



City of Fall River Massachusetts

PAUL E. COOGAN
Mayor

FOR IMMEDIATE RELEASE

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City of Fall River Set to Launch Official Instagram Page

(FALL RIVER, MA- August 11, 2022)- On August 12, 2022, at 5:00 pm, the City of Fall River will be launching an official Instagram page as part of an initiative to expand the City's social media presence. The page will be used to share important City updates and information about events, programs and resources for residents.

The Instagram page, under the handle @CityofFallRiver, is currently live and open to follow but will not have its first post until Friday at 5:00 pm. The first post will announce a promotional contest that will give away a \$100 Visa gift card to one of the page's new followers. To enter, residents must follow @CityofFallRiver on Instagram and tag another user in the comments of the post. Those who enter the contest may gain an additional entry by sharing the post on their Instagram story. The contest, sponsored by Mayor Paul Coogan, will end on August 26th, when a winner will be chosen randomly and contacted via Instagram.

“Our hope is that the new Instagram page becomes another tool to connect with our residents and promote all the great things happening in the City,” said Mayor Paul Coogan. “Most importantly, this will be another way to share important City updates- like our upcoming change in business hours or parking bans in the winter. We hope to also use it to share pictures of the City and highlight the local businesses and amazing citizens that call Fall River home. The goal is for residents and visitors alike to benefit from the page by learning more about the City and the resources we have to offer.”