



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

August 6, 2009

CONTACT:

Randy Smith

South Florida Water Management District

Office: (561) 682-2800 or Cellular: (561) 389-3386

www.sfwmd.gov/news

follow us on 

Tweet, Tweet Goes the SFWMD

District launches pilot Twitter account as another way to keep public informed

West Palm Beach, FL – The South Florida Water Management District (SFWMD) this week launched a pilot program on Twitter as part of its continuing effort to find innovative ways to inform the public about its activities and initiatives.

“The District strives to be on the cutting edge of technology as we manage and protect the water resources of South Florida,” said SFWMD Executive Director Carol Ann Wehle. “It should be no different when it comes to sharing information with the 7.5 million people we serve. Our Twitter feed will allow us to directly communicate with an increasingly busy public about the District’s initiatives.”

Twitter marks the District’s first use of popular social media Web tools and provides the agency with another avenue to distribute information. In fewer than 140 characters, the agency plans to use its feed to:

- Distribute press releases
- Promote events and public meetings
- Deliver customer service information
- Release emergency management announcements

To follow the District’s tweets, please visit twitter.com/sfwmd. For more information about the South Florida Water Management District, visit www.sfwmd.gov.

###

About the South Florida Water Management District – [Celebrating 60 Years \(1949-2009\)](#)

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state’s five water management districts. The agency mission is to manage

and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.