Communications Monthly Report

February 2026

Top Projects

1 Government Center Lobby Reopening

Following a six-month renovation of the public entrance to the Government Center, Public Communications worked with Facilities and Security Risk Management to introduce new entrance processes for employees and visitors, as well as showcase the newly-renovated lobby with photos, videos, news stories, emails to employees, and more.

Measles Exposure Notice

2 First Measles Case in 35 Years

Public Communications worked closely with Public Health to deliver accurate and timely messaging across multiple channels for the County's first measles case in 35 years. This included press releases, FAQs, signage, social media, and webpage updates to inform residents and staff about exposure risks, quarantine measures, and prevention options.

3 Launch of New County Phone System

To support Information Technology's large project of switching the County's landline phone system to a cloud-based softphone service on the RingCentral platform, Communications prepared numerous internal pieces so County employees learn about the project and its impact.

RingCentral®

✔ **176** Projects Completed

31 Departments Supported

UNIONCOUNTY

Website

Top Search Terms

1. Passport
2. Property Tax
3. Jobs
4. Permit Portal
5. Taxes

Top Webpages

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

Website Visits
unioncountync.gov

362,000

↓ 8.6%
vs. previous month

Sprout
Automated Webchat

Let's Chat

704 Total Engagements

Social Media

45,968 Total Followers

Top Posts

Measles Exposure Notice

Union County, NC
4,098 followers
3w

Join us in congratulating **Corey Brooks** on his promotion to Director of Procurement and Contract Management for Union County Government!

With more than 15 years of experience in public procurement – and recent service as Interim Director – Corey brings a strong commitment to compliance, efficiency and strategic sourcing that supports departments across the organization.

A Certified Local Government Purchasing Officer and lifelong Union County resident, Corey exemplifies public service leadership and dedication to community. We're excited to see him continue advancing procurement excellence countywide.

Read more: **https://ucgov.info/4rDu4Sj**

Union County Promotes Corey Brooks to Director of Procurement and Contract Management | News List | Union County, NC
ucgov.info

union_county_nc · Follow

union_county_nc 4w
We asked for great snow pics on our Facebook page and you guys delivered! Here are some of the best scenic pics from throughout our beautiful county! #UnionCountyNC #WinterStorm #SnOMG #Snow

No comments yet.
Start the conversation.

in LinkedIn
8.8% Engagement Rate
2,497 Impressions
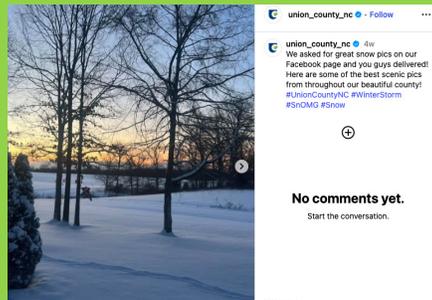
### ⓘ Instagram
5% Engagement Rate
2,519 Impressions

f Facebook
6.7% Engagement Rate
121,644 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.

UNIONCOUNTY

Public Records Requests

86 Received ▶ **76** Completed
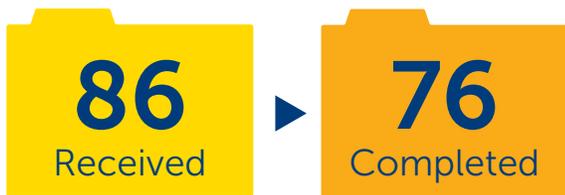
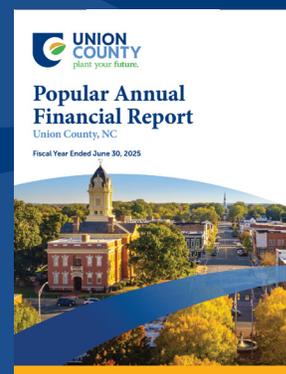# Media Interactions

21

Creative Highlights

Virtual Public Meeting Postcards

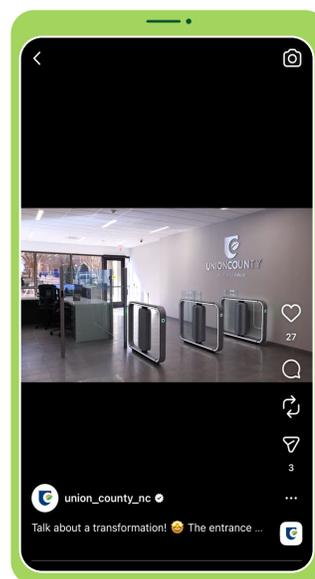Human Services Curbside Service Signs

2025 Popular Annual Fiscal Report

Video Engagement

YouTube
Main Entrance Reopening
141 Views
1.6 Hours Watch Time

Facebook
Main Entrance Reopening
1,991 Views
4,576 Impressions

Instagram
Main Entrance Reopening
924 Views
924 Impressions