



**Pedro E. Segarra**  
Mayor

## **“HARTFORDMAYOR” REACHES MILESTONE: 1000 FOLLOWERS ON TWITTER**

### **---NEWS AND COMMUNITY RELEASE---**

(May 2, 2011) --- When Hartford Mayor Pedro E. Segarra was sworn into office on June 25, 2010, there were 240 followers of “*HartfordMayor*” on Twitter. Today, that number has reached 1000.

“This is a combination of the explosion of social media as a communication tool and the increased interest of individuals and groups who are encouraged by so many positive and new things happening in Hartford,” said Mayor Segarra.

“The biggest surge was during the series of record-setting snowstorms this past winter. For instance, when City Hall had to be closed-- which is extraordinarily rare-- the most effective way to get the word out was by tweeting. Important information was shared instantly and “retweeted” to even more people. This kind of community involvement proved very valuable,” added the Mayor.

“*HartfordMayor*” usually shares information about events Mayor Segarra is attending. However he also likes to help spread the word about positive things happening in the Capital City.

“Sometimes it’s a new restaurant; sometimes it’s a unique activity. This is a great way for all of us to be Ambassadors of the Capital City,” said the Mayor.