



UNIONCOUNTY
north carolina



Communications Monthly Report

May 2026



Top Projects

1 New Commissioner Sworn In

Public Communications led a comprehensive communications campaign to support the swearing-in of the County's newest commissioner, Errol Wedra. Projects included coordinating new Board photography, a press release, updating the County website, a video, social media, and more. The campaign helped introduce Commissioner Wedra to employees, residents and stakeholders.



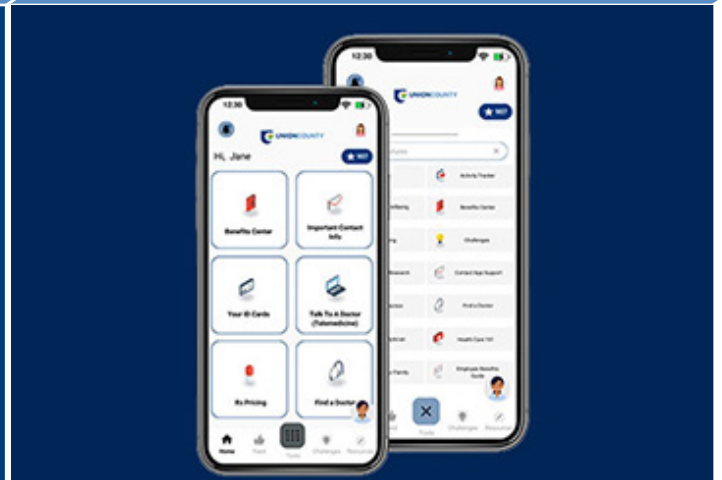
STAGE 2

2 Stage 1 & 2 Water Conservation

Following more than six months of severe drought across the Southeast, the County activated Stage 2 of its Water Shortage Response Plan, implementing water restrictions and conservation rates. The outreach campaign included media relations, website updates, social media, video, signage, and direct communications. Tailored messages encouraged conservation among residential, agricultural, non-residential, and industrial customers.

3 Open Enrollment for Benefits

In partnership with Human Resources, we delivered a six-week employee communications campaign supporting FY27 Benefits Open Enrollment. Using County Connect, employee emails, printed materials, leadership communications, and targeted reminders, the campaign educated employees on enrollment requirements, the mandatory transition to Benefitfirst, new health plan options, the My UC Benefits mobile app, and "Ivy," an AI-powered benefits assistant.



158 Projects Completed



29 Departments Supported

Website



Top Search Terms

- 1 Passport
- 2 Burn Ban
- 3 Jobs
- 4 Water
- 5 Marriage License

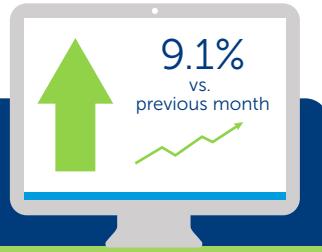
Top Webpages

- 1 GIS & Mapping
- 2 Stage 2 News Article
- 3 Taxes and Property

Website Visits

unioncountync.gov

429,454



Sprout Automated Webchat

634 Total Sessions

Social Media



46,605
Total Followers



Top Posts

Stage	Union County Designation
0	Year-Round Water Conservation
1	Moderate Water Shortage
2	Severe Water Shortage
3	Extreme Water Shortage
4	Exceptional Water Shortage



Facebook

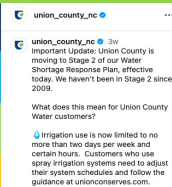
6.3% Engagement Rate
28,714 Reach



LinkedIn

12.8% Engagement Rate
929 Impressions

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0	Year-Round Water Conservation
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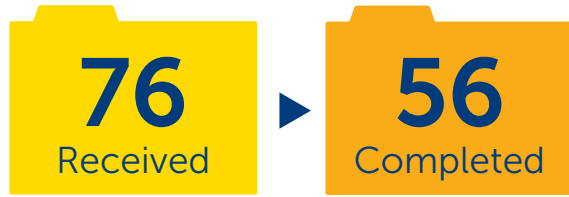


Instagram

2.9% Engagement Rate
1,797 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



Union Conserves Postcard



Senior Fire Safety Rack Card



Veteran Services Feather Flag

Video Engagement



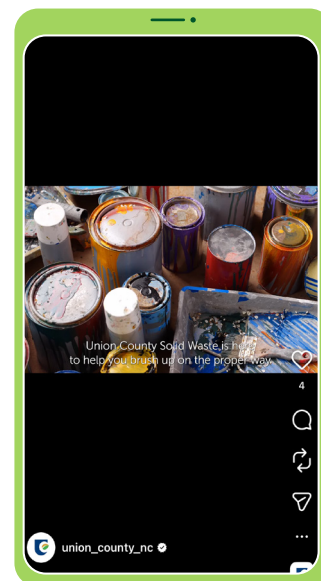
YouTube

20+ Years of Heart at the Campground
103 Views
1.4 Hours Watch Time



Facebook

Christina Neal Bobby Cobb Award
2,755 Views
5,987 Impressions



Instagram

Brush Up on Paint Disposal
446 Views
359 Average Reach