



**UNIONCOUNTY**  
north carolina



# Communications Monthly Report

## December 2025





# Top Projects

## 1 Board Chair & Vice Chair Elections

The Board of Commissioners' annual leadership election resulted in comprehensive communications, including a news article, press release, website updates, graphics, a video, social media, and more. Coverage announced the election of Brian Helms as chair and Christina Helms as vice chair, ensuring timely, transparent communication with residents, County employees and the media.

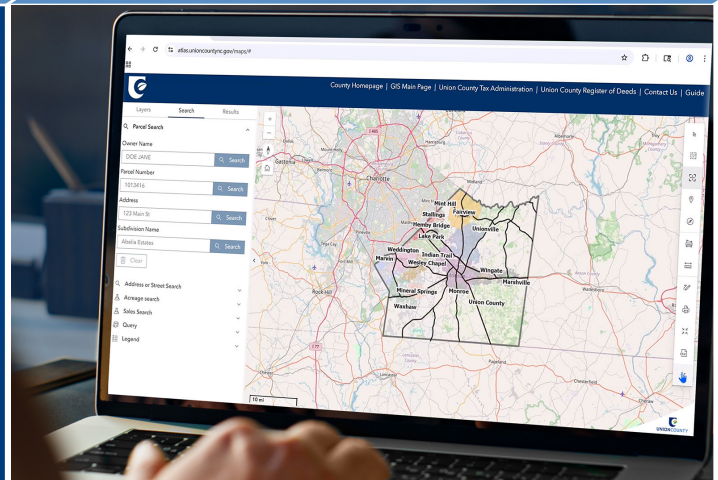


## 2 Treatment Court Expansion

Public Communications worked with the Chief District Court Judge and her staff to develop a comprehensive communications strategy announcing the launch of the new veterans treatment court, which offers treatment-focused alternatives that support recovery, accountability, and long-term success. The rollout included new webpages and forms, a press release, media interviews, social media, and other outreach efforts.

## 3 UC Atlas Video

A tutorial video is available for Atlas, our new and improved online mapping and property lookup system. We produced a video demonstrating how to access the resource, explore its layout, and perform various tasks, from basic parcel searches to more complex queries and exporting tables or maps.



**97** Projects Completed



**20** Departments Supported

# Website



## Top Search Terms

- 1 Passport
- 2 2023 Tax Rate
- 3 Property Tax
- 4 Permit Portal
- 5 Taxes

## Top Webpages

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

## Website Visits

unioncountync.gov

328,882



## Sprout Automated Webchat

566 Total Engagements

# Social Media



42,963  
Total Followers



## Top Posts



## Facebook

9.3% Engagement Rate  
13,269 Reach



## LinkedIn

12.3% Engagement Rate  
1,778 Impressions

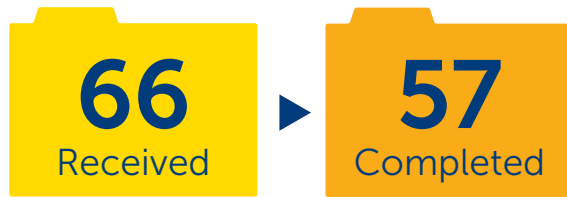


## Instagram

1.7% Engagement Rate  
1,622 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



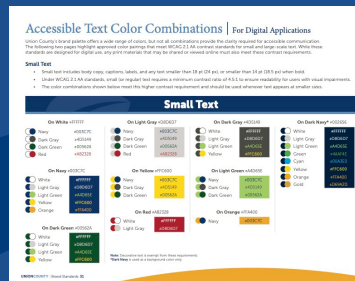
# Media Interactions



## Creative Highlights



Digital Signage for Veterans



Accessibility Additions to Brand Standards



Digital Literacy and Affordability Postcard

## Video Engagement

