

Communications Monthly Report

September 2025



Top Projects



Household Hazardous **Waste Event**

The Solid Waste Department's annual Household Hazardous Waste collection event relies on a robust communications plan to ensure residents know how to participate in the event and what to expect when they arrive. This year's plan included a video, printed flyers, a social media campaign, a news story, and event listing on the county website. The event resulted in the collection of 47,550 tons of hazardous materials from approximately 650 households in Union County.





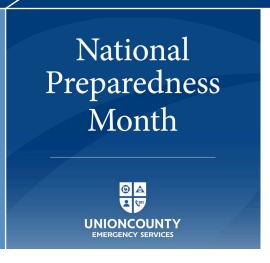
Employee Health & Benefits Expo

Public Communications supported Human Resources by coordinating communications and promoting our 16th annual all-employee event to meet benefit vendors. The event was a success with almost 600 employees attending and a record \$1,700 in raffle tickets sold to benefit the Christmas Bureau.



National Preparedness Month

Because September is National Preparedness Month, the Communications team shared a weekly preparedness message on social media on behalf of Emergency Management, encouraging residents to take proactive steps to stay safe. We also amplified important information across additional platforms, ensuring consistent and timely messaging to reach a broad audience.





87 Projects Completed



18 Departments Supported

Website



Website Visits

unioncountync.gov

371,826



Top Webpages





Residents 594 **Engaged**

Total 816 Communications Per Month



Total Followers





Facebook

14.4 % Engagement Rate 22,852 Reach





LinkedIn





Instagram

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

52
Received > 40
Completed

Media Interactions



Creative Highlights



How To Instruction Sheets for the Finance Department



HEART Union Logo



Property Flyer

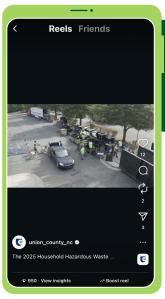
Video Engagement



YouTube
Employee Service Awards
240 Views
11.5 Hours Watch Time



Facebook
Household Hazardous
Waste Event Promo
3,400 Views



Instagram

Household Hazardous

Waste Event Promo

950 Views