



## **Media Release**

### **Connect with your local council: Adelaide Plains Council joins social media**

Adelaide Plains Council joined its community online by launching a Facebook and Instagram profile.

The Adelaide Plains community is transforming, and with it, the community's preferences and expectations of how their local council communicates. Council hopes to better meet the digital communication needs and expectations of the community.

We will use social media to keep our community informed, and provide the community with the ability to interact with their local council online.

The move comes as Council listens to the feedback received in the 2022 Community Survey that showed 15% of the community preferred to receive updates about Council from social media, and 25% of the community already received information from social platforms even though we did not have a presence then.

The Adelaide Plains Library has seen great success on Facebook, and we look forward to continuing that success with a Council-wide presence.

Effective communication is always a challenge for Local Government, and often it feels like we have information to put to our community, but miss the important feedback from our residents. Joining our community on Facebook and Instagram is a great opportunity for us to be able to better communicate with our residents, ratepayers, and visitors.

Marcus Strudwicke

**Acting Mayor**

24 October 2023

#### **Links:**

- Facebook: [Adelaide Plains Council](#)
- Instagram: [Adelaide Plains Council](#)