

# ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

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## **City of Seguin Expands Social Media Reach**

### ***New Facebook Page Aims to Enhance Communication with Citizens***

**SEGUIN, Texas** – Seguin, a growing city always looking for ways to better serve residents, announces the launch of a new Facebook page.

“This new page is a great way for us to communicate with our citizens,” Seguin Public Information Officer Scott Packard said. “We will constantly update the page and intend to use it as a method to create a dialogue with Seguin residents.”

The new page will be used to share information about city events and projects that could affect residents. Press releases and pictures of city events will be posted to the page. Packard hopes residents will also share their pictures from events and activities throughout the community.

Additionally, the page will serve as a place for residents to post feedback and concerns.

“I will be constantly monitoring the page. If a resident has a city-related question, this is a great place for them to ask it,” Packard continued.

The new Facebook page compliments several existing city-related pages including: Seguin Fire Department, Police Department, Public Library, Animal Services, Economic Development Corporation, Chamber of Commerce and Main Street.

The new page is titled “**City of Seguin, TX Public Relations**” and the web address is ***Facebook.com/SeguinTX***. Other social media pages, including a new Twitter account, are in the works.

“I encourage social media savvy residents to go ‘like’ our page so our posts will show up in your News Feed,” Packard continued.

### **About the City of Seguin**

Seguin, Texas is located off on Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin’s robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

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