

..Number  
181290  
..Version  
SUBSTITUTE 1  
..Reference

..Sponsor  
ALD. COGGS, STAMPER, LEWIS AND RAINEY

..Title  
Substitute resolution directing the Chief Information Officer to cooperate with the information officer, or appropriate staff, of each City department and the Public Information Division to establish a coordinated social media strategy, including branding and appearance.

..Analysis  
This resolution directs the Chief Information Officer to cooperate with the information officers, or appropriate staff, of each City department and with the Public Information Division to establish a coordinated social media strategy for the City. The strategy should include branding and appearance.

..Body  
Whereas, Social media are websites and applications that enable users to create and share content or to participate in social networking; and

Whereas, City Departments utilize individual social media websites to connect with residents and disseminate information on services provided, as well as outreach events; and

Whereas, The City's social media sites are currently managed by individual departments; and

Whereas, The Common Council, through the adoption of the 2019 Budget, has directed the Chief Information Officer and Public Information Division to work together to establish a coordinated strategy and appearance for all City department social media websites; and

Whereas, A coordinated social media strategy for the City will allow residents to experience a similar appearance and titles for the City's social media websites, thus establishing a consistent identity for the City; now, therefore be it

Resolved, By the Common Council of the City of Milwaukee, that the Chief Information Officer is directed to cooperate with the information officer, or appropriate staff, of each City department and the Public Information Division to establish a coordinated social media strategy, including branding and appearance.

..Requester

..Drafter  
LRB172851-2  
Aaron Michelson  
12/3/2018