



Social Media Day in Michigan – June 30, 2013

#SocialMedials

www.michigan.gov/socialmedia

Social media platforms continue to create a vibrant community for citizens to communicate with each other, organizations and municipalities throughout the world.

For the fourth year in a row, Mashable is celebrating Social Media Day as a way to recognize the digital revolution at our fingertips. Last year, Michigan became only the third state to recognize the importance of social media in government, business and education, by officially proclaiming a statewide Social Media Day. We are very excited that Governor Snyder will do so again this year.

To celebrate Social Media Day, the State of Michigan is launching an 'I 'LIKE' Michigan' virtual campaign to engage Michigan residents. Throughout the week, photos of State of Michigan 'celebrities' will be featured on social media accounts holding the 'LIKE' sign, such as Governor Snyder, Lieutenant Governor Calley, state department directors and even Smokey the Bear!

We would like to welcome and encourage Michiganders, and others represented in our collective social media audiences, to share what they 'LIKE' about Michigan as well.

Invite your followers to tell us why Social Media is important to them and they'll be entered to WIN a Pure Michigan gift basket!

To enter, follow these simple steps:

1. Download, print and cut out the 'I 'LIKE' Michigan' image
2. Snap a photo of it with you, your friends, or even an iconic Michigan location
3. Post your photo along with why you think Social Media is important on any one of our Facebook pages or tweet it to our Twitter accounts ~ Be sure to include the #SocialMedials hashtag!

Have questions? Send a message: www.facebook.com/migovernment or @MIGov