



Communications Monthly Report

July 2025



Top Projects

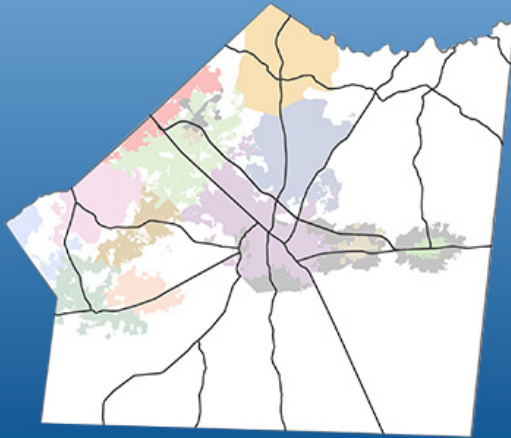
1

Government Center Renovations

The first floor entrance and corridor at the Government Center is undergoing renovations that redirected all visitors and staff to a temporary ground floor entrance. Public Communications coordinated a comprehensive campaign including facility signage (A-frames, window clings, posters, etc.) and a wide variety of graphics and announcements via social media, website, employee emails, and a custom Google Maps message.



Pardon Our Progress



2

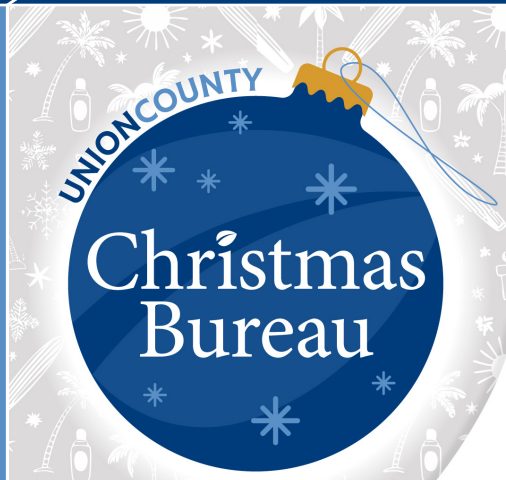
UC Atlas Launch

Union County's Geographic Information Systems (GIS) & Mapping team launched UC Atlas, a new online mapping and property lookup system to replace GoMAPS. UC Atlas allows users to access most functions on the main page, making it easier to find data and explore infrastructure, property boundaries, zoning classifications, utilities, and other vital community features.

3

Christmas (Bureau) in July

Union County's first-ever Christmas (Bureau) in July campaign highlighted the many ways our community supports local families during the holiday season. Throughout the week, we showcased programs like Project E.L.F., Christmas Cheer Champions, and Toys for Tots as reels, all while raising funds to provide gift cards for teens in need.



71 Projects Completed



18 Departments Supported

Website



Top Search Terms

- 1 Passport
- 2 Careers
- 3 Inmate
- 4 Birth Certificate
- 5 Tax Rate

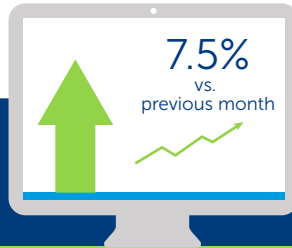
Top Webpages

- 1 GIS & Mapping
- 2 Pay My Water Bill
- 3 Taxes & Property

Website Visits

unioncountync.gov

393,749



Sprout Automated Webchat

631 Residents Engaged

872 Total Communications Per Month

Social Media



41,893
Total Followers

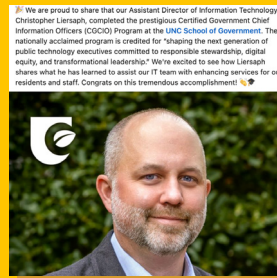


Top Posts



Facebook

21.3% Engagement Rate
3,381 Reach



LinkedIn

9% Engagement Rate
1,430 Impressions

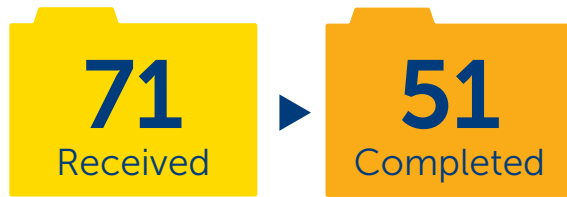


Instagram

3.8% Engagement Rate
1,026 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.

Public Records Requests



Media Interactions



Creative Highlights



Learning & Development
Powerpoint Template

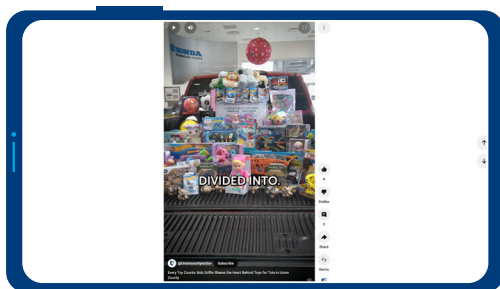


Human Services
Volunteer Brochure

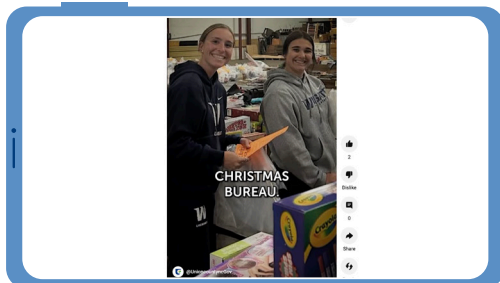


Government Center
Renovation Signage

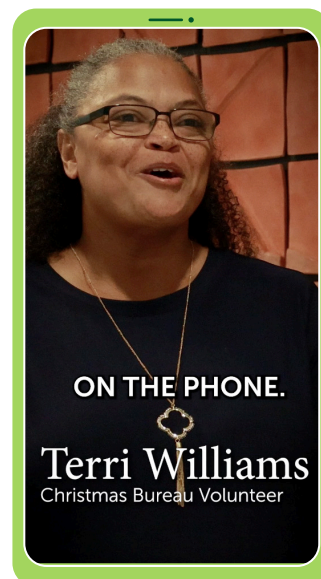
Video Engagement



YouTube
Every Toy Counts
269 Views
1 Hour Watch Time



Facebook
Christmas (Bureau) in July
885 Views



Instagram
Christmas (Bureau) in July
389 Views