

COMMUNICATIONS & OUTREACH

SEPTEMBER 2024



Cabarrus County Government
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 Happy Human Resources Professionals Day! Shoutout to the Cabarrus County HR team—they are the job-promoting, policy-creating, benefits-managing, issue-resolving (and so much more) backbone of the organization. Thanks for all the work you do behind the scenes to support our employees and foster a positive workplace. We appreciate you! 🙌 Stay tuned on Friday for a special HR employee spotlight! 📺 See more



Cabarrus County Government
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 When systems fail, they never do! 🚒 Shoutout to our IT Department on #NationalITProfessionalsDay 🙌 Thank you for keeping us up & running! 🙌 We appr... See more

Spotlighting and informing Team CabCo

A major function of the Communications and Outreach team is to keep employees at all levels informed and engaged AND to highlight their efforts and accomplishments. September endeavors included producing a special video shoutout for our **ITS department for National IT Professionals Day**, creating posts for **National Human Resources Professionals Day** and planning and coordinating **Chat with Leadership** sessions for **DSS and Transportation**.

The Communications team was heavily involved with **Employee Appreciation** planning from designing flyers, event signage and email promotions to coordinating the design and order of the annual (and popular) T-shirt gift. Communications also began heavily promoting the biannual **Employee Workplace Climate** survey through logo design, branding and promotional materials.



Top Social Media Stories



Prayers for Western NC
 Reach: 52.8k
 Impressions: 54.1k



HWY 200 closure during Helene
 Reach: 14.6k
 Impressions: 14.9k



Tornado Watch issued ahead of Helene
 Reach: 6.3k
 Impressions: 6.4k

Projects, Events & More

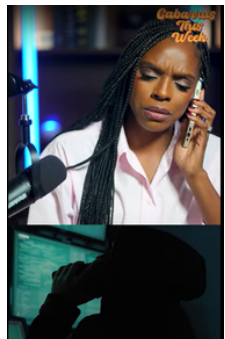
Connecting with residents at the CabCo Fair

Each year, the Communications & Outreach team brainstorms how to connect with residents in fresh new ways at the Cabarrus County Fair. This year, we invited residents to a part of the County's upcoming November episode of the 'Did Y'all Hear?' podcast by sharing what they are thankful for. The activity was a big hit, with well over 120 responses! During the Fair, the team partnered with departments including **DSS, Library, County Manager's Office, HR** and **ALP** to man the County's booth and engage with residents by answering questions and connecting them with County information and resources.



Showcasing the benefits of LunchPlus Clubs

We began filming and photographing at a variety of **LunchPlus** locations for material to be used for a large-scale promotional campaign in the near future. We interviewed attendees and filmed various activities and will soon launch messaging to spread the word about the program and all its benefits.



Spreading the word to safeguard seniors from scammers

We teamed up with the **Cabarrus County Adult Protection Network** to promote Scam Jam, an annual event that highlights ongoing efforts to protect older and disabled adults from abuse, fraud and exploitation. We produced a special CTW package and distributed a media release and social media materials to boost awareness and attendance.



Promoting Library cards

Communications produced a video featuring patrons and staff in recognition of **National Library Card Sign-up Month**. The video was first screened during the **Board of Commissioners Regular Meeting** in September and served as the proclamation in recognition of the month.

Media Releases/
Appearances **6**

Public Records
Requests Processed **33**

Social Media / Newsletter Insights



Facebook



Instagram



83.7K
Reach



387
New followers



61
Posts



79
Stories



LinkedIn



2.2K
Impressions



50
New followers



3
Posts



YouTube



7.3K
Views



+28
Subscribers



935
Watch time (hours)



DirectConnect & CabConnect



12
Connects
sent



52.75%
Open rate



20.2%
above overall industry
average open rate