

# THE MACOMB DAILY

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# Township encourages community participation with #ShelbySelfie

By Sean Delaney  
Digital First Media

What's your favorite tree? Shelby Township officials want to know.

As part of a new social media campaign called #ShelbySelfie, the township is encouraging residents of all ages to share a selfie with their favorite Shelby Township tree and post it on the township's official Instagram account (@theshelbytwp) throughout the month of June.

"This is a fun way to appeal to more residents, especially young residents, to become involved in our community," Township Supervisor Richard Stathakis

said. "I can't wait to see all the residents' smiling faces in front of their own favorite trees."

According to Stathakis, residents can also share their photos on their own Instagram accounts with the hashtags "#ShelbySelfie" and "#WhereAmI in @TheShelbyTwp" in the description. The township Instagram account will then repost the picture to share with other residents.

"We have a very proud community, and it's a community very involved on social media," Stathakis said. "We've had a lot of very meaningful conversations with residents via social media, and this new campaign

will help us share our local pride with the region, nation and world."

The first #ShelbySelfie featured Stathakis with community relations intern Elena Simopoulos in front of their favorite tree in front of the municipal building at 52700 Van Dyke.

Residents are also encouraged to also share the location of their selfies to make their favorite tree more accessible for fellow residents to discover. The pictures will only be seen and reposted if the user's account is public rather than private.

"Sharing these pictures for a public audience is a quick and easy way for residents to explore places or

sights of Shelby Township they may not have ever seen before," Simopoulos said.

Currently, the Charter Township of Shelby has several popular pages on Facebook and Twitter with posts that focus on important news updates, events and happenings within the township that residents can follow. The Instagram account will offer a more social conversation with a focus on the lighter side of township government, Simopoulos said.

"Different generations use different platforms to engage on social media," she said. "The township has done a tremendous job building a following on Facebook for the 35- to 50-year-old demographic, and Instagram will address the lack of participation we have from the 18- to 24-year-old population."

According to Simopoulos, the tree theme is the first of many topics that will be trending with #ShelbySelfie. At the beginning of every month, a new theme for the selfie will be announced for residents to get creative

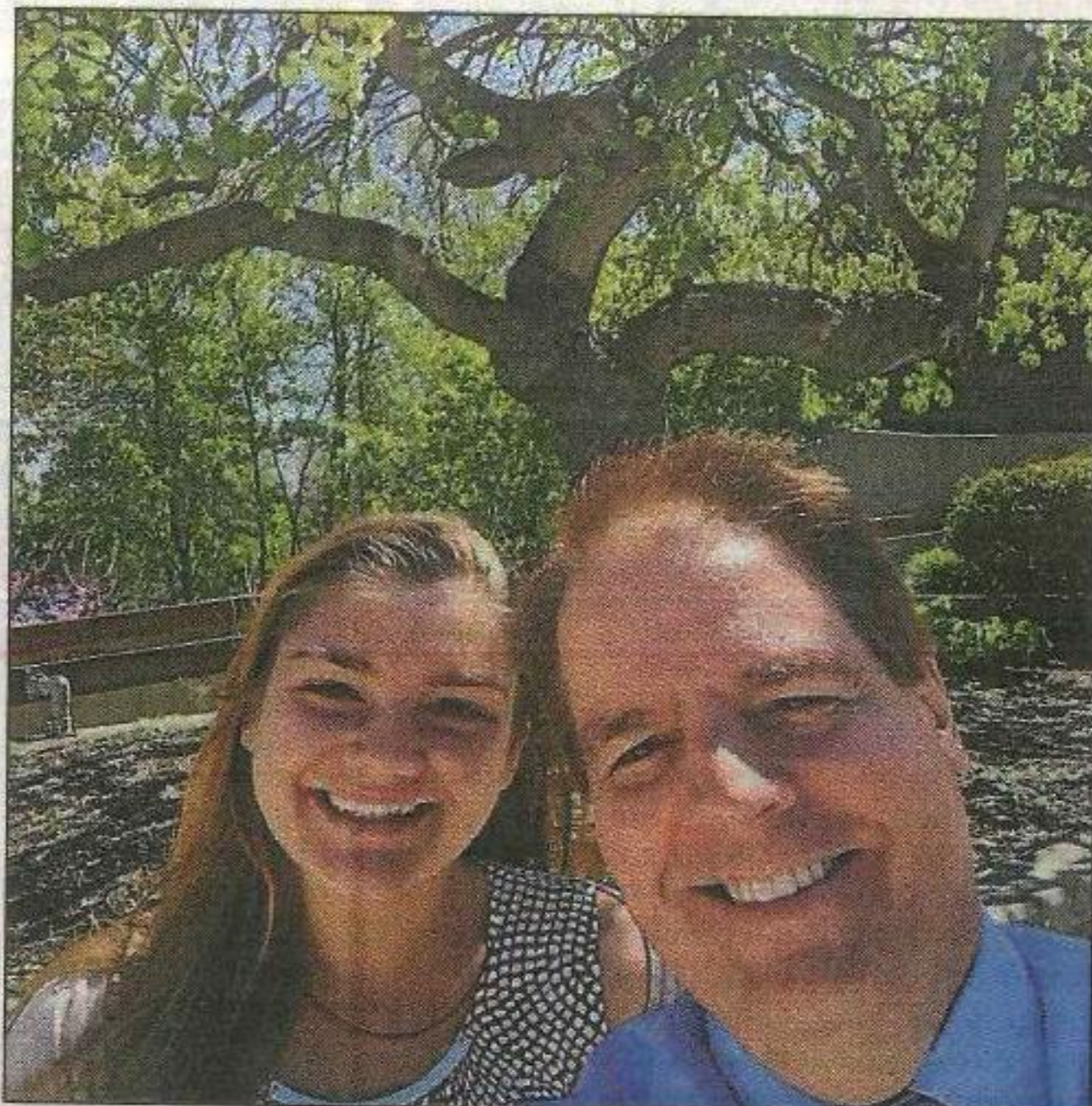


PHOTO COURTESY OF SHELBY TOWNSHIP

A new social media campaign called #ShelbySelfie is encouraging residents of all ages to share a selfie with their favorite Shelby Township tree, and post it on the township's official Instagram account (@theshelbytwp). The first #ShelbySelfie featured Supervisor Richard Stathakis with community relations intern Elena Simopoulos in front of their favorite tree in front of the municipal building at 52700 Van Dyke.

with. "We hope to get as many people involved as possible," she said.



## Network & Learn

Wednesday, June 8

5:30 - 8 p.m.

Presented by Chamber Member, THE YES! NETWORK.