

COMMUNICATIONS & OUTREACH MONTHLY REPORT

Building the Buzz on Battle of the Badges

In preparation for the **3rd Annual Battle of the Badges Blood Drive**, the Communications and Outreach team partnered with **EMS, Emergency Management, Fire Services**, the **Sheriff's Office** and other local public safety agencies to film and produce a new series of promotional videos for this year's event.

The bar was high after the success of last year's campaign. The award-winning series was so well received that **Content Producer Jaelyn McCrea** and **Communications Specialist Macy Andrews** presented a highly requested breakout session on the campaign earlier this year at the **North Carolina City & County Communicators Conference**. During their presentation, they shared how the team leveraged social media trends and popular audio, coordinated filming schedules with multiple public safety partners, walked attendees through the production process and highlighted the campaign's analytics and overall impact. It's safe to say, the pressure is on to top last year's success!

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HOT TOPICS

The Library's Summer Reading Program
Behavioral Health Center Updates · CabCo Youth Commission
Check for Ticks PSA with the Cabarrus Health Alliance

VIEWS:

54K

TOP SOCIAL MEDIA STORIES



Statement on Juneteenth Proclamation



Views: 49.5K



Hiring for Active Living Program Manager



Views: 26.2K



Rico Dowdle visits summer campers



Views: 24.8K



PROJECTS, EVENTS & MORE

Building the Buzz on Battle of the Badges, cont.

The Battle of the Badges excitement didn't stop there. **Communications Specialist Macy Andrews** and **Communications Manager Dominique Clark** put their emcee skills to work at a **Kannapolis Cannon Ballers** game, energizing the crowd during the **EMS CPR Race Car Challenge** while helping spread the word about the upcoming drive.



Celebrating America

Each year, CabCo's holiday floats just get better and better. This year is no exception. After months of planning and design, **IAM's Michael Ash** and **Jonathan Drye** and **Communications Manager Dominique Clark** knocked it out of the park!



Welcoming County Manager John Eller

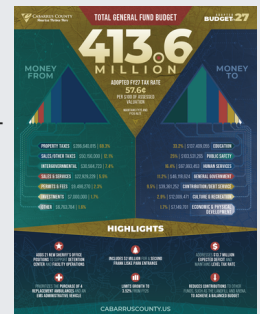
When major announcements happen, the Communications team is hard at work behind the scenes ensuring employees, residents and other stakeholders stay informed. Following the announcement, the Communications team coordinated a comprehensive outreach effort to share the news across multiple platforms. The announcement was distributed through a media release, featured in **CabConnect** (the County's external newsletter), highlighted in **DirectConnect** (the County's internal news source), and promoted through the County's social media channels. To help introduce John to the community, **Communications Director Jonathan Weaver** and **Broadcast and Technical Manager Jarrett Glass** filmed and produced a video featuring John, providing viewers an opportunity to learn more about the County's new manager.



FY27 Budget Comms

Following approval of the **FY26 budget**, the team issued a press release that was distributed to media, shared across the County's social media channels and sent directly to employees. To complement the announcement, we developed an infographic highlighting key budget priorities in a clear, easy-to-understand visual format.

Throughout the budget process, the team remained committed to keeping both the public and County employees informed through timely, accurate and accessible communications. We worked closely with the **Budget** team to ensure all communications were detailed and accurate, and partnered with **ITS** to keep the County website updated with the latest budget information.



Monthly Production for BOC Meetings

Communications 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 / NEWSLETTER INSIGHTS



Facebook & Instagram



+267

New followers



93

Posts/Stories



366k

Views



LinkedIn



6.8K

Impressions



+78

New followers



8

Posts



YouTube



10.9K

Views



+48

Subscribers



1.8K

Watch time (hours)



DirectConnect & CabConnect



14

Connects sent



53%

Open rate



17%

Above overall industry average open rate



Podcast Downloads

46

Media Releases/
Appearances

4