



UNIONCOUNTY
north carolina



Communications Monthly Report

April 2026



Top Projects

1 Remembering Commissioner Gary Sides

When Commissioner Gary Sides resigned before unfortunately passing away, Public Communications coordinated numerous projects including press releases, website updates, social media posts, memorials for the Board of Commissioners meeting, and more. Input from the Clerk to the Board, County Attorney and County Manager's Office helped shape the communications and ensure they were timely, respectful and accurate.



2 Engage Union County Relaunch

Union County Public Communications has worked to relaunch a website intended to serve as the County's official online engagement platform. This new platform consists of projects across various County departments, giving community members and residents an easy way to provide input on projects, policies and priorities. This communications campaign included social posts, website graphics and a news story.

3 Stage 1 Water Conservation

Due to worsening drought conditions across the southeastern United States, Union County implemented Stage 1 of its Water Shortage Response Plan on Tuesday, April 21. Communications included a press release, an email blast to customers, social media, and website updates.



163 Projects Completed



27 Departments Supported

Website



Top Search Terms

- 1 Passport
- 2 Jobs
- 3 Burn Ban
- 4 Landfill
- 5 Employment

Top Webpages

- 1 GIS & Mapping
- 2 Taxes & Property
- 3 Cane Creek Park

Website Visits

unioncountync.gov

393,597



Sprout Automated Webchat

719 Total Engagements

Social Media



46,420
Total Followers



Top Posts



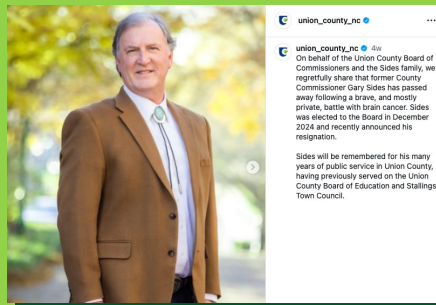
Facebook

6.3% Engagement Rate
43,136 Reach



LinkedIn

12.7% Engagement Rate
1,344 Impressions



Instagram

2.6% Engagement Rate
2,127 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

Visit unionconserves.com

- Find tips to conserve your monthly bill.
- Get help with finding leaks around your home.
- Review our restriction or helpful guide to...

Union Conserves
 Union County requires water conservation year-round, regardless of drought status.

Scan to view our current stage of water restrictions.



Union Conserves Info Cards

Economic Development Website Banners



Solid Waste Site Signage

Video Engagement



YouTube



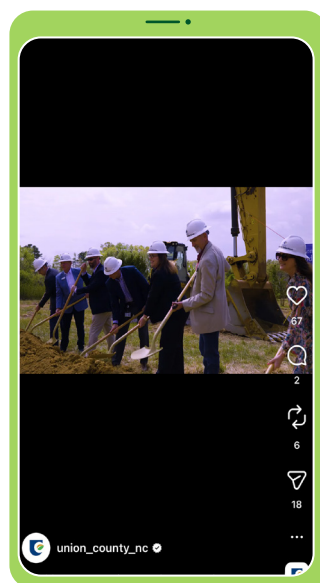
Making a Difference: Our Community Easter Basket
140 Views
.5 Hours Watch Time



Facebook



Food Innovation Center Groundbreaking
5,900 Views
11,630 Impressions



Instagram



Food Innovation Center Groundbreaking
2,503 Views
1,768 Average Reach