

Proclamation



Bob Buckhorn, Mayor

WHEREAS, **Social Media Day** was established on June 30, 2010 as a way to recognize and celebrate social media's impact on global communications; 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, the **7th Annual Social Media Day Tampa**, hosted by the Never Have I Ever Guys (NHIE Guys) and Ferg's Live, and presented by Reeves Volkswagen Tampa, will include a celebration at Ferg's Live for Social Media enthusiasts, users, and local businesses on Friday, June 30, 2017, and the evening features a fundraising event for *Gasparilla Music Fest*, a Blogger Caravan, a Raffle, and the second annual **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 and its 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 Friday, June 30, 2017 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 6th day of June, 2017.



Bob Buckhorn

Mayor

