



UNIONCOUNTY  
north carolina



# Communications Monthly Report

November 2025





# Top Projects

## 1 Senior Nutrition: Gratitude in Every Delivery

The Union County Senior Nutrition Program celebrated "A Season of Gratitude" in November as it expanded to reach more seniors in our community. Thanks to new partnerships, additional funding, and dedicated volunteers, the program is now serving seniors who were previously on the waiting list. The campaign also recognized the Union County Board of Commissioners, several towns providing support, and Food Lion for their generous contributions.



## 2 Foster Parent Recruitment

Human Services recruits foster parents year-round, with a special focus during November for National Adoption Month. This year's campaign highlighted that nearly 160 children in Union County are experiencing foster care and the ongoing need for families willing to open their homes. It featured a new video with social workers and a resident sharing how fostering has been a life-changing experience for her and the children in her care.

## 3 Salute to Veterans

Honoring veterans and highlighting their needs can't be captured in a single message, which is why Public Communications shares an 11-day series leading up to Veterans Day. Posted each day at 11:11 a.m., the messages feature local services, programs, events, and ways the community can meaningfully support veterans. This year's campaign also included two short videos from the Veterans Services office featuring testimonials from local veterans.



**104** Projects Completed



**22** Departments Supported

# Website



## Top Search Terms

- 1 Passport
- 2 Jobs
- 3 Careers
- 4 Hiking Events
- 5 Permit Portal

## Top Webpages

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

## Website Visits

unioncountync.gov

327,736



## Sprout Automated Webchat

496 Residents Engaged

692 Total Communications Per Month

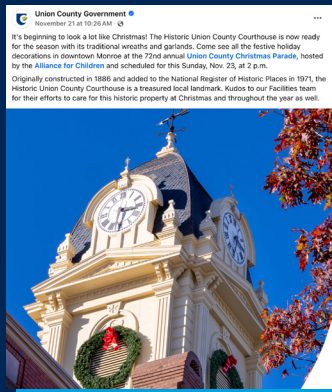
# Social Media



42,880  
Total Followers



## Top Posts



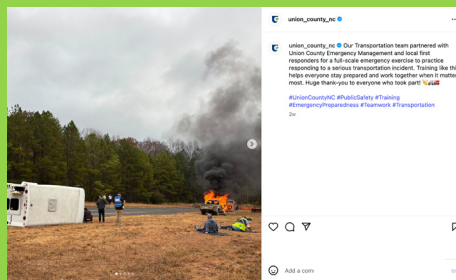
Facebook

2.9% Engagement Rate  
28,666 Reach



LinkedIn

22% Engagement Rate  
1,485 Impressions

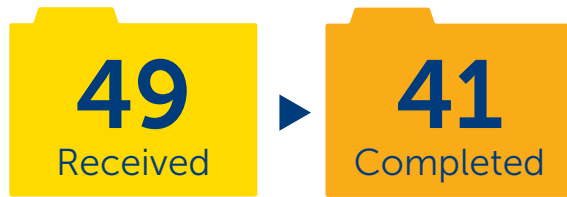


Instagram

2% Engagement Rate  
3,690 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.

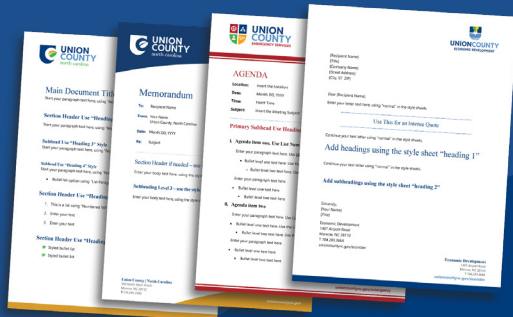
# Public Records Requests



# Media Interactions



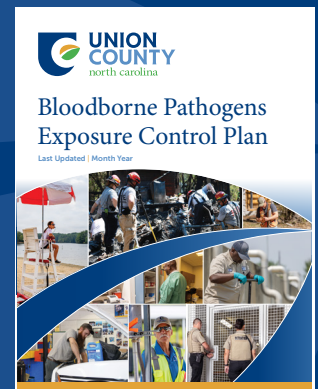
## Creative Highlights



Accessible Microsoft Templates

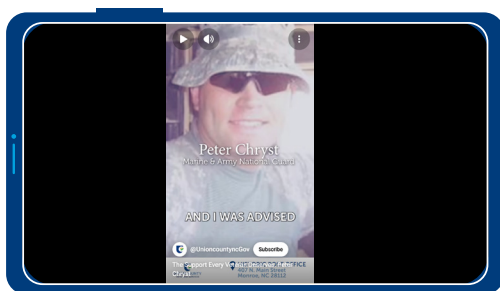


Transportation Window Cling



Bloodborne Pathogen Exposure Control Plan

## Video Engagement



**YouTube**

The Support Every Veteran Needs

346 Views

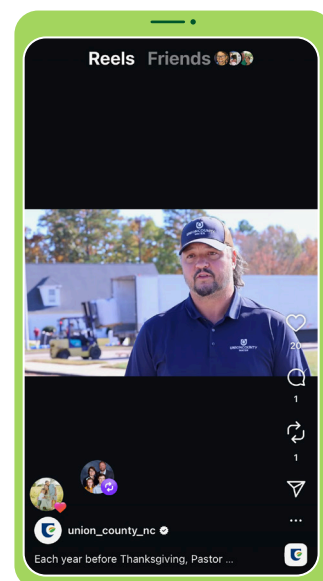
1.3 Hours Watch Time



**Facebook**

Potato Drop

5,373 Views



**Instagram**

Potato Drop

1,087 Views