



CITY OF BEVERLY HILLS
DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION

MEMORANDUM

TO: Public Works Commission
FROM: Daniel E. Cartagena, Sr. Management Analyst *DEC*
DATE: December 13, 2012
SUBJECT: Discussion of Use of Social Media for Community Outreach
ATTACHMENTS: Community Outreach Powerpoint

Public Works and Communication Staff to discuss the various Social Media platforms the City uses for community outreach purposes.



Use of Social Media for Community Outreach

Public Works Commission

December 13, 2012



Official Website - Homepage

BEVERLY HILLS
455 NORTH REXFORD DRIVE, BEVERLY HILLS, CA 90210

CITY OF BEVERLY HILLS

Search

Exploring
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POPULAR LINKS
Calendar of Events
Human Resources
Beverly Hills Public Library
City Departments
Zoning

UPCOMING EVENTS

NEW AND EXCITING
Caldwater Fire Station Temporarily Closed Due to Sewage Spill
Fire crews responding to hazardous situation
Holidays in Beverly Hills
Joy to the Hill: Enjoy the holidays in Beverly Hills Decorations, caroling, ice skating and more!
City Council Meeting Schedule
Dates of upcoming City Council meetings
Press Releases
Latest news released from the City of Beverly Hills

12:00 50°F
AA
i-94 LIVE
?
Cablevision (View Menu)
Video on Demand
Apps
Web (CBS)
ePrice
Water Meter



Ask Bev - Webpage



Welcome to The City of Beverly Hills

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Submit a Request ADA/508 friendly site

1. Select a topic

2. Provide contact information

3. Enter your request

Select a topic

• Animals	• Other
• Bedding and Vendor Information	• Parking
• Building Inspections and Permits	• Permits
• Business Information	• Plan Check Appointment
• Cable TV	• Planning and Zoning
• City Council	• Police Department
• Code Violations	• Public Records
• Communications/Public Affairs	• Recreation and Parks
• Development and Capital Improvement Projects	• Renters Issues
• Emergency Preparedness	• Social Services
• Employment	• Streets, sidewalks and lights
• Events and attractions	• Team Beverly Hills
• Farming and Special Events Permits	• Traffic and Transportation
• Fire Department	• Trees
• Garbage and waste collections	• Utilities
• General Plan	• Water
• Library	• Website
• Neighborhood Services	

Welcome to Ask Bev, an easy way to send your questions, complaints and compliments directly to the City staff person who can help you.

If you are a returning user, please log in. If you are new to Ask Bev, please go to Step 2 to provide Contact Information so we can respond to your request. You can Send Message Only; however, you will not receive a reply. **Unless you register and enter contact information, we have no way of contacting you.**

City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210
(310) 285-1000



Ask Bev Mobile – iPhone App



[View in iTunes](#)

Free
Category: Utilities
Updated: Sep 29, 2011
By: Ask Bev
Size: 10.6 MB
Language: English
Genre: Utilities
© Copyright: 2011
Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad systems. Requires an Internet connection.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.
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Description

Use your iPhone to help make Beverly Hills a better place to purchase and enjoy – community alert, traffic, city alerts.

Whenever the issue is unclear, a guideline or a request for information, you can be part of the solution by sharing your own experiences, identifying and reporting the issues, and even access to your own maps and... its that power of important issues and helps them to be responsive to the needs of the community.

- Post photos, videos and submit real-time information on issues
- Attach a photograph to illustrate the problem
- Assign the location of the issue or the software after accepts it for you

City alerts will receive your code notifications and will also view your iPhone to check on the status and receive notifications from CityAlert via your computer and smartphone.

Ask Bev Mobile Support

What's New in Version 3.0

- Weather improvements
- Bug fixes

iPhone Screenshots





Beverly Hills Utility Twitter Page

BH Utilities 43 Tweets 13 Retweets 181 Likes

Walmart Retweet if you've had too many cookies this season. Dance a twirl off in #JustDance4

AMWA Nearly 2 gallons of "water" is used to make a "plastic" bottle & only a quarter gallon to fill it. Onk Tap Water Delivers

Beverly Hills Classic elegant holiday decor reigns at ThePenninsulaBH. See all our photos on: N/OXBD

Beverly Hills Classic reds and holiday metallics dress up this stunning tree at ThePenninsulaBH. instagr amp;:s300_1PXJZ1 #joytothehills

BC Water News Dredging could unleash PCBs in Indiana community. <http://m.e/1bnJ2LCO8>

AMWA Today, you showered in the same "water" that fell as rain on dinosaurs

Beverly Hills Impressive window displays at DL_Co instagr amp;:S14enSPXk1m #joytothehills

Beverly Hills Look who's back in Devenynis! @1adame_Chocolat has a shop inside new boutique. @DL_Co instagr amp;:S12V6BvXKwV

Beverly Hills Chamber New member! The Agency bit NvXKPRKf

Beverly Hills Police Missing Person



- Search
- Information Technology
- Programs and Services
- Interactive Maps (GIS)
- City Wifi
- Mobile Apps
- Beverly Hills Cable TV
- Awards and Recognition
- About Us
- City of Beverly Hills
- Exploring
- Living
- Business
- City Government
- Online Services

BEVERLY HILLS INFORMATION TECHNOLOGY
455 NORTH REXFORD DRIVE, BEVERLY HILLS, CA 90210
Departments: Information Technology Mobile Apps

Mobile Apps

Mobile Beverly Hills

Visitors to the City of Beverly Hills are greeted with a warm invitation to participate in the many exciting events and happenings around town. From public art to family activities at the Farmers Market, concerts in the parks and Civic Center Plaza, Beverly Hills has an array of activities available for visitors to experience. You can tour Greystone Mansion or visit any of the City's other parks, including the La Brea Tar Pits.

Find locations and gather information about attractions inside the City of Beverly Hills.



Click here on how to download the "Mobile Beverly Hills" App for iPhone and/or iPad.
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