compliant and are subject to removal. The Communications Director has the right to request that a non-compliant post be taken down and reposted correctly. This is not punitive — it protects the credibility and recognition of your department and the organization as a whole.

2. No AI-Generated Images

FFN does not use AI-generated images in its communications or marketing materials, and this applies to departmental channels as well. Our organization is rooted in folk arts, culture, and human creativity — our visuals should reflect that. AI tools may be used for creative inspiration, but all final images must be original: real photography, illustration, or design created from scratch. If an AI-generated image is used in an exceptional circumstance, it must be clearly disclosed on the post with language such as: "This image was created with the assistance of AI." No AI-generated image may be published without that disclosure. AI may be used to assist with writing or editing text, provided the final content has been meaningfully reviewed and rewritten to reflect a human voice. Content that reads as unedited AI output does not reflect FFN's voice and should not be published as-is.

3. Collaborative Posts

Every independent post must include a collaboration invitation to FFN National at the time of posting, or retroactively as soon as it goes live. This is mandatory. Never assume a post is too small or too local — it all contributes to the larger story of FAHC and FFN.

The Communications Director has administrative access to all departmental channels. If a collaboration invite is not sent within 3 business days of a post going live, the Communications Director may add it directly.

A Note on Account Access

The Communications Director maintains administrative access to all FFN-affiliated departmental social media accounts. This is primarily about continuity — if a staff transition happens, the account keeps running without interruption. It also means that when needed, the Communications Director can step in to ensure brand compliance, post time-sensitive content, or add a collaboration invite. In day-to-day operations, your account is yours. Access is simply there to make sure nothing falls through the cracks when life happens.

Departmental Newsletters

If your department produces its own newsletter, you are responsible for its content, production, and distribution. The Communications Department does not manage departmental newsletters. That said, we are happy to collaborate — whether that means reviewing content, helping with formatting, or advising on strategy. Whenever possible, departmental newsletters should be brand-aligned, incorporating FFN fonts, colors, logos, or URLs so that all communications feel connected to the larger organization.

If you are unsure whether your newsletter content conflicts with or duplicates anything going out through FFN national channels, reach out to the Communications Director before sending.

One Important Rule

All official FFN content — job postings, announcements, grant news, office closures, or anything representing FFN at the national level — must go through the Communications Department. Do not publish this type of content independently, even if you have account access.

Exception: Immediate Physical Closures

If the Finnish American Heritage Center needs to close unexpectedly due to weather, a facilities issue, or another urgent on-site situation, Hancock staff may post a closure notice directly to departmental channels without waiting for Communications approval. Timeliness matters more than process in these moments. Please notify the Communications Director as soon as possible so the information can be shared on national channels as well.

Media Inquiries & Press

If you receive a media inquiry — a reporter, interviewer, or journalist reaching out about your department, an event, or anything related to FAHC or FFN — do not respond independently. Route it immediately to the Communications Director, who will coordinate with the Managing Editor of the Finnish American Reporter as needed.

- All press releases are coordinated through the Communications Department in conjunction with the Managing Editor
- The Managing Editor serves as FFN's primary journalist and media liaison, particularly for FAHC-centered events
- A dedicated media inquiry email address is being developed — details to follow

When in doubt about whether something constitutes a media inquiry, flag it to Communications first.

Deadlines & Accountability

Deadlines at FFN generally arise in two situations: the monthly e-newsletter (due the 15th of each month) and any campaigns or collaborative projects we agree to work on together. When we establish a deadline together, it is binding — and if something comes up, a heads-up in advance is always the right move.

- Communicate proactively if a deadline cannot be met
- If a deadline is missed without communication, we cannot guarantee the content will be published within your preferred window
- Three missed deadlines without proactive communication will trigger a formal review with the Executive Director

Sensitive or Urgent Situations

Do not independently publish or respond to reputational issues, sensitive inquiries, organizational changes, public controversy, or crisis situations. Escalate immediately to the Communications Director and/or Executive Director. This applies to all channels.

Questions or not sure if something needs to go through Communications?

When in doubt, reach out. The Communications Department is here to amplify your work, support your programs, and make sure our entire organization and all its departments are visible, valued, and well represented. The stronger we contribute together, the more effective we become.

One shared goal worth naming: we are actively working to elevate the visual quality and professional presence of FFN across all channels. Every image, graphic, and post contributes to how the public perceives and trusts us — and a polished, consistent presence builds the credibility that supports everything we do. Thank you for being part of that effort and for holding that standard alongside us.

Thank you for the work you do to keep Finnish America thriving. We see it, and we want the world to see it, too.

At the heart: communication is key.