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Contact: Sandy Luetjen/City Marketing
CITY OF SILOAM SPRINGS
400 N. Broad
Siloam Springs, AR 72761
(479) 238-0956
marketing@siloomsprings.com
www.siloomsprings.com

SILOAM SPRINGS ANNOUNCES SOCIAL MARKETING TOOL HAS LAUNCHED ON CITY WEBSITE

Friday, February 26, 2010, --- The City of Siloam Springs has launched its Twitter account on their website. This new feature will provide additional opportunities for residents and other website visitors to communicate with City leaders. It will also serve as a way to communicate with followers when the offices are not open or in the event of an emergency.

“Last year, because of all the rain, there were Parks and Recreation events scheduled outdoors that we thought may be rained out,” stated Libby Wand, Recreation Coordinator. “This new communication tool will be a great way to communicate with the public after office hours or during the weekend.”

Sandy Luetjen, City Marketing, sees many reasons for the addition: strengthening the City’s brand, disseminating information about new services, engaging the public to weigh in on various city-related topics, as well as promoting special events. And most important of all is utilizing this communication tool when other systems fail. “We certainly saw this happen during the 2009 storm,” stated Luetjen. “When the Internet was down, residents with a cell phone would have been able to receive new information as quickly as it became available to us,” she said.

The City welcomes anyone interested in City business and events to follow us on Twitter. The service is free and easy to use, either by computer or cell phone. Please visit the City’s website at www.siloomsprings.com to sign up and join the conversation.

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