



City of McKinney Press Release

FOR IMMEDIATE RELEASE

McKinney launches Facebook page

Communication expands social media outreach

McKINNEY, TEXAS (Jan. 19, 2010) –McKinney has launched a Facebook fan page, using the hugely popular social media tool as yet another way to communicate with residents and others interested in McKinney. More than 350 million people worldwide actively use Facebook, and there are about 1.6 million fan pages in use.

Many cities, businesses and organizations, like the McKinney Convention & Visitors Bureau locally, use fan pages to allow fans to follow news, view photos, start discussions and more. In addition to getting out regular city news, event information and more, the speed and efficiency of social media communications provides the added benefit of nearly instantaneous updates in situations that benefit from up-to-the minute information, like emergencies and natural disasters.

“Social networking sites like Facebook allow for two-way interaction with citizens by providing a platform to easily gather feedback, encourage participation and give a sense of ownership to our followers,” said Director of Communications and Marketing CoCo Good. “Our Facebook site is just one more tool in our communications toolbox to offer easily accessible and understandable communications to our citizens and other key audiences in a variety of formats that suit individual preferences.”

The Facebook site was launched Tuesday and already has a following of more than 200 fans prior to any external promotion. Some of the other methods of on-demand communications vehicles from the city include social media sites Twitter and YouTube, in addition to the weekly electronic newsletter and the city’s Web site, which have both recently been relaunched with updates to provide a more user-friendly, aesthetically pleasing delivery. Users can sign-up to have the weekly electronic newsletter sent directly to their e-mail address at www.mckinneytexas.org, where they can also access City of McKinney video programming live and on-demand.

“Social networking sites help support our goal to provide communications to our citizens in formats easy for them to find and use, and it’s clear to see Facebook and Twitter have enormous followings,” said Good.

To become a fan of McKinney on Facebook, search for “McKinney, Texas” and look for the city’s Unique by nature logo. To follow McKinney on Twitter, go to www.twitter.com/cityofmckinney.

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of 126,500. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments, and it was recently ranked as one of the Top 10 Best Places to Move by Forbes Magazine. Visit the city’s Web site at www.mckinneytexas.org.

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