



SPONSOR: Sen. McDowell & Sen. Hall-Long & Rep. Paradee & Rep. D. Short
Sens. Blevins, Bushweller, Ennis, Pettyjohn, Townsend;
Reps. Baumbach, Bolden, Briggs King, Collins, Dukes, Heffernan, Hudson, Keeley, Mitchell, Osienski, Ramone, K. Williams, Wilson

DELAWARE STATE SENATE
148th GENERAL ASSEMBLY

SENATE JOINT RESOLUTION NO. 9

ENCOURAGING DELAWARE GOVERNMENT TO FURTHER EXPAND THE USE OF SOCIAL MEDIA.

1 WHEREAS, social media tools allow people and organizations to create, share and exchange information, ideas,
2 images, sounds and other content through highly interactive platforms; and

3 WHEREAS, social media platforms are now major communications tools used by thousands of Delaware citizens,
4 businesses, and visitors to our state on a daily basis; and

5 WHEREAS, increasingly Delaware citizens and visitors to our state use their mobile devices and social networks
6 to access alerts and other useful information about services, programs, tourism, and events published by state agencies;
7 and

8 WHEREAS, dozens of Delaware government agencies have already established a social media presence across a
9 variety of social media platforms with at least 70 state offices publishing content on Facebook, 59 on Twitter, 20 on Flickr,
10 18 on YouTube channels, 13 on Instagram, and 9 on Pinterest; and

11 WHEREAS, a comprehensive catalog of official state agency social media sites is maintained by the Delaware
12 Government Information Center in the Department of State and is available at <http://delaware.gov/topics/socialmedia.shtml>.

13 NOW THEREFORE:

14 BE IT RESOLVED, that Delaware Governments, including state agencies and the General Assembly, are
15 encouraged to establish or increase their social media presence to better connect with citizens, businesses and visitors.

16 BE IT FURTHER RESOLVED, that the Delaware Government Information Center develop and facilitate training
17 opportunities for public information and communications personnel within state agencies in the effective and responsible
18 utilization of social media platforms.

19 BE IT FURTHER RESOLVED, that public information and communications personnel are encouraged to work
20 with the Delaware Government Information Center in collaboration with the Department of Technology and Information to

- 21 identify the most efficient and effective ways to establish and expand an impactful social media presence for Delaware state
22 government.

SYNOPSIS

This Joint Resolution encourages State government to continue to expand social media platforms to better connect with citizen businesses and visitors.

Senator: McDowell