

# COMMUNICATIONS & OUTREACH MONTHLY REPORT

## Bringing Access and Engagement to the Budget Process

Communications and Outreach worked with the **BOC, County Manager's Office, Finance, Budget and Tax Administration** to bring back **Brews+Bites+Budget**. This event ditches formalities for a laid-back look at how the County's budget comes together.

**Communications Manager Dominique Clark** spearheaded the planning of the two events (Kannapolis in March and Mt. Pleasant in April), including scheduling, organizing and promoting, and brought her talents to serve as host for the events.



"The venue, food, the idea of it being offered to the public, presentations, knowledge and charisma—all in all, this was excellent."

KANNAPOLIS PARTICIPANT



**Cabarrus  
This  
Week**

## HOT TOPICS

Building Update · Special Olympics · New Park  
Mini-Golf · Walking Tour · 1KB4K Reading Program

Views:

**42.3K**

## TOP SOCIAL MEDIA STORIES



**Active Living & Wellness Expo**



Reach: 45k  
Impressions: 69.5k



**Gov 101:  
Brews+Bites+Budget**



Reach: 20.9k  
Impressions: 43.9k



**Burn ban issued in Cabarrus**



Reach: 19.5k  
Impressions: 38.9k



## PROJECTS, EVENTS & MORE

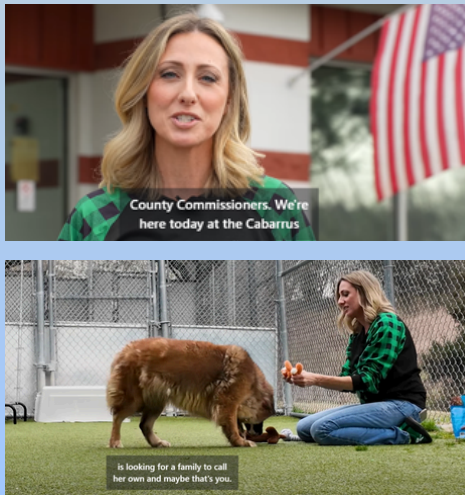
### Connecting with Residents at the ALP Active Living Expo

Each year, Communications assists **Active Living and Parks** with the promotion of the **Active Living Expo** through social media advertising, sponsorship materials, media releases and more. The team also takes the opportunity to set up a booth and connect with residents at the event. There we link residents to County resources, events and information and spread the word on how to connect with CabCo. **Broadcast and Technical Manager Jarrett Glass** brought along a camera this year and filmed residents playing 'City or County,' **Cabarrus This Week's** newest segment that lightheartedly tests resident knowledge of public services and responsibilities. Check out 'City or County' on YouTube @CabarrusCounty under 'shorts.'



### Spotlighting the Shelter with Commissioner Laura Lindsey

It's no secret that the Communications team loves animals. When we learned of **Commissioner Laura Lindsey's** desire to promote the **Cabarrus County Animal Shelter** and the animals there waiting for homes, we knew we wanted to be a part of spreading such a great message. In March, Commissioner Lindsey teamed up with **Communications Director Jonathan Weaver** to film profiles of Zoey, an Australian Shepherd mix, and Scarlett, a gray tabby. The team looks forward to continuing the initiative in the coming months. And clearly, it's making a difference. March's video performed exceptionally well on social media, garnering 90 reactions and over 7,400 views on Facebook, and leading to the adoptions of Scarlett AND Zoey!



### Welcoming County Manager Sean Newton

When major announcements happen, the Communications team is busy working behind the scenes to keep employees and the public informed. Last month, CabCo welcomed **County Manager Sean Newton**. We spread the word via a media release, along with posts in **CabConnect** (the County's external newsletter), **DirectConnect** and social media. We also worked with Sean to begin planning employee listening sessions as a way for him to connect with frontline staff and hear their perspective, ideas and needs.



### Delivering Appreciation to the Department of Social Services

The second round of Treats with **Chairman Measmer** was a great success. We worked with **DSS Director Hollye McCallum**, **DSS Deputy Director Thomas Mitchell** and **DSS Executive Assistant Christopher Benson** to deliver treats to DSS-Cannon staff. We made a concerted effort to go straight to the staff to thank them for their hard work and perseverance.



## MEDIA / NEWSLETTER INSIGHTS



### Facebook & Instagram



**100.6K**  
Reach



**349**  
New followers



**115**  
Posts/Stories



### LinkedIn



**5K**  
Impressions



**87**  
New followers



**5**  
Posts



### YouTube



**10.5K**  
Views



**67**  
Subscribers



**1.8K**  
Watch time (hours)



### DirectConnect & CabConnect



**14**  
Connects  
sent



**54.3%**  
Open rate



**17%**  
Above overall industry  
average open rate

Media Releases/  
Appearances

**7**

Public Records  
Requests Processed  
In collaboration with Legal

**35**