



## Perris Press Release

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### Facebook Keeps Perris Residents Up-to-Date

More than 1,000 and growing.

That's the number of followers who regularly track the happenings in the City of Perris through its facebook page, which was created in December 2009 to connect with residents using social media as their prime method of communication. As of this week, the City's facebook page had 1,023 followers.

Increasing numbers of young professionals use cell phones, iPads and tablets to receive news and post updates about themselves and their lives and Perris officials are eager to reach that segment of the City.

The City posts press releases, videos and photo galleries documenting major events on its facebook page and tries to update it daily, said Information Technology Manager Arturo Cervantes.

In recent weeks, the City has posted press releases about the start of



The City of Perris facebook page highlights this aerial view of the Big League Dreams sports complex that opened earlier this year.

construction a new aquatic center, details about the National Night Out against crime, the Riverside County Sheriff Department's aviation unit, volunteers sprucing up Perris High School and the visit of a pair of Chinese foreign-exchange students to the City's Enchanted Heights neighborhood.

The City also posts the latest information about the upcoming Tour de Perris bicycle ride on Oct. 6.

"Keeping the facebook page fresh is the key to keeping it a success," Cervantes said. "If it's not fresh, people will believe it is irrelevant and stop viewing it."

Perris City Manager Richard Belmudez said facebook keeps residents up to date on important happenings.

"We are excited that so many of our community members are using facebook to keep current on City events," he said. "This media allow us to provide current information and attract a larger audience."

Perris City Councilman Mark Yarbrough and Councilwoman Rita Rogers are avid facebookers.

Rogers said the social networking site allows the City to market itself to a whole generation of people who do not read legacy media or even websites.

"Facebook allows the City to market itself to a whole new wave of residents," Rogers said. "It lets them stay in the know about local events and news. By surpassing 1,000 followers on our facebook page we have achieved an important milestone in our efforts to keep Perris residents informed."

Yarbrough said using facebook continues Perris' forward-looking approach and capitalize on the latest innovations.

"It's the future now," he said. "It's nice to see that we are able to use the social media to let the public know what we're doing and how the City continues to move forward. Even though Perris is a historic City, we continue to embrace the latest technology to get our message out."

Several residents post comments on almost every new press release or photo. Others show support for the City by "liking" photos and announcements. Some press releases and photo galleries, such as the announcement of the new aquatic center, draw dozens of likes. That notice resulted in 49 "thumbs-up" approvals.

Wrote one frequent commentator: "How awesome is that...I'm sooooo loving it."

Opined another: "Something FUN& COOL."

Yarbrough said he is glad to see the facebook page becoming what it was designed to be—a conduit between the City and its residents.

"Our ability to communicate is what we're focused on," he said.



Perris Information Technology Manager Arturo Cervantes (right) and Multi-Media Specialist Marden de Castro monitor the City's facebook page to make sure it stays fresh.