



# Communications Monthly Report

August 2025



# Top Projects

1

## Property Tax Bill Mailing

In mid-August, the Tax Administration office mailed property tax bills—or courtesy statements for those who escrow—to property owners, including details on due dates and payment options. Following the state-mandated property reappraisal, additional communications were provided to ensure clarity and transparency for taxpayers.



2

## Public Health Communications Due to Boil Water Notice

A boil water notice for the City of Monroe's water utility prompted emergency communications on behalf of Public Health. A strong collaboration across multiple departments resulted in quick messaging to various audiences including media, residents and Union County Water customers to confirm the County's system was not impacted.



3

## Wellness Committee & Wellhub Launch

This internal campaign introducing a new Wellness Committee and new wellness program included several communication projects to share about the enhancements with employees, as well as coordination with multiple departments.



100

Projects Completed



19

Departments Supported



# Website



## Top Search Terms

- 1 Passport
- 2 Property Tax
- 3 Careers
- 4 Inmate
- 5 Job

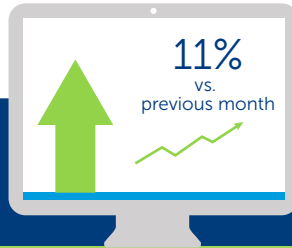
## Top Webpages

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

## Website Visits

unioncountync.gov

437,915



## Sprout Automated Webchat

745 Residents Engaged

1,034 Total Communications Per Month

# Social Media



42,397  
Total Followers



## Top Posts

**Union County Government**  
August 14 at 12:32 AM · 🌐

**PUBLIC HEALTH NOTICE:** Due to a systemwide Boil Water Notice within the City of Monroe, Union County Public Health is required by state law to temporarily suspend food establishment and facility operating permits or approvals that receive water from the City of Monroe except those with approved emergency water supply plans on file. Establishments that meet these criteria may continue operating under strict health and safety protocols. Establishments that do not meet these criteria must close until the City of Monroe has rescinded the Boil Water Notice and their permit suspension has been lifted by Union County Environmental Health. The health and safety of our community is our top priority.

The City of Monroe owns and operates its own water system, so Union County Water customers are not impacted by this boil water notice. Questions related to the boil water notice currently in effect should be directed to the City of Monroe.

Union County Government has multiple facilities that receive water from the City of Monroe, including the Government Center and Human Services. While some operational adjustments are being made, most County services will be operational. Signage will be placed in facilities where needed regarding impacts to water service.

Union County Public Health Notice: [ucgov.info/notice](https://ucgov.info/notice)  
City of Monroe Water Resources: [monroenc.org/268/Water-Sewer](https://monroenc.org/268/Water-Sewer)



## Facebook

24.8% Engagement Rate  
73,260 Reach



## LinkedIn

8.6% Engagement Rate  
1,917 Impressions



**union\_county\_nc** · 3w  
👉 Rest easy, Camden. Retired Fire Marshal's Office companion and trained ATF investigator served our community and many others with unwavering dedication before retiring last year. He leaves behind a legacy of service, loyalty and love that touched everyone who knew him. Camden, you will be so missed. ❤️ #UnionCountyNC #K9Hero #FireMarshal #ServiceDog #InMemory #RestEasy

**bethb\_perfectpickin** · 3w  
Camden was the absolute best and amazing at his job!  
2 likes · Reply

**flickstudios** · 3w  
130 likes  
Reply · 11

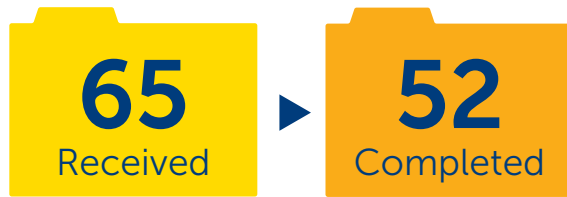


## Instagram

7.2% Engagement Rate  
2,080 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



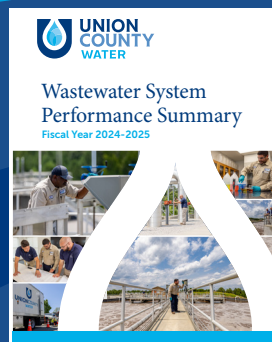
# Media Interactions



## Creative Highlights



Employee Speaker Series  
Hero Banner



Wastewater System  
Performance Summary



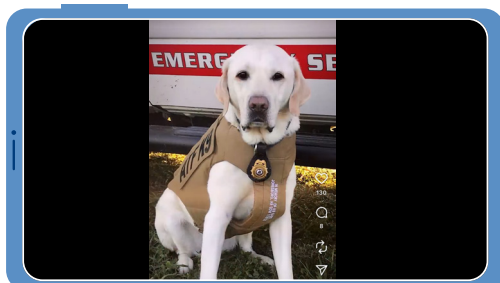
UC Atlas Graphics

## Video Engagement

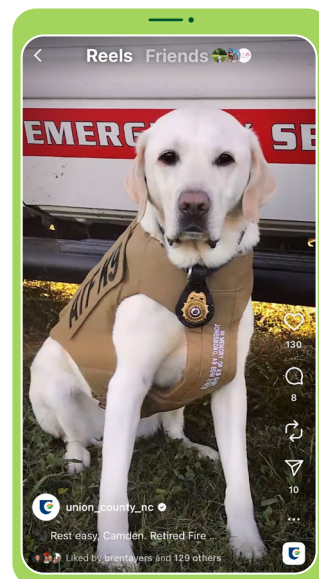


2025 Household Hazardous  
Waste Event

**YouTube**  
Household Hazardous  
Waste Event  
269 Views  
6.4 Hours Watch Time



**Facebook**  
Rest Easy Camden  
16,304 Views



**Instagram**  
Rest Easy Camden  
2,080 Views