



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

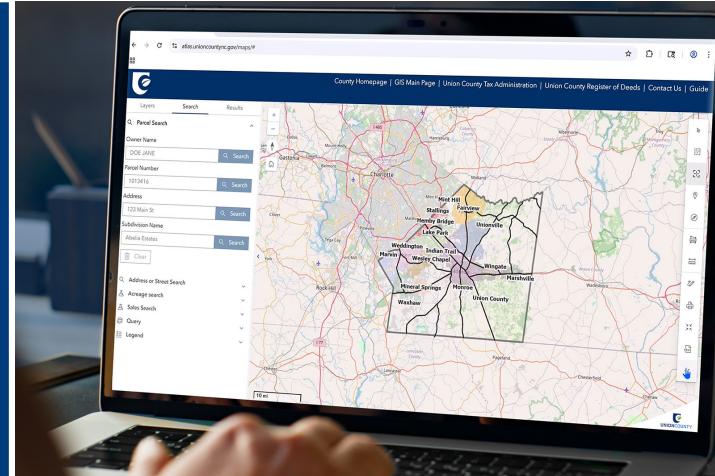
Treatment Court Expansion

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



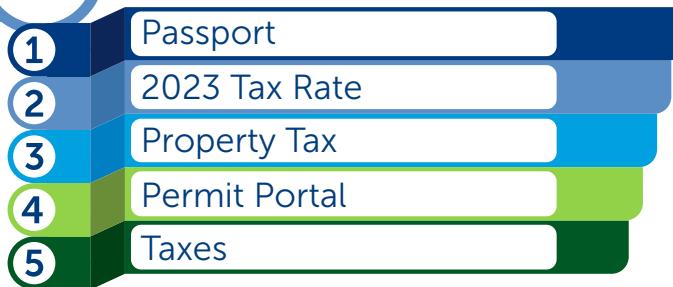
20

Departments Supported

Website



Top Search Terms



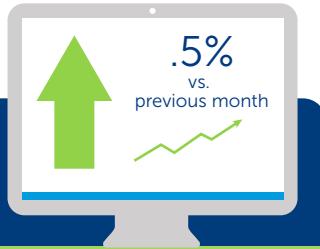
Top Webpages



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



in

LinkedIn

12.3% Engagement Rate
1,778 Impressions

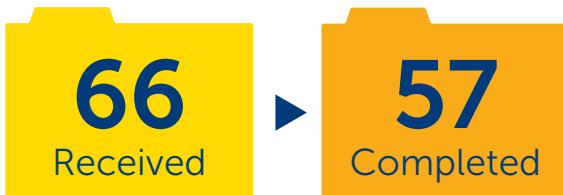


Instagram

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



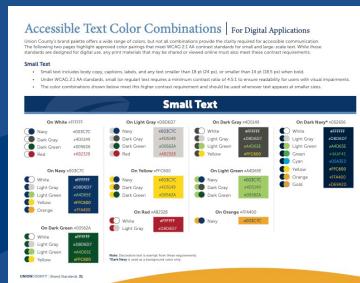
Media Interactions



Creative Highlights



Digital Signage for Veterans

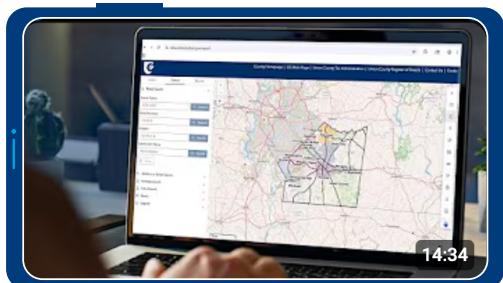


Accessibility Additions
to Brand Standards

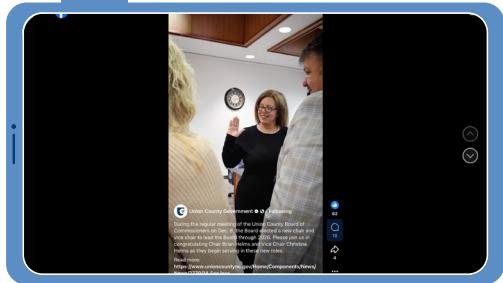


Digital Literacy and
Affordability Postcard

Video Engagement



YouTube
UC Atlas Tutorial
156 Views
7.8 Hours Watch Time



Facebook
New Chair &
Vice Chair
6,303 Views



Instagram
New Chair and Vice Chair
889 Views