

COMMUNICATIONS & OUTREACH MONTHLY REPORT

Bleeding Creativity for Battle of the Badges

Communications and Outreach was challenged to help EMS break the state record for drive donations. And we delivered. The team worked with **EMS**, **EM**, the **Fire Services** the **Sheriff's Office** and **other county public safety groups** to film and produce a promotional series that went viral. We leveraged social media trends and sounds to create content that garnered **more than half a million views and reach** for the event. The series featured some good-natured ribbing and used humor to gather support and registrations. This year's drive surpassed the goal, collecting a total of 218 pints of blood-enough to potentially save over 650 lives!



**Cabarrus
This
Week**

HOT TOPICS

Emergency Management's McGuire Nuclear Station Drill
2025 Cabarrus County Fair • Annual Ag Celebration
Battle of the Badges Blood Drive

Views:

43K

TOP SOCIAL MEDIA STORIES



Who said that" Battle of the Badges video



Reach: **152k**
Views: **300k**



"Choose your character" Battle of the Badges video



Reach: **17.3K**
Views: **27.2K**



Harrisburg 4th of July parade



Reach: **10.9K**
Views: **22.5K**

PROJECTS, EVENTS & MORE

Welcoming our intern and celebrating a work anniversary



Last month, Communications and Outreach welcomed **Intern Claire Trammell** to the team. Claire (left) jumped right in, writing a media release on the importance of Voluntary Agricultural Districts and starring in an accompanying segment for **Cabarrus This Week**.

Communications Specialist Macy Andrews (right) celebrated her two-year anniversary with the County last month. With a vast amount of creativity and drive, Macy spearheads CabCo's social media channels and external newsletter.



Wrapping up Fourth of July parade season

The Communications team wrapped up the Independence Day parade season with an awesome crowd and crew in Harrisburg. A big thank you to the parade volunteers for bringing cheer to the day and the **IAM Sign Shop** for helping bring the float design vision to life!



Topping off the Behavioral Health Center

Communications Manager Dominique Clark led the team's planning efforts for the Topping Off Event of the Stephen M. Morris Behavioral Health Center. Through collaboration with the **Behavioral Health department** and external partners, we planned and promoted the ceremony and designed promotional materials.

Promoting the Cabarrus County Fair

From media releases and signage design to social media, video content and more, the Communications team has been working with **Fair Director Courtney Wyatt** to promote the 2025 Cabarrus County Fair and rodeo to employees, residents and neighboring areas.



Student TRACK(ers) Graduate

In partnership with the **Cabarrus EDC**, Communications assisted with the program graduation of these bright young minds by designing and printing programs, providing decor, producing a special video, coordinating sound and more.

Spotlighting National Night Out

In addition to the usual social media promotion, the team collaborated with **Sheriff Van Shaw** to film an invitation to residents. Comms crew members Dominique and Macy went above and beyond, getting into mascot suits for another special promotional video.



MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



176.3K
Reach



97
Posts/Stories



1,950
New followers



447.9K
Views



LinkedIn



5.1K
Impressions



93
New followers



4
Posts



YouTube



9.8K
Views



+40
Subscribers



1K
Watch time (hours)



DirectConnect & CabConnect



13
Connects
sent



53.2%
Open rate



20.65%
Above overall industry
average open rate



Podcast
Downloads **50**

Media Releases/
Appearances **10**

