



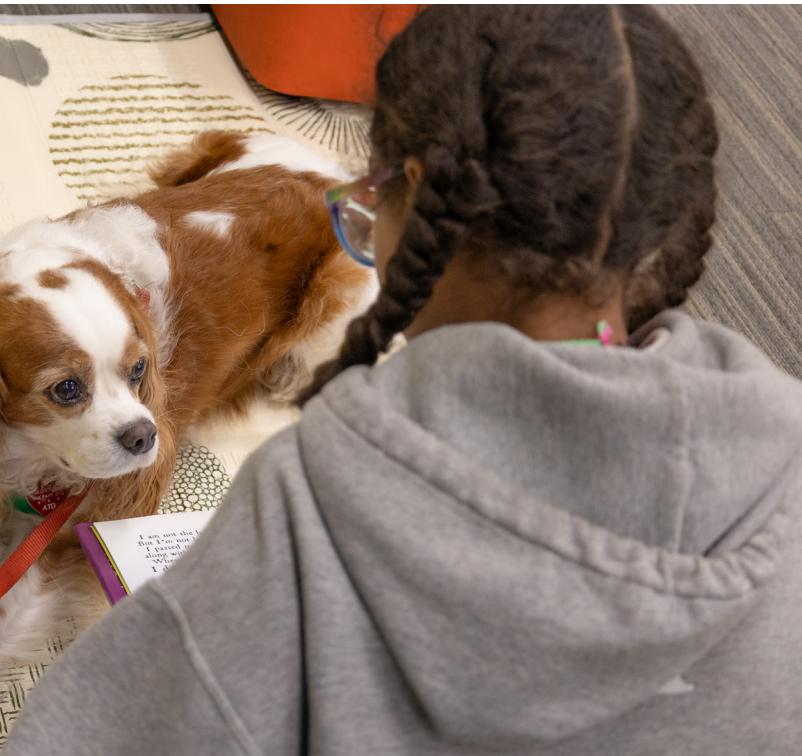
UNIONCOUNTY

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



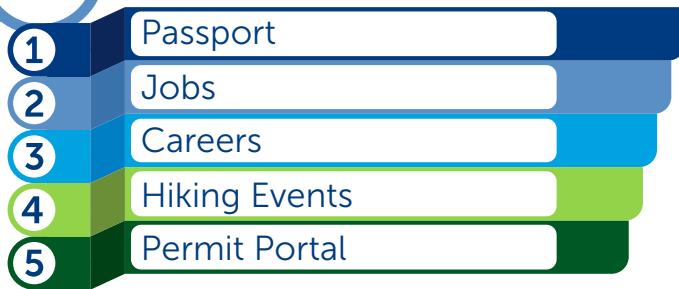
22

Departments Supported

Website



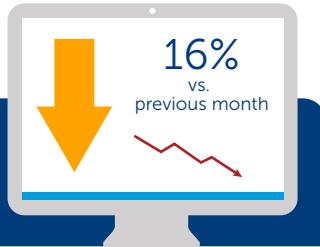
Top Search Terms



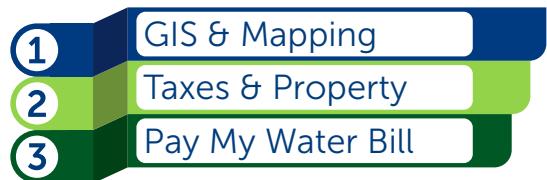
Website Visits

unioncountync.gov

327,736



Top Webpages



Sprout Automated Webchat

496

Residents Engaged

692

Total Communications Per Month

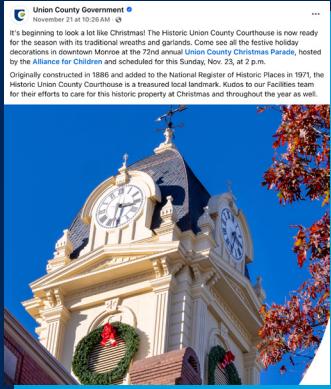
Social Media



42,880
Total Followers



Top Posts



Facebook

2.9% Engagement Rate
28,666 Reach

We're proud to recognize Adam Baker, a maintenance supervisor with Union County Water, as the latest recipient of our Caught in the Act Award.

Over several months, Adam demonstrated exceptional leadership and technical skill while resolving a major communications issue that affected key water and sewer operations. His perseverance and innovative thinking resulted in a cost-effective solution that strengthened service reliability for our community.

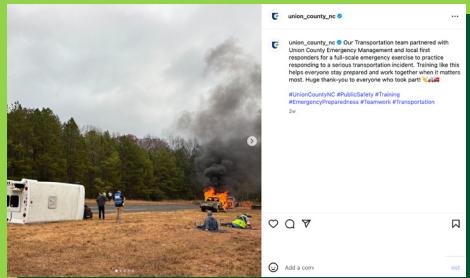
Read more about Adam's outstanding work: <https://ucgov.info/q4BSwV2>



in

LinkedIn

22% Engagement Rate
1,485 Impressions

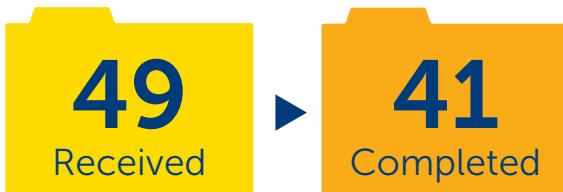


Instagram

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.

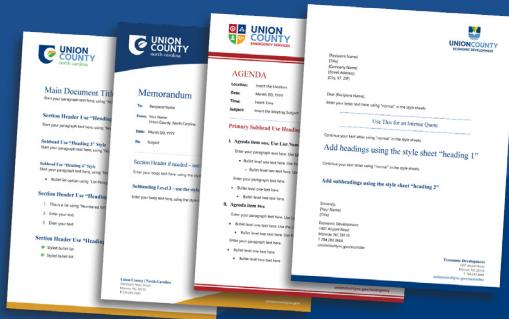
Public Records Requests



Media Interactions



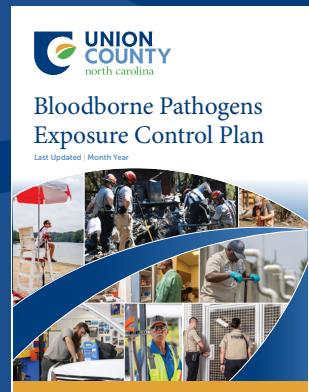
Creative Highlights



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