



# Press Release

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## La Vista Launches Social Media Presence

The City of La Vista has launched its social media presence on Facebook and Twitter, which will feature information, photos and videos about special events, programs and other offerings.

The City will maintain three social media accounts:

- Facebook – [www.facebook.com/cityoflavistagovernment](http://www.facebook.com/cityoflavistagovernment)
- Twitter – [www.twitter.com/cityoflavista](http://www.twitter.com/cityoflavista)
- Twitter – [www.twitter.com/lavistapolice](http://www.twitter.com/lavistapolice)

Since the City's 50<sup>th</sup> anniversary celebration, the City has been more aggressively marketing and promoting its programs and special events. It became clear that without a social media presence, the city was missing a significant tool in its communication efforts.

We look forward to having residents interact with the City as they visit these sites.

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