

CITY OF PEABODY

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OFFICE OF THE MAYOR EDWARD A. BETTENCOURT, JR.

City of Peabody Launches Official Twitter Account

Feed of City news, notices, and information available to Twitter users, others

The City of Peabody has launched an official Twitter account, @CityofPeabodyMA, which can also be accessed by individuals without Twitter accounts by visiting www.twitter.com/CityofPeabodyMA. The account will be used to distribute news, public notices, and other relevant information.

“Helping to keep taxpayers and our other stakeholders informed is an important function of municipal government,” said Mayor Edward A. Bettencourt, Jr. “Social media enables us to distribute news and information quickly and accurately to a growing segment of the population.”

Peabody is by no means new to social media. The City has an official Facebook page, <https://www.facebook.com/PeabodyGov/> or fb.me/PeabodyGov with over 3,000 followers. Several city departments utilize social media to promote their own unique programs and services. Mayor Bettencourt maintains a Facebook account, <https://www.facebook.com/tedbettencourt/> or @tedbettencourt and a Twitter account @peabodymayor with over 4,000 combined followers.

Residents can also sign up to receive city news and announcements by phone, email or text by visiting the city’s official web page www.peabody-ma.gov and clicking on the ‘CodeRed’ icon.

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