

# Shelby Township Press Release

FOR IMMEDIATE RELEASE

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## Shelby Township launches new social media campaign, '#ShelbySelfie'

Ever had the dream of being Instagram famous? Well now you have the opportunity to be publicly recognized by your fellow Shelby Township residents.

The Charter Township of Shelby is encouraging residents of all ages to participate in a new trending social media campaign called #ShelbySelfie on the township's official Instagram account: @theshelbytwp.

"We have a very proud community and it's a community very involved on social media," Township Supervisor Rick 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 campaign is kicking off with an invitation asking residents to take selfies with their favorite tree in Shelby Township throughout the month of June. Residents can share their photos on their own Instagram account with the hashtags "#ShelbySelfie" and " #WhereAmI in @TheShelbyTwp" in the description. The Township Instagram account will repost the picture to share with other residents.

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

"This is a fun way to appeal to more residents, especially young residents, to become involved in our community," Stathakis said. "I can't wait to see all the residents' smiling faces in front of their own favorite trees."

Simopoulos created the initiative and in her first week with the Supervisor's Office. In looking at ways Shelby Township could improve its community outreach efforts, Simopoulos saw a shortfall in reaching local youths, and she theorized Instagram could be the perfect tool to fill that gap.

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.

"Different generations use different platforms to engage on social media," Simopoulos 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."

The tree theme is only one of many 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 with.

Residents are encouraged to also share the location of their selfie to make their favorite tree more accessible for fellow residents to discover. 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. "We hope to get as many people involved as possible."

The selfies are expected to be appropriate for all viewers. Those deemed inappropriate will not be reposted by the account. Follow us on our Instagram account @theshelbytwp to participate.

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