



Communications Monthly Report

June 2025



Top Projects

1

Budget Adoption

Following the Board of Commissioners' adoption of the Fiscal Year 2026 budget, Public Communications collaborated with the Budget and Grants Management team to share about the operating and capital budgets, including highlights such as a lower tax rate and key investments, particularly in education, emergency services, economic development, and senior nutrition services.



2

DADvice Video

Union County is fortunate to have employees who care deeply about this community. For Father's Day, we asked dads in our workforce to share their department's messages in the form of "fatherly advice" with our community. This fun video was a huge hit! Our employees' friends and loved ones helped make this video go viral.



3

Social Media Summit

The Public Communications team hosted a Social Media Summit, bringing together content creators from departments across the county for a dynamic day of learning, collaboration and strategy. Participants explored the latest trends, tools and best practices for using social media to inform and engage residents and stakeholders.



123

Projects
Completed



31

Departments
Supported

Website



Top Search Terms

- ① Passport
- ② Jobs
- ③ Inmate Inquiry
- ④ Summons
- ⑤ Water Bill

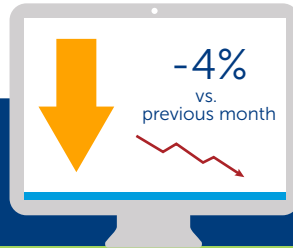
Top Webpages

- ① Pay My Water Bill
- ② GIS & Mapping
- ③ Taxes & Property

Website Visits

unioncountync.gov

363,870



Sprout Automated Webchat

599 Residents Engaged

817 Total Communications Per Month

Social Media



41,769
Total Followers



Top Posts



Facebook

21.1% Engagement Rate
50,104 Reach

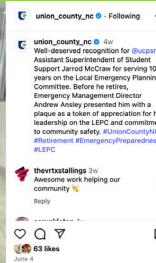
Please join us in recognizing Jarrod McCraw, a longtime member of the Local Emergency Planning Committee (LEPC), who is retiring from Union County Public Schools after 10+ years of dedicated service.

Emergency Management Director Andrew Ansley presented him with a plaque as a token of appreciation for his leadership on the LEPC and commitment to community safety.



LinkedIn

22% Engagement Rate
1,068 Impressions

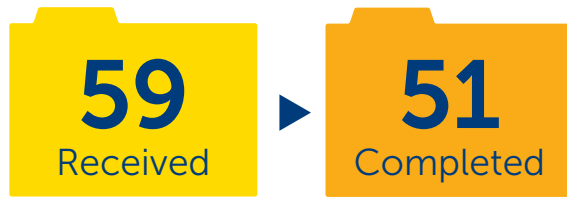


Instagram

1.8% Engagement Rate
3,975 Reach

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.

Public Records Requests



Media Interactions



Creative Highlights



UCTV Logo Refresh

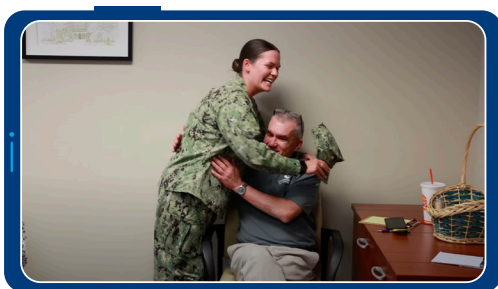


Employee Health & Wellness
Center Door Graphics

Learning &
Development

Learning & Development
Graphics Suite

Video Engagement



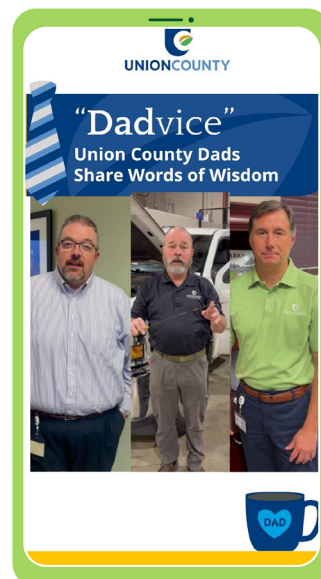
YouTube

A Father's Day Surprise to Remember
318 Views
7.2 Hours Watch Time



Facebook

A Father's Day Surprise to Remember
17,403 Views



Instagram

It's not just advice - it's DADvice.
1,652 Views