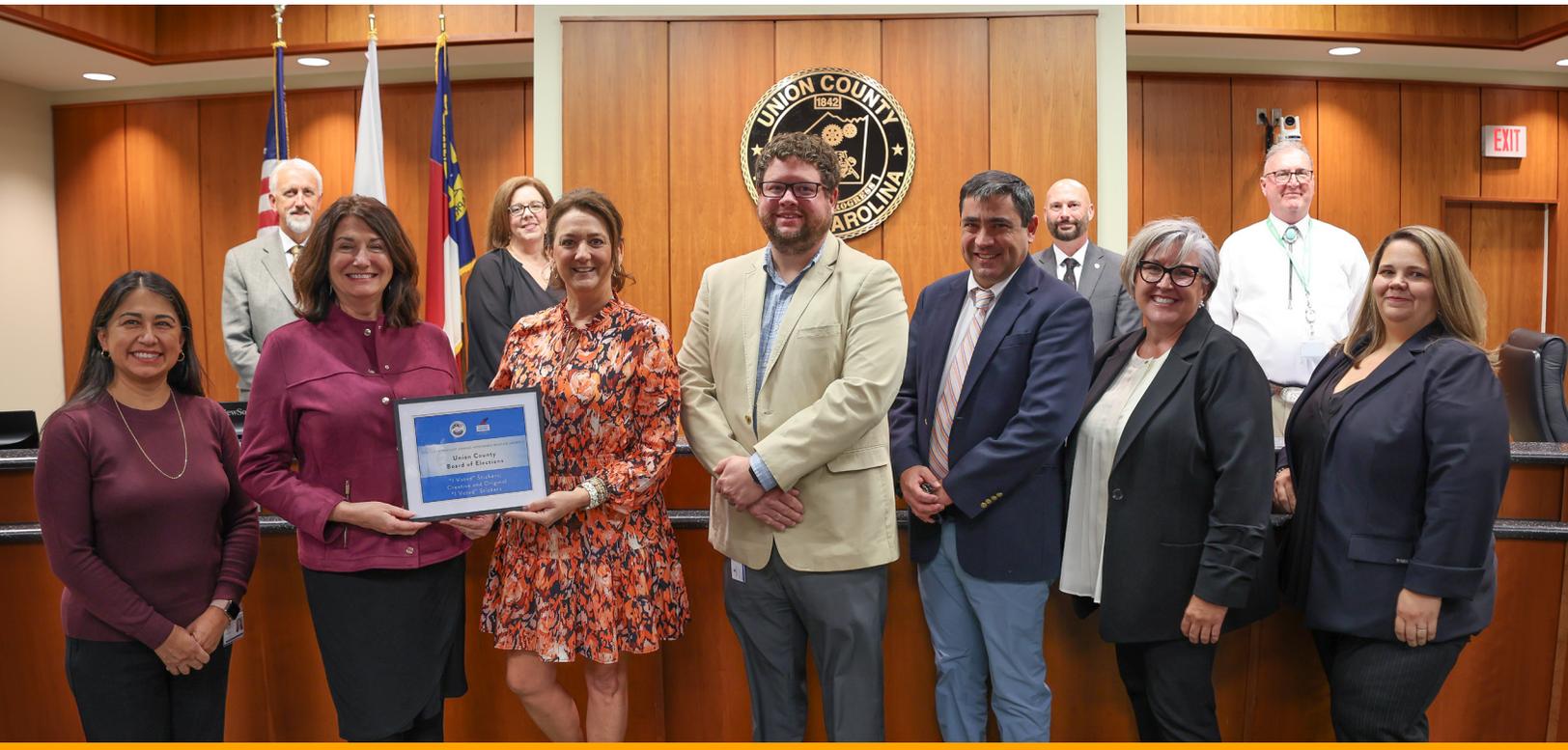




Communications Monthly Report

October 2025



Top Projects

1 Community Planning Month

To recognize Community Planning Month, we launched a new video series highlighting the importance of planning and zoning in shaping our community. The videos, shared on social media and the County website, address common questions and help residents better understand how planning decisions impact daily life. The series received positive engagement and will serve as an ongoing educational resource.



2 Career Fair

Public Communications partnered with Human Resources to promote the County's recent Career Fair, which highlighted employment opportunities across multiple departments. Efforts included media outreach, targeted social media advertising, water bill insert, roadside banners, and more. The campaign successfully generated strong community interest, resulting in approximately 130 attendees at the event.

3 Fire Prevention Month

This campaign focused on lithium-ion battery safety and general fire prevention tips. Messaging approved by the Fire Marshal's Office was shared on social media and the Union County Horizon e-newsletter. The campaign also incorporated seasonal reminders for Halloween safety.



Celebrate Safely



91 Projects Completed



21 Departments Supported

Website



Top Search Terms

- 1 Summons
- 2 Inmate
- 3 Inmate Search
- 4 Arrest
- 5 Passport

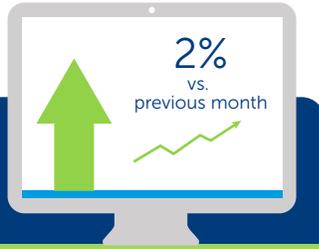
Top Webpages

- 1 Water Portal
- 2 GIS & Mapping
- 3 Taxes & Property

Website Visits

unioncountync.gov

379,688



Sprout Automated Webchat

540 Residents Engaged

759 Total Communications Per Month

Social Media



42,765 Total Followers



Top Posts

Union County Government
October 10 at 5:18 PM

The Union County Board of Commissioners has published an open letter to the Board of Education reaffirming support for Union County Public Schools teachers. The County... [See more](#)

October 10, 2025

Rev. Jimmy H. Bention Sr., Chairman
Union County Public Schools
400 N. Church Street
Monroe, NC 28112

Re: School Funding

Dear Chairman Bention and UCPS School Board Members,

On behalf of the Union County Board of Commissioners, I am addressing and clarifying our position related to school funding and teacher supplements. As you are all aware, the Union County Board of Commissioners adopts a budget each year, which includes funding for Union County Public Schools to assist UCPS with operations and capital needs not addressed with State and Federal funding. Part of this County funding is also used to provide a County supplement to teachers' salaries. Both the Board of County Commissioners and the Board of Education share a

UNIONCOUNTYNC.GOV

Letter From Board of Commissioners Regarding Teacher Supplements



Facebook

20.1 % Engagement Rate
32,932 Reach



LinkedIn

5.2% Engagement Rate
2,985 Impressions

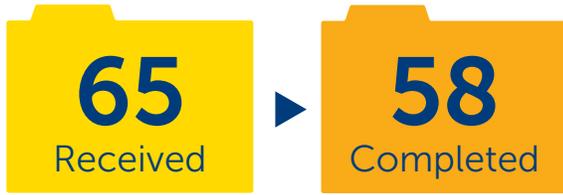


Instagram

1.6 Engagement Rate
1,607 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.

Public Records Requests



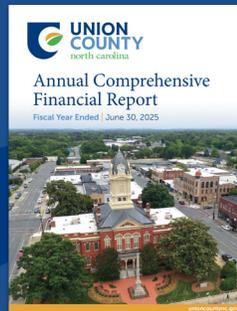
Media Interactions



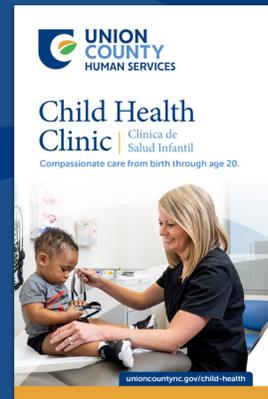
Creative Highlights



Sr. Budget Management Analyst Position Flyer



Annual Comprehensive Financial Report

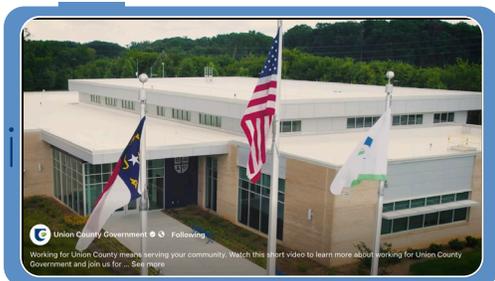


Child Health Clinic Brochure

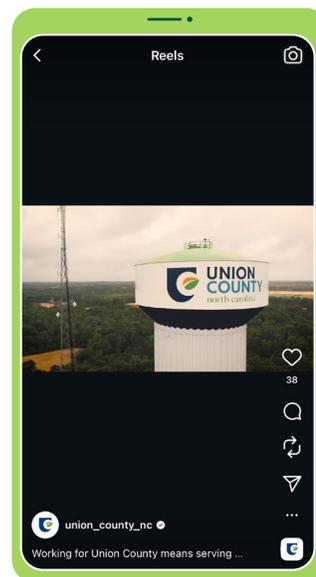
Video Engagement



YouTube
Unwrapping Joy: Christmas Bureau Volunteers
111 Views
2.5 Hours Watch Time



Facebook
Working for Union County means serving your community
2,982 Views



Instagram
Working for Union County means serving your community
848 Views