



UNIONCOUNTY
north carolina



Communications Monthly Report

June 2026



Top Projects

1 FY27 Budget Communications

After the Board of Commissioners adopted the Fiscal Year 2027 budget, Public Communications worked with Budget and Grants Management to share easy-to-understand information about the operating and capital budgets, including highlights such as a flat tax rate and key investments in several areas including public safety, emergency services, education, economic development, and human services.



2 America 250 Art Contest

In partnership with the Union County Community Arts Council, Union County coordinated an America 250 Student Art Contest, inviting kindergarten through 12th grade students to submit original artwork inspired by the theme "America the Beautiful." This campaign included several social posts, a webpage, news story, as well as a reception event. Voting for the contest took place on Engage Union County, with more than 1,170 voters participating.

3 Economic Development Website Launch

After a year of development, Public Communications launched DiscoverUnionCounty.com, a new website for Union County Economic Development. Designed to highlight the County's industry recruitment and retention services, the site features new videos with interviews from nearly 20 community stakeholders. The launch included a press release, website news story, social media posts, and the creation of an email newsletter and LinkedIn presence for the Economic Development team.



139

Projects
Completed



28

Departments
Supported

Website



Top Search Terms

- 1 Passport
- 2 Landfill
- 3 Permits
- 4 Burn Ban
- 5 Careers

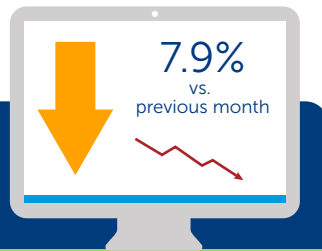
Top Webpages

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

Website Visits

unioncountync.gov

395,844



Sprout Automated Webchat

959 Total Communications

Social Media



46,796
Total Followers



Top Posts



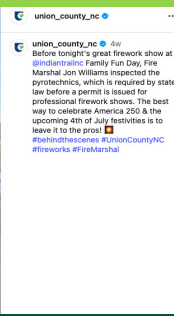
Facebook

New Employees
10.3% Engagement Rate
19,742 Reach



LinkedIn

New Employees
12.3% Engagement Rate
1,517 Impressions

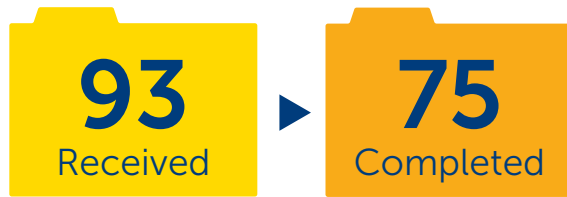


Instagram

Indian Trail Fireworks
9.6% Engagement Rate
1,114 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



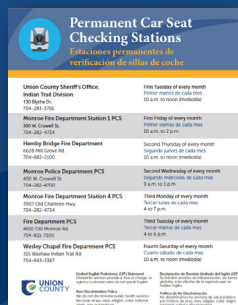
Media Interactions



Creative Highlights



Water Quality Report



Car Seat Safety Flyer



FY27 Infographic

Video Engagement



YouTube

BOCC Joint Meeting with UCPS

1,257 Views

525.9 Hours of Watch Time

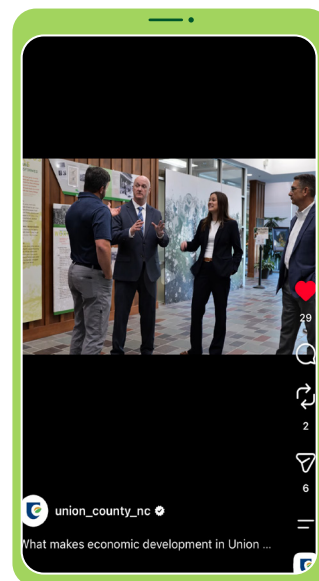


Facebook

Lifesaver Awards

6,126 Views

14,257 Impressions



Instagram

Economic Development in Union County

972 Views

709 Average Reach