Abstract
The interaction of businesses and corporations have begun to implement electronic social networks to thrust their brands, their products and their personal relations. This paper is part of an investigative line that monitors neighboring networks that use Twitter to send messages and organize. Through longitudinal research that started from 2010 all the way up to 2015, the communicative impact between neighboring and local government networks was analyzed. With the results of a mixed methodology: quantitative and qualitative it was possible to determine the interactions between citizens and the municipality.

Keywords
Twitter, neighbors, facebook, communities, online social networks.