



**MEDIA RELEASE**  
**RICHMOND SHIRE COUNCIL**  
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Nothing attracts a crowd like a crowd and Richmond Shire Councils Facebook Site is doing just that.

Richmond Shire Council Chief Executive Officer Michelle Clarke says "Facebook can be a great resource for generating community awareness, is popular with various age demographics and is acting as a portal point to our main sites – [www.richmond.qld.gov.au](http://www.richmond.qld.gov.au) and [www.kronosauruscorner.com.au](http://www.kronosauruscorner.com.au)."

"There is no denying the growth in social media with a profound marketing potential. This takes word of mouth to a whole new level", she said.

"Since going online in July 2008, the Richmond Shire Information site has 642 "friends" and grows at an average of 10 "friends" a day, with phone and email inquiries averaging about 5 a day on Facebook related topics" says Richmond Shire Project Officer Angela Henry

"Facebook is free to join and the Richmond Shire site has been invaluable during January's unusually high rainfall with people isolated on outlying properties with up to date road reports, river heights and food drop details" said Michelle

"Access is not restricted to PC use – Facebook can be accessed via your mobile anywhere you have a signal which has been useful for people on the road during the time of road closures" Angela said

One user from Hughenden posted the following comment on the Wall " Hi, I'm stuck in Townsville and your information has been great, thanks for the updates..."

If you are a Facebook member, a past or present resident of Richmond or live in a neighbouring shire and want to find out what is happening in our part of the world – join the 100 million users of Facebook worldwide – search on Richmond Shire, click on our logo and send a friend request it is that simple!!