



Powell

FOR IMMEDIATE RELEASE

City of Powell Now on Facebook, Twitter

January 6, 2010

Contact: Jeff Robinson – Public Information Officer

614-396-3322

jrobinson@cityofpowell.us

Powell, OH: The City of Powell has entered the world of social media.

Along with its weekly e-Newsletter that is distributed to residents, the City now has its own Facebook page and Twitter account. Those looking to become a fan of the Facebook page can log on to www.facebook.com and do a search for “City of Powell.” The Twitter account can be followed at CityofPowellOH on www.twitter.com.

“We’re excited to get these new ways of communicating up and running,” said Public Information Officer Jeff Robinson. “We want to have strong communication with our residents, and creating a fan page on Facebook and opening a Twitter account are good ways to reach those residents who are already active on those sites, but who may not be getting our information elsewhere.”

The Facebook page will feature photos from City functions and information on upcoming meetings and special events, among other things. The page will provide links to the City’s Web site – www.cityofpowell.us – in an effort to drive fans to the site for additional information.

The Twitter account will be used to provide followers with information on topics such as snow emergencies, road closures, meeting cancellations and event reminders.

“Both Facebook and Twitter are being used by an increasing number of cities across the country to communicate with residents,” Robinson said. “I’ve spoken with other public information officers who have said that using these forms of social media has been very positive for their cities and generated good feedback from residents.”

The City will have links to its Facebook and Twitter pages on its Web site home page soon.

###