

# CITY OF SOUTHFIELD, MICHIGAN COMMUNICATIONS

26000 Evergreen Road | P.O. Box 2055 | Southfield, MI 48037-2055 | (248) 796-5000 | [www.cityofsouthfield.com](http://www.cityofsouthfield.com)

## HOW THE CITY COMMUNICATES

The City of Southfield utilizes a variety of both traditional and nontraditional communication tools to reach the community with important news and information. The City encourages residents, businesses and visitors alike to seek out the tools that they prefer to use to stay informed and in the know. Get connected and keep up to date with all of the latest City info and news, upcoming events, special announcements and more!



### PRINT PUBLICATIONS

**City of Southfield Calendar/Annual Report:** The City of Southfield produces an annual calendar that is sent to all residents and businesses and contains important city information, events, garbage collection delays, and office closure information.

**Southfield Living Magazine:** *Southfield Living* is published biannually for all Southfield residents and businesses to inform residents about voting precincts, city news, programs and services, and upcoming events. and includes the Annual Water Quality Report

**Parks & Recreation Activities Guide:** The Parks & Recreation Guide is a quarterly newsletter that lists activities and events for kids, adults, and seniors to enjoy.

**Letters and Postcards:** Direct mail pieces and correspondence is sent citywide or to select residents/businesses as needed.

**New Resident Welcome Packets:** The New Resident Packet provide newcomers to Southfield with information on city services, important phone numbers and a directory of local businesses.

**Southfield Fact Sheet:** The Southfield Fact Sheet is a one-page fact sheet about the City of Southfield as well as a list of important contact phone numbers for city hall.



### MEDIA & PUBLIC RELATIONS

**Press Releases:** The Community Relations Department produces and distributes numerous press releases for the City of Southfield to share important news and events with the media.

**Press Conferences and Public Service Announcements (PSA's):** The City of Southfield Community Relations Department holds press conferences and produces PSA's as needed to convey important and timely information to the media and community.



### DIGITAL COMMUNICATIONS

**Southfield City Website:** The City's website is updated and maintained daily with information for each department and division. To visit the City website: <https://www.cityofsouthfield.com>

**Social Media:** The City of Southfield has active social media accounts on Facebook, Instagram, Twitter, Nextdoor and LinkedIn. These accounts are updated daily with news, events and important information on the happenings of the Southfield City government. Many departments, such as Parks & Recreation, Police, Fire, and Southfield Public Library also maintain social media accounts to provide news and information to the community.

**Southfield Cable 15:** Southfield Cable 15 provides residents with a mix of television programming and video content on topics including government, education, business, news, arts and culture.

**Southfield eNewsletter:** The Southfield eNewsletter provides residents with timely information and alerts from the city directly into their mailbox. To subscribe, go to: [bit.ly/3xU2Ywv](http://bit.ly/3xU2Ywv)



### ONSITE COMMUNICATIONS

**Digital Displays:** Digital display information monitors are located throughout the municipal campus, including City Hall, Parks & Recreation Building, Public Services Building, and the Police Headquarters.

**Evergreen Road Electronic Sign:** The electronic sign outside of the Southfield Municipal Campus on Evergreen Road displays important news, alerts, and communications from the city.

**Community Events:** The City of Southfield hosts a number of community events including the annual Martin Luther King, Jr. Peace Walk, the Black History Month Kick-off, Kimmie Horne Jazz Festival, Community Pride Awards, Southfield Photo Prize and others.

**Phone System Message on Hold:** The City of Southfield Community Relations Department produces informational messages for callers on hold.

**Stay connected to the City of Southfield! Sign-up for our free electronic newsletter at [bit.ly/3xU2Ywv](http://bit.ly/3xU2Ywv) and follow us on social media!**



Southfield City Hall



@Southfield\_Gov



city\_of\_southfield



City of Southfield



City of Southfield



26000 Evergreen Road | P.O. Box 2055 | Southfield, MI 48037-2055 | (248) 796-5000 | [www.cityofsouthfield.com](http://www.cityofsouthfield.com)

The City of Southfield maintains several active social media accounts across multiple platforms. These accounts are updated daily with news, events, and important information on the happenings of the Southfield City government. Many city departments maintain their own social media accounts to provide news and information to the community. Get connected and keep up to date with the latest city information, news, upcoming events, special announcements and more! Check out the list below to see the City of Southfield's active social media accounts!

### OFFICIAL CITY SOCIAL MEDIA PAGES

- **Facebook:** Southfield City Hall
- **X:** @Southfield\_gov
- **Instagram:** @City\_of\_southfield
- **LinkedIn:** City of Southfield
- **Nextdoor:** City of Southfield

### PARKS & RECREATION

- **Facebook:** Southfield Parks & Recreation
- **Instagram:** @SouthfieldParksRecreation

### LIBRARY

- **Facebook:** Southfield Public Library
- **X:** @SouthfieldPL
- **Instagram:** @southfield\_library
- **Pinterest:** @sflibrary
- **Friends of Library Facebook:** Friends of the Southfield Public Library

### CABLE 15

- **Facebook:** Southfield Cable 15
- **YouTube:** Southfield Cable 15
- **Twitter:** @Cable15Sports

### MICHIGAN WORKS

- **Facebook:** Southfield Michigan Works
- **X:** @SfldMiWorks

### POLICE

- **Facebook:** Southfield Police Department

### FIRE

- **Facebook:** Southfield Fire Department
- **Instagram:** @SouthfieldFD

### BUSINESS DEVELOPMENT

- **Facebook:** Southfield Business Development

### PUBLIC ARTS COMMISSION

- **Facebook:** Southfield Public Arts Commission
- **Instagram:** @southfieldpublicarts

### HISTORICAL SOCIETY

- **Facebook:** Southfield Historical Society

### RELATED AGENCY SOCIAL MEDIA PAGES

#### SOUTHFIELD CITY CENTRE

- **Facebook:** Southfield City Centre
- **Instagram:** @southfieldcity
- **Twitter:** @SouthfieldCity

#### SOUTHFIELD CHAMBER OF COMMERCE

- **Facebook:** Southfield Area Chamber of Commerce
- **Instagram:** @southfieldchamber
- **X:** @SouthfieldCC
- **LinkedIn:** Southfield Area Chamber of Commerce

#### SOUTHFIELD MICHIGAN WORKS

- **Facebook:** Southfield Michigan Works

### City of Southfield Social Media Terms of Use

The City of Southfield requires that all users of any of the City's social media pages (e.g. City of Southfield, Michigan USA; Southfield Parks & Recreation; Southfield Public Library; Southfield Police Department; Southfield Fire Department; and Southfield Cable 15) conduct themselves civilly and shall not use any inappropriate language or comments or those that could be deemed abusive, discriminatory, inflammatory, profane, likely to incite violence or hatred, likely to offend or humiliate others based on race, religion, ethnicity, gender, age, sexual orientation or any physical or mental disability, threatening, defamatory, libelous, invasive of another's privacy, or lewd. The City assumes no responsibility for the content of comments posted by users and does not endorse any opinions posted by third parties.

**Stay connected to the City of Southfield! Sign-up for our free electronic newsletter at [bit.ly/3xU2Ywv](https://bit.ly/3xU2Ywv) and follow us on social media!**