#OurCouncilDay campaign will raise awareness of Council services

Fingal County Council is taking part in the #OurCouncilDay Twitter campaign today, Tuesday, April 10, to increase engagement with the public and to raise awareness of the services provided.

Throughout the day tweets carrying the hashtag #ourcouncilday will be posted on the main Fingal County Council Twitter account, @fingalcoco, as well as specialist accounts covering specific areas such as Libraries, Arts, Events, Community, Sports and Heritage.

The tweets will give an insight into the work being done by the Council and its staff for the citizens and businesses of Fingal and members of the public are encouraged to follow the various accounts and engage with the tweets using the hashtag #OurCouncilDay or #ÁrLáSaChomhairle.

In 2017, tweets from the various Fingal County Council accounts registered more than 1.5 million impressions with many also delivering a high rate of engagement.

Fingal County Council Chief Executive, Paul Reid, said #OurCouncilDay was a great opportunity for the public to get an insight into the workings of the
Council. “Throughout the day we will be posting videos, photographs and messages showing some of the work we do and the services we offer. It is a behind the scenes view of the work that goes into making Fingal the best place to live, work, visit and do business in and I hope that people will engage with the tweets that are posted,” said Mr Reid.

The Mayor of Fingal, Cllr Mary McCamley, said: “The use of Twitter and other social media channels allows Fingal County Council to engage directly with the citizens and businesses of Fingal and #OurCouncilDay is an opportunity to increase the awareness of the services that are available and the people who provide them.”

#OurCouncilDay is an annual initiative by Ireland’s 31 local authorities and is coordinated by the Local Government Management Agency. The 2017 national campaign was a success as a total of 1,481 accounts generated over 5,000 tweets with local services such as transportation, housing, arts, heritage, the library services, fire service, civil defence plus many other aspects of council activity being highlighted on the day.

ENDS

For further information please contact press@fingal.ie