



**UNIONCOUNTY**  
north carolina



# Communications Monthly Report

March 2026



# Top Projects

## 1 Burn Ban Implemented

In support of the Fire Marshal's local burn ban, which aligned with a statewide ban, we launched a coordinated communications campaign to inform residents and reduce fire risk. We shared timely messages across several platforms and asked municipal communications teams to help share the information to extend the campaign's reach.



## 2 Water Home Warranty Program Launch

Union County Water launched a program with Oncourse Home Solutions to provide discounted rates on warranties for customers' water and sewer service lines. This communications campaign included direct mail letters, bill inserts, website graphics, a press release, and social media to bring awareness to this new program for residential customers.

## 3 Food Innovation Groundbreaking

Public Communications worked with the Board of County Commissioners, County Management and N.C. Cooperative Extension - Union County Center to coordinate the groundbreaking ceremony for the Food Innovation Center. This included a press release, media advisory, social media, signage and coordination with community partners to help this event come to life.



**175** Projects Completed



**29** Departments Supported

# Website



## Top Search Terms

- 1 Passport
- 2 Property Tax
- 3 Septic Application
- 4 Jobs
- 5 Permit Portal

## Top Webpages

- 1 GIS & Mapping
- 2 Taxes & Property
- 3 Cane Creek Park

## Website Visits

unioncountync.gov

379,000



## Sprout Automated Webchat

737 Total Engagements

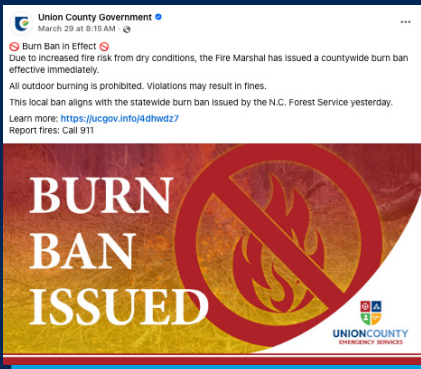
# Social Media



46,264  
Total Followers



## Top Posts



Facebook

3.1% Engagement Rate  
35,185 Reach



LinkedIn

12.6% Engagement Rate  
1,891 Impressions



Instagram

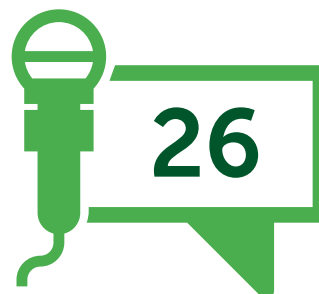
1.7% Engagement Rate  
2,716 Impressions

**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.

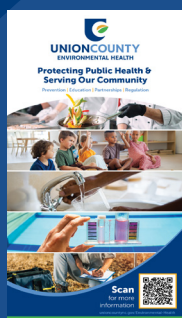
# Public Records Requests



# Media Interactions



## Creative Highlights



Environmental Health  
Retractable Banners



Unlearning & Rethinking  
Speaker Series Banner



Free Digital Resources  
Postcard

## Video Engagement




**YouTube**   
Meet Lynn West  
205 Views  
6.2 Hours Watch Time



**Facebook**   
Meet Lynn West  
7,141 Views  
19,492 Impressions



**Instagram**   
Judith Kinlaw  
Transportation Services  
724 Views  
724 Impressions