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# Solution Press Release

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Questions*

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# Giving the citizens of Munich a voice

The city of Munich published a social network to promote communication with and between citizens

**Munich – May 15th, 2020** – Over the past years the city of Munich has lost more and more the connection to its citizens. Due to the digitization and new ways of getting in touch with people, the city has reached out for new opportunities to maintain the important connection to its inhabitants.

Therefore, a local social media platform is now published by the city of Munich. This platform connects Munich citizens and creates a city to citizen communication. A complete new experience in the social media world is developed. Who else, besides the citizens of Munich, have the opportunity to chat with their city?

On this platform, one can easily get information from the city of Munich due to the fact that the city as a verified content creator is providing the

citizens with information of its departments, subsidiaries and business units. In addition, local businesses get the opportunity to create official accounts to reach out for costumers.

The communication on the platform is working bilateral. Citizens can raise questions which will be answered by a city representative. The credibility of the platform is granted by the city which is hosting it. Thus meaning that there will be no fake accounts and no spam.

Lutz-Steffen Schmidt, manager of this project, is convinced, that Munich citizens will quickly identify with this platform „which is not a Facebook 2.0 and delivering data but emotions. And that leads to even more identification to the 'world-city with heart'".

Furthermore, Simon (31), one of the fist users, agrees on that and is excited about the new

possibilities he is getting: “Finally I have a voice as a cyclist in Munich. In the past years I felt very disadvantaged. There were construction sites on many bicycle lanes that made it even more dangerous to ride in Munich as it already is. Now, I can ask the city about construction sites and I'll get a quick answer to my concerns. I feel way more represented as a cyclist.”

The „Weltstadt mit Herz“ (*engl. world-city with heart*) goes online. ComMunich will be the Social Network Munichs' citizens always asked for without even knowing.

One can easily get further information on „ComMunich.de“ or download the app in the AppStore/PlayStore.

~ written by a student-consulting team of Schmidt