




UNIONCOUNTY
 north carolina



2025

Communications Year End Report



Total Projects

1,240



Projects Completed

All 35



Departments Supported

Top 5 Campaigns

1

Government Center Renovations

The first floor entrance and corridor at the Government Center underwent renovations during the second half of 2025 that required all visitors and staff to temporarily enter on the ground floor. Public Communications coordinated a comprehensive campaign including facility signage (A-frames, window clings, posters, etc.) and a wide variety of graphics and announcements via social media, website, employee emails, and a custom Google Maps message.



2

Jesse Helms Park Playground Opening

Public Communications supported Parks & Recreation with celebrating the opening of a new farm-themed playground at Jesse Helms Park in May. Communications and marketing efforts included a ribbon-cutting event, custom paper fans highlighting the playground's features, a video, press release, social media posts, and more.

3

Foster Parent Recruitment

Our Foster Parent Recruitment campaign, in partnership with Social Services, elevated awareness of the urgent need for foster parents using authentic storytelling, fresh visuals, and a targeted outreach strategy. With in-house design and video, community events, and digital promotion, the campaign sparked deeper engagement and strengthened the pipeline for future foster parent interest.

Become a Foster Parent

Wrap them in love



Top 5 Campaigns | Continued

4

Christmas Bureau (July & December)

Union County's first-ever Christmas (Bureau) in July campaign highlighted the many ways our community supports local families during the holiday season. We showcased programs like Project E.L.F., Christmas Cheer Champions, and Toys for Tots, while raising funds to provide gift cards for teens in need. We produced numerous additional projects during the holiday season to share about Christmas Bureau donations, volunteers and impact.



5

Benefit Changes

With benefit changes affecting all County employees, Public Communications worked with Human Resources to ensure 100% of employees were aware of a new electronic open enrollment process. We provided clear, accessible information and with numerous reminders in multiple formats. A secondary goal was to build understanding and confidence in the enhanced benefits program.



Critical Communications:

- Winter Storms (Two in January, One in February)
- Public Health Communications due to Monroe Boil Water notice (August)
- Tornado in Unionville (March)
- Burn Ban (March)



Digital Accessibility

- Website Document Cleanup
- Employee Trainings
- Updated County Templates
- Revised Brand Guide
- Contacted Third-Party Website Vendors

Department Highlights

Team Awards Received

State | National | International

Within a span of 2.5 months in the spring of 2025, the Public Communications Department was recognized with seven prestigious awards at the state, national and international levels, highlighting the County's commitment to effectively communicating with residents in creative and strategic ways.



Department Restructure

In July 2025, the department was restructured with Megan Hinkle's promotion to Assistant Director, allowing a strategic shift to best support the team. Following the restructure, half of the team reports to Megan, with the other half reporting to Director Liz Cooper.



Public Records Requests

643

Received



612

Completed

Media Interactions



Union County Horizon: Community e-Newsletter

54,021 Total Subscribers

Website



Top Search Terms

- 1 Passport
- 2 Jobs/Careers
- 3 Pay Bill
- 4 Property Tax
- 5 Water

Top Webpages

- 1 GIS & Mapping
- 2 Taxes & Property
- 3 Cane Creek Park

Website Visits

unioncountync.gov

4,547,068



Sprout Automated Webchat

7,141 Total Communications

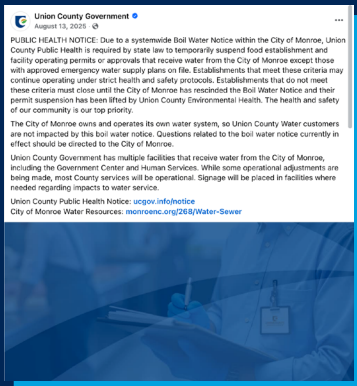
Social Media



42,964 Total Followers
+2,349 New Followers



Top Posts

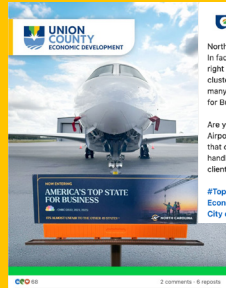


Facebook

Boil Water Notice for City of Monroe

9.6% Engagement Rate

59,746 Reach



LinkedIn

Flat Stanley Billboard

5.2% Engagement Rate

3,012 Impressions



Instagram

Confirmed Tornado

5.6% Engagement Rate

2,648 Impressions

Engagement rate is calculated by dividing the total number of interactions on a post (likes, comments, shares, clicks) by the total number of impressions that post received, then multiplying by 100 to get a percentage. **Impressions** are the number of times a user sees a post. **Reach** refers to the total number of individuals who saw a specific post on social media.

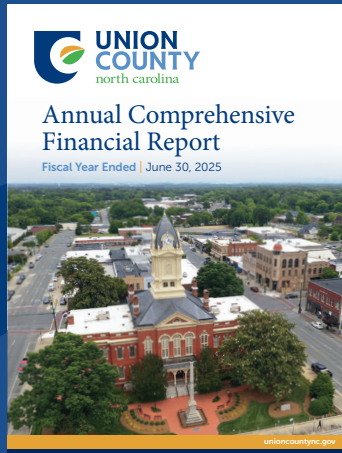
Creative Highlights



Economic Development Logo



Cane Creek Park Branding

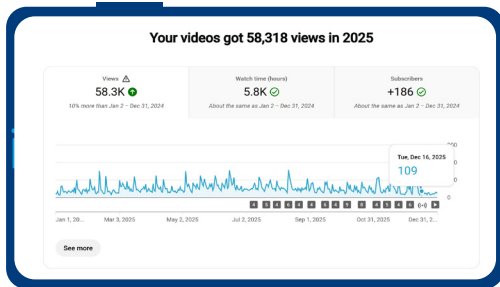


Annual Comprehensive Financial Report



Business NC Magazine Ad

Video Engagement

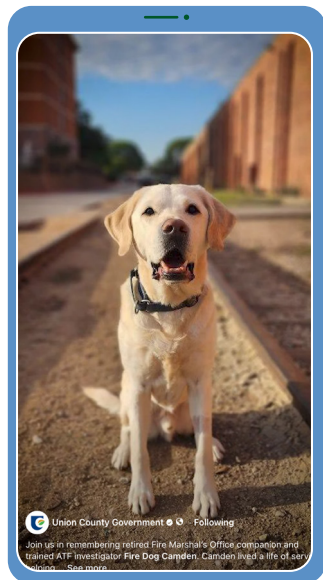


YouTube

58,300 Views | 5,800 Hours Watch Time | 186 New Subscribers

Top 3 Videos:

- Union County Water | Drops of Knowledge | Toilet Dye Test
- Historical Cotton Gin on display at the Agricultural Center
- New Farm-Themed Playground Opens at Jesse Helms Park



Facebook

Remembering Camden
5,373 Views



Instagram

Remembering Camden
1,087 Views