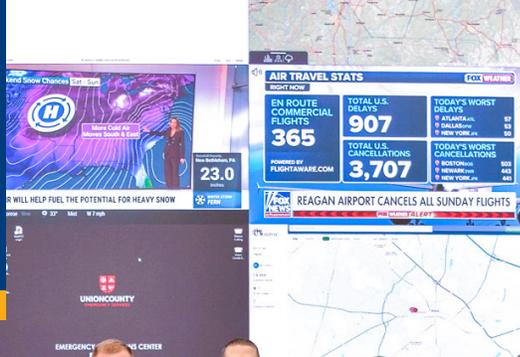




UNIONCOUNTY
north carolina



Communications Monthly Report

January 2026



Top Projects

1 Winter Storms

Back-to-back winter storms resulted in the largest communications campaign to date. From internal and external emergency alerts to numerous press releases, operational adjustments, shelter communications, dozens of social media projects, new videos, and more, our campaign for Winter Storms Fern and Gianna were comprehensive and well executed.

Winter Storm

Important Information

Property Owners: File Tax Listings in January



2 Tax Listings

Public Communications worked with the Tax Administration Office to encourage residents and businesses to update their tax listings in January. This year, we created new informational videos, wrote a news story, and developed a week-long social media campaign. Additionally, the Personal Property team hosted an in-person workshop and Q&A about tax listings at the Government Center ahead of the deadline.

3 Measles Quarantine Orders

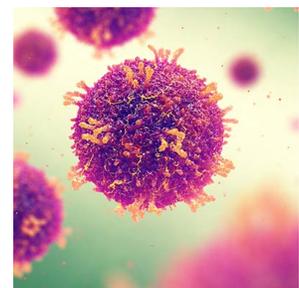
The team worked closely with Public Health to develop and coordinate timely and accurate messages across multiple platforms to address a 170+ measles quarantine order issued to a local private school. This included press releases, FAQs, signage, a dedicated measles webpage, social media updates, and internal communications to help residents and staff understand exposure risks, quarantine requirements, and prevention options.

Press Release: Public Health Issues Quarantine Orders Related to Measles Exposure at Private School

Post Date: 01/23/2026 4:40 PM

Media Contact:
[Liz Cooper](#)
770-570-7322

MONROE, N.C (Jan. 23, 2026) - Per communicable disease law, Union County Public Health Director Traci Colley has issued more than 170 quarantine orders to individuals connected to Shining Light Baptist Academy in Monroe. The exposure of the 170+ individuals stems from an unvaccinated child who attends the school, resides in Mecklenburg County, and contracted measles connected to an outbreak in South Carolina. The child attended school while contagious. To protect the child's privacy, no additional information about the child will be released.



Under communicable disease protocols, this resulted in exposure of the entire school community. The situation is evolving, and public health officials anticipate further spread due to the high transmissibility of measles. At this time, there are no confirmed measles cases in Union



162 Projects Completed



21 Departments Supported

Website



Top Search Terms

- 1 Passport
- 2 Property Tax
- 3 Jobs
- 4 Business Personal Property Listing
- 5 Birth Certificate

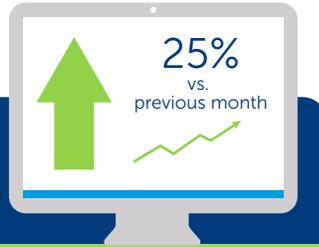
Top Webpages

- 1 GIS & Mapping
- 2 Taxes & Property
- 3 Register of Deeds

Website Visits

unioncountync.gov

409,784



Sprout Automated Webchat

809 Total Engagements

Social Media



43,940

Total Followers



Top Posts

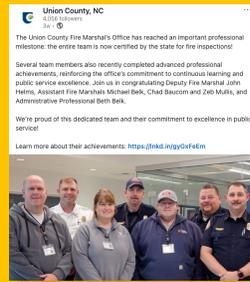


Public Health UPDATE



Facebook

11.1% Engagement Rate
148,374 Reach



LinkedIn

8.8% Engagement Rate
1,667 Impressions

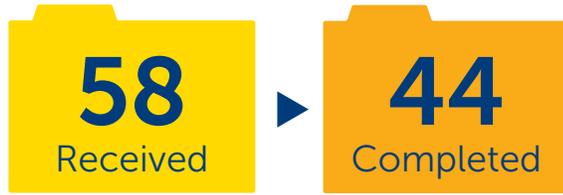


Instagram

4% Engagement Rate
12,553 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.

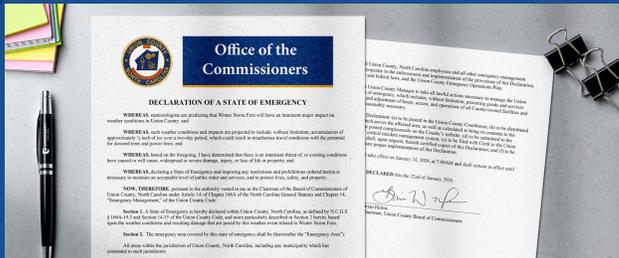
Public Records Requests



Media Interactions



Creative Highlights



Winter Storm Emergency Graphics



Reappraisal Postcard

Video Engagement



YouTube 

Stay Warm Safely (Short)

449 Views

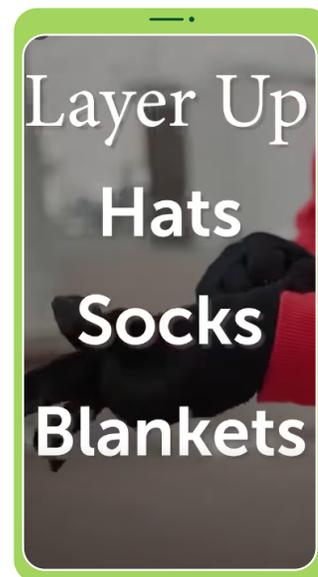
1.1 Hours Watch Time



Facebook 

Stay Warm Safely

6,749 Views



Instagram 

Stay Warm Safely

1,946 Views