

Governor Phil Murphy

Governor Murphy Joins “Community” to Text Directly with New Jerseyans

08/24/2023

Governor Encourages Residents to Text Him at: (732) 605-5455 (tel:+17326055455)

TRENTON – Governor Phil Murphy today launched a new platform – Community™ – becoming the first Governor in the nation to engage directly in this manner while providing the people of New Jersey with first-hand updates on the most pressing issues of the day.

Community is an SMS marketing platform that connects businesses, brands, public figures, and more to their audiences at scale through a unique 10-digit phone number.

“My team and I were attracted to Community because it changes the way we engage with folks,” **said Governor Murphy**. “Virtually every consumer uses text messaging. Why not use it to speak directly to residents, keep them updated on some of the great work we’re doing, and at the same time provide them with another opportunity to tell us what’s on their minds?”

Governor Murphy officially unveiled his unique Community number

([https://urldefense.com/v3/__https://t.e2ma.net/click/z8iqxj/jg6gejcc/b293g5__;!!J30X0ZrnC1oQtbA!Lk4_RxqqODhF-NSjIw8IVZPv-JBd3aMnI3zESNxfZMBiWYJkiUhofcLaaV3oA75PoL-TAuW22GvRDa-JHhe24g\\$](https://urldefense.com/v3/__https://t.e2ma.net/click/z8iqxj/jg6gejcc/b293g5__;!!J30X0ZrnC1oQtbA!Lk4_RxqqODhF-NSjIw8IVZPv-JBd3aMnI3zESNxfZMBiWYJkiUhofcLaaV3oA75PoL-TAuW22GvRDa-JHhe24g$)) on social media today

([https://urldefense.com/v3/__https://t.e2ma.net/click/z8iqxj/jg6gejcc/rua4g5__;!!J30X0ZrnC1oQtbA!Lk4_RxqqODhF-NSjIw8IVZPv-JBd3aMnI3zESNxfZMBiWYJkiUhofcLaaV3oA75PoL-TAuW22GvRDa9kz9Z_Sg\\$](https://urldefense.com/v3/__https://t.e2ma.net/click/z8iqxj/jg6gejcc/rua4g5__;!!J30X0ZrnC1oQtbA!Lk4_RxqqODhF-NSjIw8IVZPv-JBd3aMnI3zESNxfZMBiWYJkiUhofcLaaV3oA75PoL-TAuW22GvRDa9kz9Z_Sg$)), encouraging residents to text their questions or comments to (732) 605-5455 (tel+17326055455) and promising to send updates from time to time and get back to as many individuals as he can.

Unlike social media channels, where content is filtered through algorithms, Community is an operating system that delivers text messages directly to subscribers and doesn’t share advertising or use algorithms to deliver messages.

After seeing President Biden debut the platform, the Governor was drawn to the organization’s vision, which is “to connect the world to the power of Community: through personal experiences and engagement rooted in authenticity, belonging, and trust – bringing out the best in people. This is especially important in today’s communication landscape where harmful, negative speech can really impact society.”

Importantly, Community does not sell user data. The information provided during signup helps leaders to connect on a more personal level and directly share content that is most relevant to the user’s interests. As stated in Community’s Acceptable Use Policy, leaders are expressly forbidden from using any data provided to discriminate against individuals, groups, or communities based on these characteristics.

“We are thrilled to welcome the people of New Jersey onto the Community platform,” **says Diankha Linear, CEO and President of Community**. “Not only is Community an efficient and simple communications channel, but it also serves as a powerful tool for engagement and connection. I’m confident that New Jerseyans will find immense value in this direct connection with Governor Murphy.”


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