



Press Release

For Immediate Release

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Follow the City of St. George on Twitter, Facebook and YouTube!

St. George, UT.- In his weekly radio address on Thursday morning, St. George Mayor, Dan McArthur announced the City's launch into the virtual world of social networking over the Internet. "Social networking websites like Twitter and Facebook are a great way for the City to keep citizens and visitors informed about topics ranging from road closures to golf promotions," said Mayor McArthur, he continued, "Our goal is to keep people up-to-date in particular areas of interest in real time."

Links to the free-access social network websites can be found on the City of St. George website at www.sgcity.org. The 12 City Twitter accounts are separated by subject matter and include:

- General City News and Information
- Mayor Dan McArthur
- Golf
- City Cache Card
- Junior Association of Golfers (JAG)
- St. George Marathon
- Races and Running Events
- Recreation
- Arts and Leisure
- Public Safety
- Water and Energy Conservation

Additionally, visitors to the City website will be able to click on the YouTube link to view images and videos of St. George events and programs. "Cities throughout the country are beginning to use free Internet based services like Twitter to market city programs and facilities and keep

people in the loop on a minute by minute basis when it comes to City business,” said Marc Mortensen, Assistant to the City Manager.

Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as *tweets*. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as *followers*). Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. The service is free to use over the Internet, but using SMS may incur phone service provider fees.

Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc.^[1] Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. The website's name refers to the paper facebook depicting members of a campus community that some US colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus.

YouTube is a video sharing website on which users can upload and share video clips, and view them in the MPEG-4 format. Three former PayPal employees created YouTube in February 2005.

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