



PROCLAMATION

WHEREAS, social media technologies such as Facebook, Twitter, LinkedIn and Google have made it easier for people and entities to connect and communicate locally, regionally and globally; and

WHEREAS, social media is a widely utilized form of communication and further encompasses many online communications, including newsletters, email, informational sites, discussion forums, blogs and ebooks and collectively they are critical and expanding components of the local economy of Fort Collins and throughout Northern Colorado; and

WHEREAS, the City of Fort Collins, Colorado State University, Poudre School District and many other governmental bodies, charitable and membership organizations and businesses have been able to use social media to share information of importance and impact to the community; and

WHEREAS, Fort Collins will celebrate Social Media Day 2012 with a “Mashable Meetup” in Old Town Square on Saturday, June 30, 2012, from 11 a.m. to 3 p.m., to engage the community in the use of social media and digital communication of all varieties; and

WHEREAS, this global event recognizes the technological advancements that enable all people and entities to connect with real time information from any place or distance, yet honors the physical human presence of gathering together and provides the opportunity for attendees to socialize and interact with their online community offline and to connect with the offline community to encourage and expand online communication.

NOW, THEREFORE, I, Karen Weitkunat, Mayor of the City of Fort Collins do hereby proclaim June 30, 2012 as

SOCIAL MEDIA DAY

IN WITNESS WHEREOF, I have hereunto set my hand and the seal of the City of Fort Collins this 5th day of June, A.D. 2012.

Mayor

ATTEST:

Interim City Clerk