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NEWS RELEASE

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Town of Prosper completes upgrade of its website *Adds social media professional to staff*

PROSPER (July 16, 2015) The growing reliance Prosper residents are demonstrating on mobile digital devices, websites and social media has prompted the Town to upgrade its web presence and add a social media professional to the staff, says Town Secretary Robyn Battle.

“The Town’s former website was built around 2007,” she said. “For those early days, it served its purpose adequately, but the speed with which improvements and enhancements come along as well as the increasing electronic sophistication of our residents, made the site obsolete.”

With the approval of the Town Council, Town Manager Harlan Jefferson named a website committee to begin the process of upgrading Prosper’s site. Purchasing Agent January Cook and Human Resource Director Baby Raley headed up the committee, which included employees from various Town departments.

Following a lengthy and comprehensive review, the committee selected Imaginuity Interactive Inc., for the complete redesign.

Cook oversaw the implementation process, once the committee made its selection. “Based on their experience, approach, and creativity, we were confident that they were the right team to collaborate with on this project,” she said.

“Together, we were able to carry-out our vision for a unique website that showcases the Town, makes the user experience easy to navigate, streamlines information so that it is easily accessible, provides transparency, and is a safe and secure environment to transact business,” she added.

The new website uses the same URL address, www.prospertx.gov, and any accounts residents have established to pay water and utility bills do not require any additional input or changes.

In addition to a new website, the Town has added Kristi Soto, a part-time social media specialist. Soto graduated with a BA in Public Relations from Harding University in Arkansas where she served as the Web Content Manager for the award-winning campus newspaper.

Prior to joining the Town, she worked as a freelance communicator, photographing, designing and managing social media accounts for various organizations.

“I’m excited to have joined the Prosper staff,” she said. “My goal is to give a voice to our town in the various social media platforms, demonstrating our community’s vibrancy and enthusiasm.”

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 15,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 70,000 residents, Prosper’s vision is to remain a “Place Where Everyone Matters.”