

COMMUNICATIONS & OUTREACH

MARCH 2024

Cruising into wellness with Active Living & Parks

Communications & Outreach manned a booth at the annual Senior Health and Wellness Expo, but our contributions go way back to before the Christmas holiday. In preparation for the Expo, we developed a full marketing plan for sponsors and attendees. Components included design, media placement and more. The result: this year's event boasted the highest number of sponsors and attendees. C&O also developed a logo and name refresh for the 2025 event, which will be known as the Cabarrus Health and Wellness Expo.



Cabarrus This Week

HOT TOPICS: Senior Health & Wellness Expo · Burger Madness · Golden Egg Hunt · Cooperative Extension Plant Sale · Disposal Event · Senior Games

Total views: 8.9K

Top Social Media Stories



International Women's Day at CabCo

Reach: 4.8k



Gail Brindell on WCCB News for Senior Wellness Expo

Reach: 4.6k



Spring is here, flood season is near

Reach: 4.5k

Projects, Events & More



In the community

Jonathan Weaver and **Macy Andrews** visited Concord Academy to talk with local senior Autumn Jackson about career opportunities in the communications sector. While Autumn is still deciding on a college, she plans to major in the field.



A better life

Jaelyn McCrea produced a heartfelt story about Steve Wilhelm, a Kannapolis resident who found a new home – and family, at the **Concord Senior Center** following the loss of his wife of 53 years.



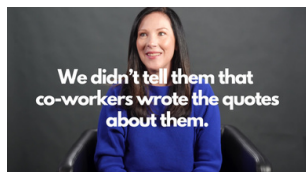
Departmental media relations

The team coordinated Charlotte-based media interviews for **Active Living and Parks** and **Tax Administration**. Those efforts included scheduling, preparation and interview assistance for **Gail Brindell's** promotion of the 2024 Senior Health and Wellness Expo and **David Thrift's** interview about the process of tax assessment and revaluation.



Networking with CabCo leaders

C&O's **Jaelyn McCrea**, **Dominique Clark** and **Macy Andrews** attended the quarterly Women Leading Cabarrus luncheon (hosted by the **Cabarrus Chamber**) at the Frank Liske Park Barn to connect with fellow CabCo women leaders in the private and public sectors.



Celebrating Women's History Month at Cabarrus County

C&O asked a few CabCo leaders to read inspiring quotes, but they didn't know the quotes were written about them by their co-workers. The touching video resonated with employees and the public alike, garnering over 2.4k views.

Did Y'all Hear? surpasses 1,100 downloads

The team began production on an upcoming episode of the Did Y'all Hear? podcast, which features an interview on housing in Cabarrus County with **Prosperity Unlimited's Louise Mack**. Since its inception, Did Y'all Hear? has been downloaded more than 1,100 times (not including streams).



Monthly production for BOC meetings

C&O plans and coordinates the filming, livestreaming and broadcast of the monthly Board of **Commissioners Agenda** and **Regular meetings**. This involves audio preparation, camera operation, system configuration and maintenance before and during the meeting.

Media Releases/
Appearances **13**

Public Records
Requests Processed **32**

Social Media / Newsletter Insights



Facebook



Instagram



27,200
Reach



91
New followers



45
Posts



55
Stories



X (Twitter)



LinkedIn



9,687
Impressions



48
New followers



26
Posts



YouTube



9.2K
Views



+33
Subscribers



1.3K
Watch time (hours)



DirectConnect & CabConnect



12
Connects
sent



72.3%
Open rate



35.5%
% above overall industry
average open rate