



PRESS RELEASE

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City of Seal Beach Prioritizes Transparency Through Increased Communication

SEAL BEACH, CA – Committed to open dialogue and transparency, the City of Seal Beach has embarked on a fresh and long-term approach to improving its focus on public communication, prioritizing increased engagement and accessibility through new social media channels and a revitalized newsletter.

“Seal Beach is a tight-knit and strong community,” said City Manager Jill Ingram. “We are dedicated to elevating our communication and engagement efforts and empowering residents and businesses to actively participate in the many channels of communication we offer.”

Making a significant step forward, the City of Seal Beach has partnered with Tripepi Smith, a renowned marketing and communications firm, to amplify the City’s social media presence. Though several city departments have their own social media platforms, you can now follow the City of Seal Beach on Facebook ([@cityofsealbeach](#)), X ([@sealbeachcityca](#)), and Instagram ([@cityofsealbeachca](#)).

This partnership extends beyond setting up social media profiles. Tripepi Smith is assisting the City in defining clear, consistent messaging policies and guidelines that embraces and reflects the unique brand and voice of Seal Beach.

The City’s social media focuses on informing the community about City events, programs, projects, and more. Fostering engagement with the Seal Beach community lies at the heart of this initiative. By creating accounts on these platforms, the City aims to provide residents with further access to City information and create new channels of communication with the City. Additionally, the City hopes to expand the City’s reach and connect with a broader audience within the Seal Beach community through its presence on social media. For specific department updates, please continue to follow the [Police, Marine Safety, Public Works, and Parks & Recreation pages](#).

“Delivering essential and quality services to the community is our top priority,” Ingram said. “We are committed to fostering transparent communication and actively engaging with our community. Our partnership with Tripepi Smith aligns perfectly with the City Council’s vision to strengthen connections, share timely information, and ensure that the voices of our residents are heard.”

To continue enhancing residents' access to City communications, the City is restructuring and optimizing its existing [bi-weekly newsletter](#) for email distribution. Residents and stakeholders are encouraged to sign up to receive newsletters to stay informed about the latest news, engagement opportunities, and project updates. City information will also continue to be published on the [City of Seal Beach website](#).

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