
HOUSE RESOLUTION

REQUESTING FACEBOOK TO CORRECT INACCURATE PLACE NAMES AND
LOCATION INFORMATION PERPETUATED AND WIDELY-DISTRIBUTED ON
FACEBOOK PAGES TO BETTER PROTECT THE STATE'S SOCIAL AND
ECONOMIC INTERESTS.

1 WHEREAS, the diverse people and cultures of the State of
2 Hawaii often place a special emphasis on deriving identity from
3 the communities in which they live; and
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5 WHEREAS, the State of Hawaii has an economy based largely
6 on e-commerce and tourism; and
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8 WHEREAS, the accurate place names and location information
9 of Hawaii's communities on websites and social media greatly
10 affect the social and economic interests of the people,
11 businesses, and the tourism industry of the State of Hawaii; and
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13 WHEREAS, social media is often a virtual place of reference
14 for the location of people, families of residents, businesses,
15 web-based businesses, and tourism destinations; and
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17 WHEREAS, Facebook is a social media platform that in 2013
18 had 1,230,000,000 monthly, and over 15,000,000 business,
19 company, and organization users; and
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21 WHEREAS, inaccurate location information on Facebook pages
22 affects the economic well-being of the people, businesses,
23 cities, counties, and states listed by the platform; and
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25 WHEREAS, inaccurate location information on Facebook also
26 affects the social and economic well-being of Hawaii's
27 communities and tourism industry by causing bookings at
28 incorrect locations, resulting in cancellation of services,
29 hotel reservations, car reservations, and other vacation costs;
30 and



1 WHEREAS, the town of Kailua on the island of Oahu and
2 Kailua-Kona on the island of Hawaii are independent, vibrant
3 communities with rich histories and strong community spirit,
4 both of which include residents and businesses affected by
5 social media; and

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7 WHEREAS, Facebook incorrectly lists the town of Kailua on
8 the island of Oahu as "Kailua Village, Honolulu County, Hawaii",
9 and also lists the town of Kailua-Kona on the island of Hawaii
10 as both "Kailua, Hawaii County, Hawaii" and "Kailua-Kona, Hawaii
11 County, Hawaii"; and

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13 WHEREAS, Facebook's designation of "Kailua, Hawaii County,
14 Hawaii" referring to Kailua-Kona on the island of Hawaii points
15 to a map of Kailua on the island of Oahu, resulting in frequent
16 confusion impacting the social and economic interests of both
17 communities; and

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19 WHEREAS, Facebook incorrectly designates "Kailua Village"
20 as the name for the town of Kailua on the island of Oahu, when
21 in fact "Kailua Village" is used to describe the historic
22 portion of the town of Kailua-Kona on the island of Hawaii; and

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24 WHEREAS, notwithstanding that the Kailua Chamber of
25 Commerce on Oahu has attempted to rectify their inaccurate
26 location information by continually requesting Facebook to
27 correct this error, the inaccurate place information has yet to
28 be corrected; now, therefore,

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30 BE IT RESOLVED by the House of Representatives of the
31 Twenty-seventh Legislature of the State of Hawaii, Regular
32 Session of 2014, that this body respectfully requests Facebook
33 to assist the State of Hawaii by correcting inaccurate place
34 names and location information that are perpetuated and widely-
35 distributed on Facebook pages to better protect the State's
36 social and economic interests; and



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38 BE IT FURTHER RESOLVED that the name of the town of Kailua
39 on the island of Oahu be changed from "Kailua Village, Honolulu
40 County, Hawaii" to "Kailua, Honolulu County, Hawaii"; and



1 BE IT FURTHER RESOLVED that the names for the town of
2 Kailua-Kona on the island of Hawaii have associated maps
3 corrected to reflect their location in Hawaii County on the
4 island of Hawaii; and

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6 BE IT FURTHER RESOLVED that certified copies of this
7 Resolution be transmitted to the Founder and Chief Executive
8 Officer of Facebook, President of the Kailua Chamber of
9 Commerce, and Chair of the Kona-Kohala Chamber of Commerce.

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OFFERED BY: 
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