

COMMUNICATIONS & OUTREACH

APRIL 2024

Communications & Outreach brings home awards

Our peers recognized the team with multiple North Carolina City & County Communicators 2024 Excellence in Communications awards. C&O won for Special Video Programming: Roberta Road Middle School Nurse Saves a Life; Regular Video Programming: Cabarrus This Week and Audio: The “Did Y’all Hear?” podcast.

We also gave a highly-requested presentation chronicling the evolution of the FIRST PLACE-winning Cabarrus This Week.



Cabarrus This Week

HOT TOPICS

County Gov Month · Fire Services Ride-Along · Homebuying Event
Child Abuse Awareness · Jiggy with the Piggy · EMS Carter Kits

Views:

9.4K

Top Social Media Stories



Paddleboats opening at Frank Liske Park

Reach: 38.7k



National Library Workers Day

Reach: 19.4k



Frank Liske trails close after storm topples trees

Reach: 17.8k

Projects, Events & More



Residents take a Walk With Us

C&O planned and executed the year's first **Walk With Us** event, which allowed residents to explore County facilities, Concord's streetscape project and a few local businesses. They also talked with local leaders and learned more about the programs and services offered by Cabarrus County.

The event garnered great feedback from residents. "Thank you for the walking tour," said participant Jan Mayhew. "Everything was wonderfully presented and easy to understand. Priceless!"



Helping make memories at Special Olympics

C&O staffed a booth at the annual two-day Special Olympics, providing giveaways (and a bunch of high-fives) to the participants. The opportunity allowed us to connect parents to County resources, including Active Living and Parks offerings and more.

Team member **Tiffany Powell** helped coordinate the event's Opening Ceremonies. "This is my favorite event of the year, and I try to encourage all my colleagues to get involved using their County volunteer hours," she said.

Pinwheel events honor Child Abuse Awareness

The team helped with documenting and staging two events honoring **Child Abuse Awareness Month**. We created a recap package for a pinwheel event at DSS and helped with sound and documentation for a Courthouse-based event organized by the Cabarrus County District Attorney's Office.



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 Releases/
Appearances **7**

Public Records
Requests Processed **24**

Social Media / Newsletter Insights



Facebook



Instagram



79.4K
Reach



225
New followers



68
Posts



104
Stories



X (Twitter)



LinkedIn



8.6K
Impressions



79
New followers



23
Posts



YouTube



11.4K
Views



+32
Subscribers



1.4K
Watch time (hours)



DirectConnect & CabConnect



12
Connects
sent



61%
Open rate



23.28%
% above overall industry
average open rate