



A Proclamation by the Governor

WHEREAS, while every day is essentially Social Media Day, June 30th is a day set aside for us to recognize the impact these modern digital tools have made on our lives; and

WHEREAS, Social Media Day was launched in 2010 to celebrate and highlight the ways in which social media and digital innovation have come to define this generation, developing from a grassroots initiative to a global observance that is recognized by many thousands of people; and

WHEREAS, Nevada's state agencies as well as cities and communities across the state now utilize social media platforms to engage in two-way conversations with constituents, distribute critical information and news, foster civic pride, and connect with members of the community; and

WHEREAS, as technology and social media platforms continue to expand, greater opportunities to promote civic engagement and cultivate informed communities will also be available; and

WHEREAS, utilizing social media platforms supports the goal of bringing together businesses, innovators, influencers, and community stakeholders, enabling them to connect their online networks in a face-to-face setting, enhancing partnerships and collaborative efforts; and

WHEREAS, social media has empowered consumers to locate, engage and support local businesses by aligning technology with community-centered goals and objectives; and

NOW, THEREFORE, I, BRIAN SANDOVAL, GOVERNOR OF THE STATE OF NEVADA, do hereby proclaim June 30, 2016 as

SOCIAL MEDIA DAY



In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of Nevada to be affixed at the State Capitol in Carson City, this 3rd day of June, 2016.

By the Governor: _____ Governor

Barbara K. Cegavske
Secretary of State

By *Scott W. Lakin*
Deputy