



NEWS RELEASE

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Portage Adds Twitter, Instagram & LinkedIn to Social Media Portfolio

The City of Portage uses social media to help create trust and transparency and as a customer service tool that encourages resident engagement and invites conversation. In addition to four existing Facebook pages, the city now maintains a presence on Twitter, Instagram, and LinkedIn. This allows the city to connect with residents on platforms where they are comfortable.

Facebook is the city's flagship social media platform. Citizens can learn about city services, Parks & Recreation events and classes, budget information, road closures, crime and fire prevention tips, Farmers Market offerings, City Council, Planning Commission, Zoning Board of Appeals and other public meetings, road construction activities, happenings at the senior center, strategic plans, development activities, and more.

On Twitter, followers can view critical information in real-time, such as city services, strategic plans, development activities, budget information, public meetings, and more. The Portage Department of Public Safety uses Twitter to update the community during emergencies and weather events with information such as road closures, traffic alerts, and safety instructions.

Instagram allows the city to celebrate and reinforce the essential elements that make Portage a great community, like our expansive parks and trails, the hundreds of hard-working city employees, and community partners. Through images and videos, the city will demonstrate what makes Portage ***A Natural Place to Move!***

The city uses LinkedIn to connect with job seekers and the business community. Followers can view city employment opportunities, news about strategic plans, development activities, and information about public meetings.

Residents can visit portagemi.gov/537 to view links to all of the City of Portage social media accounts.



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@PortageSeniorCenterMI | @PortageMarketMI



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