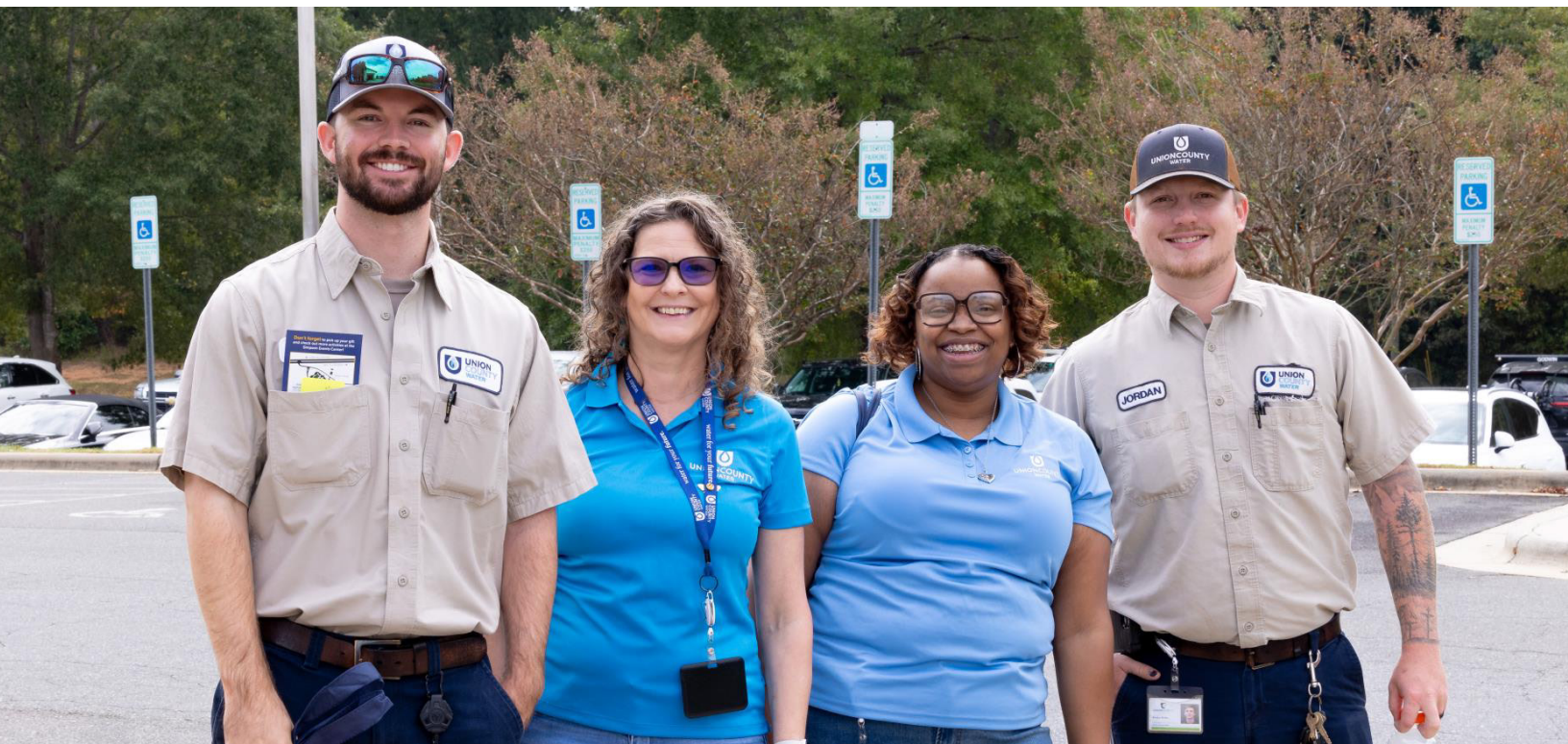




Communications Monthly Report

September 2025



Top Projects

1

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.



2

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.



3

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.

National Preparedness Month



UNIONCOUNTY
EMERGENCY SERVICES



87

Projects
Completed



18

Departments
Supported

Website



Top Search Terms

- 1 Passport
- 2 Summons
- 3 Inmate
- 4 Jobs
- 5 Arrest

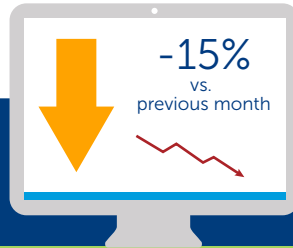
Top Webpages

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

Website Visits

unioncountync.gov

371,826



Sprout Automated Webchat

594 Residents Engaged

816 Total Communications Per Month

Social Media



42,541
Total Followers



Top Posts

Join us in welcoming our newest employees to serving Union County! Drop a "welcome" in the comments to help us make them feel at home!

Looking for a rewarding career with great benefits and the chance to make a difference? Explore our open positions today: ucgov.info/careers and save the date for our Career Fair on Oct. 29! Check out details at ucgov.info/careerfair



Facebook

14.4 % Engagement Rate
22,852 Reach



LinkedIn

33% Engagement Rate
1,240 Impressions



union_county_nc • 2w
Honoring a Local Hero 🏆 Our own @union_county_parks Superintendent, Jared Steele, has been recognized by the NC Association of County Commissioners (@nacc1906) through the Heroic Hands initiative!

From land use planning and conservation at Cane Creek Park to volunteering for the Firefighters' Burned Children's Fund and strengthening local emergency response, Jared's impact is felt across our community. Join us in congratulating Jared on this well-deserved honor! #HeroicHands #UnionCountyNC #CommunityImpact #LocalHero #NCACC #LocalGov

appearing_weekly • 2w
31 likes
September 19

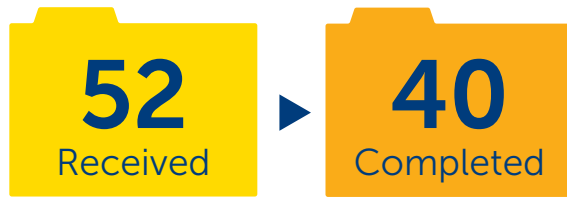


Instagram

2.1% Engagement Rate
1,571 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



How To Instruction Sheets
for the Finance Department



HEART Union
Logo



Property Flyer

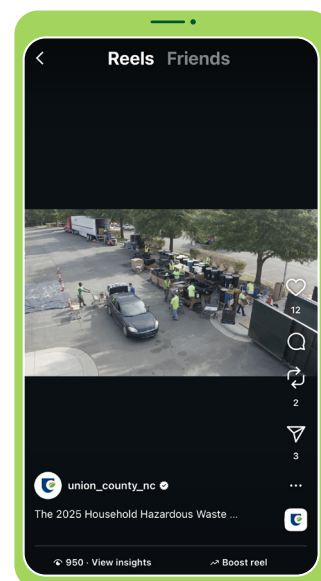
Video Engagement



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