

From: Elijah McKeown, Economic Development, Culture and Tourism

Department

Date: August 11, 2020

CITY OF PEMBROKE UPDATES TWITTER ACCOUNT TO @CITYPEMBROKE

The City of Pembroke has made updates to their social media channels. Effective immediately, The City of Pembroke’s Twitter account has been rebranded to @CityPembroke, with this handle replacing the existing @PembrokeEcDev.

“This change will better reflect that our Twitter account, like all of our social media accounts, is representative of the entire municipality. We want to avoid any future confusion that this account is reflective of information only relevant to economic development. We wish to continue to spread information effectively on behalf of the municipality and believe this update will allow us to accomplish that,” explained Tourism and Digital Media Officer Elijah McKeown.

Those who already follow the account will not need to make any adjustments except to simply note the change; they will still be following the account under its new handle @CityPembroke.

To keep up with updates from The City of Pembroke on other social media accounts, like us on Facebook at The City of Pembroke and follow us on Instagram @cityofpembroke.

For more information, please contact Elijah McKeown at emckeown@pembroke.ca or 613-735-6821 ext. 1515.