



UNIONCOUNTY
north carolina



Communications Monthly Report

March 2025



Top Projects

1 Employee Appreciation Month

Public Communications supported the Management Team with recognizing employees by developing printed treat certificates, highlighting employees on social media and County Connect, sharing weekly raffle information, and more.



2 Reappraisal

Following the 2025 countywide reappraisal, Public Communications worked with Tax to share timely and accurate information through multiple platforms about new assessment values, including clarification on the process and deadline for filing appeals, and tax relief options.

3 Burn Ban Issued

In support of the Fire Marshal's local burn ban, which aligned with a statewide ban, we launched a coordinated communications campaign to inform residents and reduce fire risk. We shared timely messages across several platforms and asked municipal communications teams to help share the information to extend the campaign's reach.



121 Projects Completed



27 Departments Supported

Website



Top Search Terms

- 1 Appeal Form
- 2 Passport
- 3 Jobs
- 4 Property Tax
- 5 Pay Bill

Top Webpages

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

Website Visits

unioncountync.gov

460,559



Sprout Automated Webchat

1,716

Residents Engaged

1,221

Total Communications Per Month

Social Media



41,140

Total Followers



Top Posts



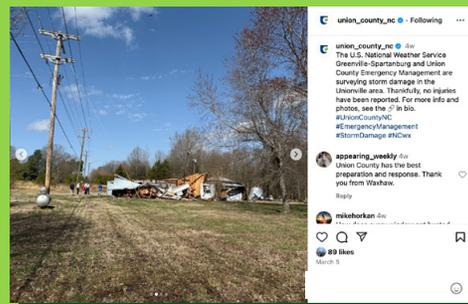
Facebook

42% Engagement Rate
35,532 Reach



LinkedIn

82% Engagement Rate
92 Impressions

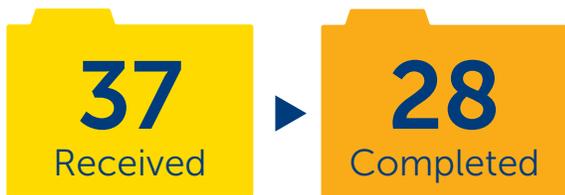


Instagram

9% Engagement Rate
1,376 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



Land Preservation Sign



Cane Creek Park Branding



Business NC Magazine Ad

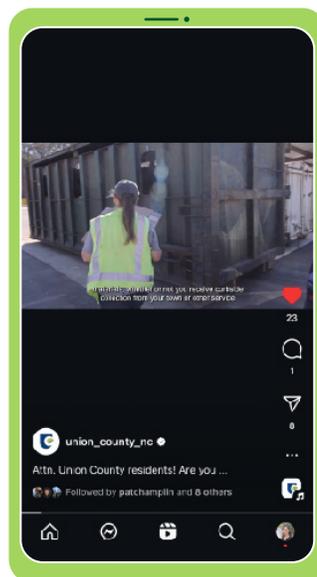
Video Engagement



YouTube
Women in Leadership
205 Views
8 Hours Watch Time



Facebook
Property Tax Relief for Elderly and Disabled
759 Impressions



Instagram
All About Union County Solid Waste
720 Impressions