



# Communications Monthly Report

May2025





# Top Projects

1

## Open Enrollment / New Benefits

With upcoming benefit changes for all County employees, Public Communications worked with Human Resources to ensure 100% of employees were aware of a new electronic enrollment process. We provided clear, accessible information and with numerous reminders in multiple formats. A secondary goal was to build understanding and confidence in the enhanced benefits program.

## Open Enrollment is Here!

Enroll by  
**MAY 30**  
2025

- Enroll or waive your benefits.
- New plans, new options.
- All the info is on *County Connect*.

**Don't miss it –**  
this is your only open enrollment  
period for 2025!



2

## Jesse Helms Park Opening

Public Communications supported Parks & Recreation with celebrating the opening of a new farm-themed playground at Jesse Helms Park. Communications and marketing efforts included a ribbon-cutting event, custom paper fans highlighting the playground's features, a video, press release, social media posts, and more.

3

## Boots on the Ground

After being challenged by Pamlico County, Union County Social Services laced up their boots, turned up the fans, and danced it out in blue to shine a light on Foster Care Awareness Month. This energetic video celebrates foster families while encouraging others to consider opening their hearts and homes. It's a fun, heartfelt invitation to make a difference in a child's life. It has proven successful with more than 11k views online.



**118**

Projects  
Completed



**26**

Departments  
Supported

# Website



## Top Search Terms

- 1 Passport
- 2 Summons
- 3 Jobs
- 4 Water
- 5 Tax Foreclosure

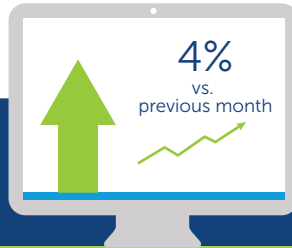
## Top Webpages

- 1 Water Portal
- 2 Pay My Water Bill
- 3 GIS & Mapping

## Website Visits

unioncountync.gov

380,372



## Sprout Automated Webchat

597 Residents Engaged

814 Total Communications Per Month

# Social Media



41,521  
Total Followers



## Top Posts

### Do Not Burn:



## Facebook

7.7% Engagement Rate  
39,205 Reach



## LinkedIn

19% Engagement Rate  
1,423 Impressions

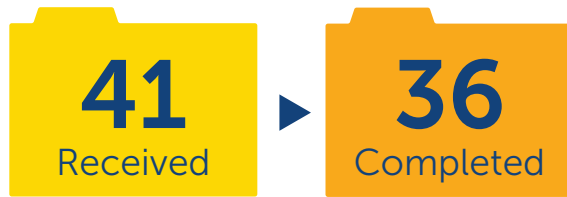


## Instagram

7.9% Engagement Rate  
1,646 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



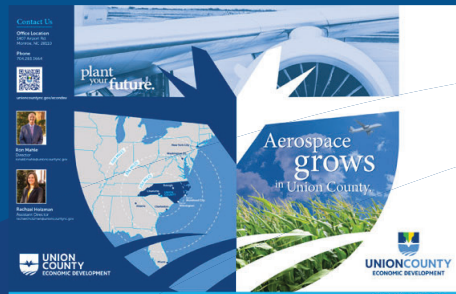
# Media Interactions



## Creative Highlights



Cane Creek Park Camp Store  
Coming Soon Banner



Economic Development  
Aerospace Brochure



Transportation Billboard

## Video Engagement



YouTube



Jesse Helms Park Opening  
467 Views  
12.8 Hours Watch Time



Facebook



Boots on the Ground  
11,090 Views



Instagram



Boots on the Ground  
1,077 Views