

COMMUNICATIONS & OUTREACH MONTHLY REPORT

Sautéing the summer with CabCo residents & Cooperative Extension

Communications Manager **Dominique Clark**

partnered with **Cooperative Extension** for the latest **Gov 101: Sauté the Summer**. The team's planning led to a fun, hands-on evening where attendees learned about seasonal produce grown locally in Cabarrus County and made a nutritious meal together.

About GOV 101

Gov 101 is a educational session on one focus area, bringing short, interactive events to the public. We encourage local businesses, community organizations, neighborhood leaders and residents to take part. Past sessions have covered the **budget, elections, active living and parks** and more. We currently have two more events planned for this year with the **Library** and **ALPs** and **Emergency Management**.



**Cabarrus
This
Week**

HOT TOPICS

Camp T.N. Spencer Cabins • Senior Games Wrap
Cabarrus County Fair • Behavioral Health Center Update

Views:

33K

TOP SOCIAL MEDIA STORIES



EMS reunites with drowning victim



Reach: **60k**
Views: **125k**



Kannapolis Juneteenth celebration



Reach: **19k**
Views: **30k**



LunchPlus June menu



Reach: **14k**
Views: **17k**

PROJECTS, EVENTS & MORE

Capturing 'Boots on the Ground' for foster care awareness

The "Boots on the Ground" challenge is a recent social media trend that encourages community involvement and support for various causes, especially those related to child welfare and social work. Communications partnered with [DSS](#) to produce a popular video showcasing the team stepping up to spread the word about the critical need for foster parents.

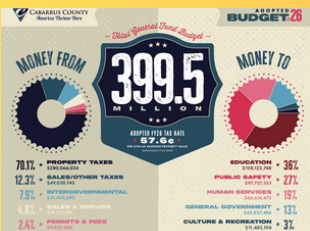


No rain on our parade

After months of planning and hard work from the Communications and the [IAM Sign Shop](#) teams, the County's 2025 Fourth of July float debuted at the Mt. Pleasant Independence Celebration. Although it poured rain, spirits were high and we still distributed goodwill – and a LOT of candy.

Getting students on the right 'Track'

Student Track spent a day at the Gov Center to learn about local government. The Communications team put these future leaders' media skills to the test with a teleprompter exercise. Along with a number of County departments, we also answered questions, provided demos and showcased the County's award-winning show: [Cabarrus This Week](#).

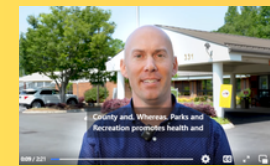


Spreading the word on FY26

Following approval of the FY26 budget, the team distributed a press release that several outlets picked up. The release was shared on the County's social media sites and directly with employees. We also developed an infographic that provided an easy, visual reference of the County's budget highlights. Throughout the process the team worked to keep the public informed.

Walking to end Elder Abuse

[Communications Director Jonathan Weaver](#) joined Team CabCo members and community leaders to capture and highlight the [Walk to End Elder Abuse](#). The annual event, held in recognition of [#WorldElderAbuseAwarenessDay](#), raises awareness of the abuse and/or neglect experienced by 1 in 10 older Americans.



Spotlighting Park & Recreation Month

Communications produced, filmed and edited a proclamation video highlighting Team CabCo voices, as well as patrons that use [ALPs](#) facilities every day. The video was shared at the BOC's June 16 Regular Meeting and across social media platforms.

Training with Emergency Management

[Emergency Management](#) recently held a full-scale drill for the McGuire Nuclear Station to prep for an upcoming FEMA evaluation. Communications was on scene to capture the experience for social media. [Content Producer Jaelyn McCrea](#) rolled up her sleeves and demoed the decontamination process while [Emergency Planner Dawn Gustafson](#) gave a rundown of the drill for viewers.



MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



67K
Reach



99
Posts/Stories



221
New followers



255k
Views



LinkedIn



5.6K
Impressions



101
New followers



6
Posts



YouTube



10.8K
Views



+26
Subscribers



1.8K
Watch time (hours)



DirectConnect & CabConnect



11
Connects
sent



56%
Open rate



18.73%
Above overall industry
average open rate



Downloads **106**

Media Releases/
Appearances **6**