

Social Media as An Innovative Communication Tool in Polish Cities*

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Abstract

The article presents issues related to the determination of the communication intensity of Polish cities on various social platforms. The development of the internet, and mobile devices, has resulted in a significant increase in the interest of local government authorities in Polish cities in modern communication tools replacing the existing promotional activities over the last decade. Cities, struggling to distinguish their offer from the competition, started using interactive channels, among which social networks, namely Facebook, Youtube, Instagram, and Twitter, have begun to play an important role. The information in the article was the data obtained from the most prominent social networking sites, the data from studies by Polish Internet Research and City and Tourism Promotion Office, Wrocław City Hall.

Keywords: City, Social Media, Marketing Communication,