

Proclamation



Bob Buckhorn, Mayor

WHEREAS, in its seventh year globally, **Social Media Day** celebrates online platforms such as Facebook, Twitter, LinkedIn, Swarm, Instagram, and Snapchat, that enable us to connect with real-time information, share ideas, and have our voices heard both locally and all over the world; and

WHEREAS, the City of Tampa, Florida utilizes social media platforms to engage constituents in a two-way conversation, distribute critical information, build civic pride, and connect members of our community, and the Tampa community was named one of the top ten cities for Social-Savvy Small Businesses by *Radius Intelligence*; and

WHEREAS, **Social Media Day Tampa**, hosted by NHIE Tampa Bay and presented by Reeves Volkswagen Tampa, will include a celebration at *Ferg's Live* for Social Media enthusiasts, users, and local businesses on Thursday, June 30, 2016 from 6:00 p.m. until 9:00 p.m., featuring a fundraising event for *Where Love Grows*, whose mission is to end childhood hunger in the Tampa Bay area and beyond, and this year introduces the **Social Media Day Awards** to honor local community members in several categories including Best Local Blogger, Best Local Instagram Account, Social Media Professional of the Year, and Best Social Charity; and

WHEREAS, the goal of the event is to encourage growth in social media marketing for those actively participating for their business, unite businesses, innovators, influencers, and the community for an opportunity to connect their online networks offline, in a face-to-face setting, bringing the community closer together, and at the same time help support the fostering of tomorrow's technology leaders; and

WHEREAS, the City of Tampa is dedicated to making our city innovative and technology driven, providing citizens with up-to-date opportunities and to attract the best and brightest talent from around the nation.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim Thursday, June 30, 2016 as

"SOCIAL MEDIA DAY TAMPA"

in the City of Tampa, Florida, and urge all citizens to join me in celebrating Social Media of all kinds that enhances not only social connections, but also provides tools for delivering information and business marketing.

Dated in Tampa, Florida, this 22nd day of June, 2016.



Bob Buckhorn

Mayor

