



# Communications Monthly Report

April 2025





# Top Projects

## 1 State Recognition for Helene Support

After North Carolina Emergency Management recognized Union County for outstanding support in the aftermath of Hurricane Helene, we shared the news on our website, with media, on social media, and coordinated with Emergency Management to recognize individuals at a Board of Commissioners meeting.



## 2 Employee Benefit Changes

A robust plan was essential to communicating upcoming benefit changes to all County employees. Strategies continuously evolved based on updates and feedback. Public Communications tailored plans with input from County Management, HR, our benefits consultant team with McGriff, and employees.



## 3 Why Volunteers Matter

During Volunteer Appreciation Month, Wingate University digital marketing students supported the creation of several social media posts. Their contributions gave us a strong foundation to repurpose existing footage and develop new content that highlighted the impact of Senior Nutrition volunteers.



**121** Projects Completed



**22** Departments Supported

# Website



## Top Search Terms

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

## Top Webpages

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

## Website Visits

unioncountync.gov

365,618



## Sprout Automated Webchat

2,377 Residents Engaged

926 Total Communications Per Month

# Social Media



41,336  
Total Followers

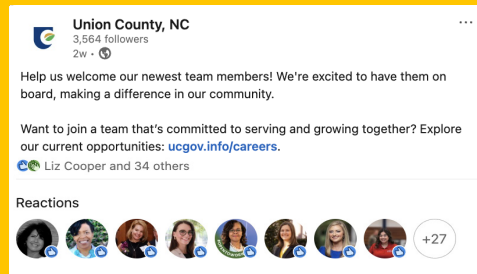


## Top Posts



Facebook

19% Engagement Rate  
24,427 Reach



LinkedIn

14% Engagement Rate  
1,276 Impressions

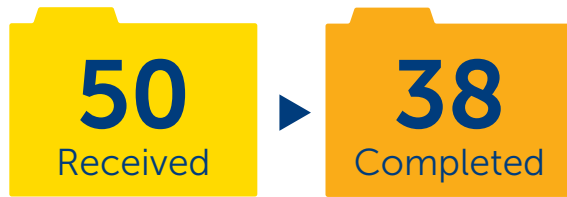


Instagram

5.3% Engagement Rate  
789 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



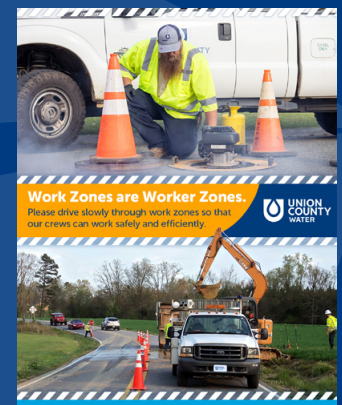
## Creative Highlights



Jesse Helms Park Banner



Jesse Helms Park Monument Sign



Work Zone Safety Awareness Week

## Video Engagement



YouTube



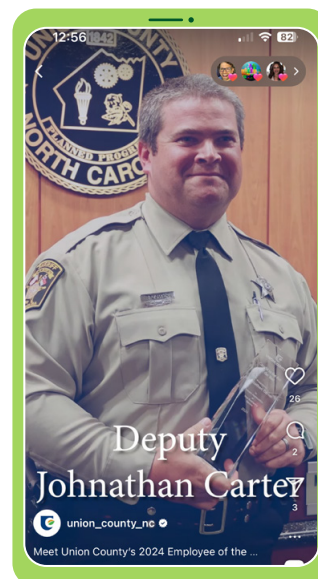
Present Use Value  
137 Views  
2.5 Hours Watch Time



Facebook



Employee of the Year  
11,811 Views



Instagram



Meet Union County's  
2024 Employee of the Year  
927 Views