

Yeosu Web Contents

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Yeosu-si, "2022 Korea SNS Awards" Grand Prize in 2 categories

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Awarded in two sectors: lower level local government and tourism... Awarded for 7 consecutive years

267,000 followers on 8 channels including "Yeosu Story" and "Healing! Yeosuya"

Yeosu-si (Mayor Jeong Kimyung) won the top prize in the lower level local government sector and tourism sector at the "2022 12th Korea SNS Awards", continuing the honour of winning the award for 7 consecutive years.

The "Korea SNS Grand Prize" is the most prestigious award in Korea in the related field, hosted by the Korea Social Contents Promotion Association and sponsored by the Ministry of Science and ICT and the Korea Influencer Industry Association to establish a correct SNS utilization culture.

Yeosu-si is known to have received high scores evenly in several categories: SNS activity, Communication, Quality of content, Storytelling, etc.

In particular, it was remarkable that it had 267,000 followers on a total of 8 channels including "Yeosu Story", the city's official SNS channel, and "Healing! Yeosuya" in the tourism field, as well as Facebook, Instagram, YouTube, and blog.

"Yeosu Story" is strengthening two-way communication with differentiated contents such as "Citizen Vlog" and "Public Official Vlog", breaking away from the initial operating method of providing municipal administration information unilaterally.

The tourism channel "Healing! Hey Yeosu" promotes various festivals such as the Yeosu Geobuksun Festival and Yeosu Fireworks Festival, and introduces every corner of the region through storytelling, becoming a communication space that promotes Yeosu, a maritime tourism city.

Yeosu Mayor Jeong Kimyung said, "The 8th municipal government elected by popular vote Yeosu-si's biggest issue is communication and harmony. With this award as an opportunity, I will further activate the SNS channel and carry out city administration that always listens to the voices of citizens."

"As various festivals continue this fall, the number of tourists visiting Yeosu is increasing exponentially. We will continue Yeosu's reputation as the best marine tourism city in the country by providing quick information tailored to the eye level of tourists."



<p>Attached File</p> <p>Full</p> <p>download(Zip)</p>	<p> 3 여수시, '2022 대한민국 SNS 대상' 2개 부문 최우수상 영예.jpg (130 hit/ 304.3 KB) </p> <p>미리보기</p>
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