

COMMUNICATIONS & OUTREACH MONTHLY REPORT

Commissioners Notebook: Prepping Residents for Regular Board Meetings

Each month, Communications creates and distributes a recap of the **BOC Work Session**, covering the main topics discussed at the meeting. The **Commissioners Notebook** informs the community about consent items up for vote during the **BOC Regular Meeting**, increasing transparency and ease of access to County decisions. It also acts as a promotional tool to remind residents to watch the Regular Meeting. The **Notebook** is distributed to media outlets and through the County's internal and external newsletters, as well as social media channels.

CIT Independent Tribune

Commissioners Notebook: Redevelopment of Stonewall Jackson Training School, second entrance to Frank Liske Park

Cabarrus County staff is working to create a second entrance to Frank Liske Park with a property switch proposal.

Oct 21, 2024



HOT TOPICS

ALPs Heart & Sole 5k/Fun Run • Home Consortium Survey
5 Things We're Looking Forward to in 2025

Views:

5K

TOP SOCIAL MEDIA STORIES

'Did Y'all Hear?': Old Stonewall Site



Reach: 25.9k
Impressions: 36.4k

Search for New County Manager



Reach: 7.1k
Impressions: 15.5k

Delayed opening due to inclement weather



Reach: 6.2k
Impressions: 14.6k

PROJECTS, EVENTS & MORE

Showcasing Hearts and Heroes

Each year, the Communications team assists **EMS** with their event that brings together survivors and those who made that survival possible. Communications begins prepping for the event early by coordinating, scheduling, filming and editing the video component of the event. This year, **Communications Manager Dominique Clark** will host the event and has been busy prepping behind the scenes. **Broadcast and Technical Manager Jarrett Glass**, **Communications Specialist Jaelyn McCrea** and **Director Jonathan Weaver** will stage the livestream component of the event.



Emergency Comms: Notifying Employees and the Public

Communications coordinates with the **County Manager's Office** and **Emergency Management** on internal and external mass inclement weather communications. Last month, we sent alert notifications via phone, text and email through **Everbridge**. On social, we shared frequent updates as well as Emergency Management's full updates, leading to an increase in engagement. We also produced an Everbridge promo video that we scripted, filmed and edited that features a variety of County public safety officials encouraging residents to register for **#CabCoAlert**. This was shared with the **cities of Concord and Kannapolis** for distribution.

Internal Communications: Inside CabCo & TCP

In addition to regularly-planned internal communications like the **DirectConnect** monthly newsletter, the team worked on two major internal projects. We produced a promo video with **HR Generalist Erin Newkirk** for **Inside CabCo**, a show created through the **Strategic Plan** process as a way to inform team members about their workplace. **Information Technology** created the environment that Inside CabCo operates from. We also worked with **HR** to promote the rollout of the County's new timekeeping system **TimeClock Plus (TCP)**. We produced a fun video segment asking Team CabCo what they thought TCP stands for. The result was a fun, engaging way to deliver the necessary information. We also wrote and distributed mass communications and designed flyers informing employees of implementation dates and other information.



Promoting County Events, Activities and Info

Collaboration with other County departments is a key responsibility. In January we worked to promote **ALPs Heart and Sole 5K/Fun Run**, **ALPs Active Living Expo**, **The Library System's Summer Reading Program**, **LunchPlus Clubs** and the **grand opening of the Afton Ridge Library and Active Living Center**. Promotion included a combination of video production, social media posts, media releases, **Cabarrus This Week** features, graphic design and more.

MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



57.7K
Reach



277
New followers



90
Posts/Stories



LinkedIn



3.7K
Impressions



82
New followers



7
Posts



YouTube



12.9K
Views



+140
Subscribers



2.6K
Watch time (hours)



DirectConnect & CabConnect



8
Connects sent



49.6%
Open rate



13.49%
above overall industry
average open rate

Media Releases/
Appearances **7**

Public Records
Requests Processed **61**