



Date: May 1, 2018
To: Mayor and Members of the City Council
From: Patrick H. West, City Manager 
Subject: **Launch of City Web Blog - *InsideLB***

The City Manager's Office will launch *InsideLB*, the City's first online web blog, on May 2, 2018.

InsideLB will give residents and visitors a unique perspective into Long Beach's government by featuring an 'inside look' into the latest City news, initiatives, services and programs. Our Communications and Public Affairs team is collaborating with a team of writers and staff from various City departments to identify and develop interesting and timely content, with the goal of posting one new story per week.

To raise awareness, the launch of *InsideLB* will be accompanied by a social media marketing campaign. We encourage you to share *InsideLB* with your social media audiences.

InsideLB will be a part of the City's website and can be accessed on this page: <http://longbeach.gov/insideLB>.

If you have any questions regarding *InsideLB*, please contact Kevin Lee, Public Affairs Officer, at (562) 570-6811.

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