

COMMUNICATIONS & OUTREACH MONTHLY REPORT

Spotlighting the faces of CabCo

Resident Bill Stirewalt breaks records at National Senior Games

Storytelling is at the heart of **Communications and Outreach**. Our goal is to spotlight the people that power CabCo and the residents empowered by our programs and services. Last month, **Content Producer Jaelyn McCrea** and **Intern Claire Trammell** teamed up to profile **CabCo resident Bill Stirewalt** on his history-making success at the **National Senior Games** in Iowa earlier this year. Bill, 96, has competed in the **Cabarrus Senior Games** for more than two decades and has become an inspiration and role model for fellow competitors. The video interview currently has about 10,000 views across platforms, and the media release generated several media requests from large Charlotte-area news outlets.



**Cabarrus
This
Week**

HOT TOPICS

Active Living and Parks Coat Drive · Cabarrus Creek Week
Cooperative Extension Plant Sale

Views:

46K

TOP SOCIAL MEDIA STORIES

2025 Municipal Election



Reach: **11.4K**
Views: **20.7K**

School Night at CabCo Fair



Reach: **20.8k**
Views: **20.4K**

Get to know Kelly Sifford



Reach: **15k**
Views: **15.6K**

PROJECTS, EVENTS & MORE

Our Fair share of fun (and hard work!)

After months of planning, the **2025 Cabarrus County Fair and Rodeo** rolled into CabCo last month. During the event, the team spent time connecting with fairgoers and capturing photo and video footage of the rodeo, rides, attendees, tasty treats and phenomenal entertainers. We also filmed spotlights for vendors, including **Cain's Roasted Corn** (pictured).



Spreading the word on safeguarding seniors from schemers



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. Team members also attended the event to interview attendees for future promotions.

Creek Week promo

Communications Specialist Macy Andrews led a collaboration with **CabCo Soil and Water Conservation, Active Living and Parks** and other local partners to highlight the county's first **Creek Week** through a wide-reaching social media campaign. The initiative celebrated local waterways and their crucial role in maintaining a healthy environment.



Connecting employees & residents with County leadership

The Communications team worked with **Interim County Manager Kelly Sifford, Assistant County Manager Aalece Pugh** and **Chief of Staff Todd Shanley** to plan seven leadership chats across County facilities. This gave employees the chance to get updates directly from leadership and provided the opportunity for open discussion and feedback. We also filmed a fun walk-and-talk-style video with Kelly for social media so folks could get to know her a little better.

Fair Housing event promotion

Communications worked with **Community Development** on promotional materials in English and Spanish for their upcoming **Fair Housing workshop**. The event, in collaboration with the **cities of Concord and Kannapolis** as well as other local partners, helps residents understand Fair Housing laws and tenant's rights.



Employee Appreciation preparations

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.

Monthly production for BOC meetings

C&O 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



491K
Reach



75
Posts/Stories



356
New followers



219K
Views



LinkedIn



4K
Impressions



62
New followers



5
Posts



YouTube



8.4K
Views



29
Subscribers



1K
Watch time (hours)



DirectConnect & CabConnect



17
Connects
sent



57.33%
Open rate



20.06%
Above overall industry
average open rate



Podcast
Downloads **145**

Media Releases/
Appearances **7**