



CITY OF JOHANNESBURG

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**MEDIA RELEASE
FOR IMMEDIATE RELEASE
Date: 20 March 2025**

The City of Joburg addresses Concerns Regarding Influencer Promotion of Executive Mayor Dada Morero

The City of Johannesburg wish to set the record straight and address the recent concerns raised regarding the alleged promotion of Executive Mayor Dada Morero through social media influencers.

First and foremost, the insinuations suggesting that the City of Johannesburg has commissioned a social media influencer campaign are wholly incorrect and the city wishes to distance itself from any posts that suggest otherwise. We can categorically state that the city and mayor has not engaged any influencers, nor has it initiated any paid campaigns on X (formerly Twitter) or any other social media platform to amplify the mayor's initiatives or highlight his work.

The Executive Mayor, Councillor Dada Morero is primarily focused on enhancing service delivery to the residents of Johannesburg. His administration is committed to transparency and community engagement, thereby utilising the city's official communication channels to share important information and updates directly with the public.

The city actively engages residents through its own platforms and employs approved hashtags to ensure that the messages reach the community effectively. These are #JoburgReimagined and #JoburgServices.

It is essential to highlight that the city's commitment to open dialogue with its citizens negates the need for external influencers to validate or promote the vital work being done on a daily basis.

The initiatives put forth by Mayor Morero and his team are aimed at addressing the challenges faced by our residents and improving their quality of life, and the city believes

that the best way to communicate these efforts is through direct engagement with communities.

As we move forward, we encourage the media and the public to rely on verified information from official city platforms and to continue engaging with the city in constructive dialogue about the progress and initiatives aimed at making Johannesburg a better place for all its residents.

END

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ENDS

Issued by the City of Joburg

For all media queries, send an email to mediaqueries@joburg.org.za.