

# Yeosu Web Contents

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## Yeosu-si, "SNS of the Year" KakaoTalk·Blog "Grand Prize" in 2 sectors

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Last month, "Korea SNS Grand Prize" followed by "SNS of the Year" won two awards

Yeosu-si (Mayor Jeong Kimyung) announced on the 21st that it won the grand prize in the Kakao Channel and Blog sectors in "2022 Social Media of the Year".

Hosted by the Korea Social Contents Promotion Association and sponsored by the Ministry of Science and ICT and the Korean Influencer Industry Association, the "SNS of the Year" awards ceremony was held at the Korea Press Centre in Jung-gu, Seoul on the 21st.

Award-winning organizations were selected by field through the first quantitative evaluation (40 points) and the second evaluation by judges (60 points).

As a result, Yeosu-si won the grand prize in the local government sector and tourism sector at the "12th Korea SNS Grand Prize" last month, and also won the grand prize in two sectors at the "SNS of the Year" award, recognizing its aspect as a national communication city.

Yeosu-si is sending a week's must-know information to its 8,800 subscribers through "Yeosu News" so that even citizens who do not use Facebook or Instagram can receive corrective news.

In addition, KakaoTalk's "Yeosu-si" 1:1 complaint handling channel is used to receive and handle more than 300 complaints and suggestions in daily life each year.

The tourism blog "Healing Yeosuya" is also very popular.

Compared to other channels, it is possible to write longer articles, so it is receiving a lot of sympathy and response by providing colorful tourism news through photos, videos, and card news. Currently, it has about 1,700 posts and 24,400 neighbours, and the number of accumulated visitors is steadily increasing.

Yeosu Mayor Jeong Kimyung said, "Communication is one of the most important principles of the 8th municipal government elected by popular vote Yeosu-si. We will continue to develop customized content that matches the characteristics of each medium and subscriber and further expand interactive communication to highlight the charm of Yeosu, a city of communication."



Attached File

Full

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4 여수시, '올해의 SNS' 카카오톡, 블로그 2개 부분 '대상'.jpg (148 hit/ 384.6 KB)

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