

DECEMBER 2, 2024
SWEARING-IN
CEREMONY



COMMUNICATIONS & OUTREACH

MONTHLY REPORT | DECEMBER 2024



HIGHLIGHTS

Welcoming new commissioners

For the **Board of Commissioners Swearing-in Ceremony**, Communications and Outreach designed and distributed invitations and programs, promoted the event via the County's social media channels, livestreamed the ceremony to Facebook and worked with various departments to ensure a seamless run of show. We followed up with a media release and special video feature in Cabarrus This Week.

In addition to special events like this, Communications 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.



HOT TOPICS

New County Commissioners · Senior Christmas Party
Trout Time

Views:

13K

TOP SOCIAL MEDIA STORIES

Road closure for Stonewall footbridge removal



Reach: 16k
Impressions: 13.1k

Laura Blackwell Lindsey and Larry Pittman sworn in



Reach: 6.7k
Impressions: 6.1k

Happening now: Stonewall footbridge coming down



Reach: 6.4k
Impressions: 5.9k

PROJECTS, EVENTS & MORE

NEW DID Y'ALL HEAR? A CABARRUS COUNTY PODCAST **A NEW CHAPTER FOR THE OLD STONEWALL JACKSON SITE**

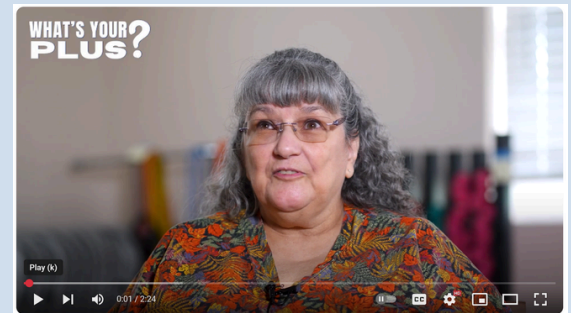
A lot goes into making a podcast: scheduling interviews, recording, scriptwriting, editing and more. The latest episode explores the Stonewall Jackson Training School site's fascinating past and potential future.

The podcast was posted on December 30, and as of January 10, it had logged more than 300 episode downloads. A promotional post for the episode earned 35,000 views, reached 25,000 people and featured 191 reactions and 56 comments.



HELPING SENIORS FIND THEIR 'PLUS'

Over the course of several months, Communications visited a variety of Cabarrus LunchPlus locations for a large-scale promotional campaign that launched in December. The "What's Your Plus" campaign highlighted the program's diverse activities and engaging experiences. The campaign showcased real attendees and profiled the life-changing experiences they had through the program.



Behind the scenes, Communications focused on a variety of tasks, including video production, scheduling interviews, selecting filming locations and drafting accompanying social media content to ensure a comprehensive and impactful promotional strategy. These efforts were ongoing throughout the entire planning process, culminating in a final product that successfully captured the essence of LunchPlus and its positive influence on the community.

WRAPPING UP CHRISTMAS PARADES

Another parade season in the books! From designing and decorating to throwing out candy and waving to residents, we had a blast this year. A special thanks to the **IAM Sign Shop team Michael Ash and Jonathan Drye**, for their efforts in bringing another great design to life. We're already looking forward to the Fourth of July!



Media Releases/
Appearances **6**

Public Records
Requests Processed **24**

SOCIAL MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



37K
Reach



115
New followers



59
Posts



25
Stories



LinkedIn



5.1K
Impressions



50
New followers



3
Posts



YouTube



13.6K
Views



+61
Subscribers



2.3K
Watch time (hours)



DirectConnect & CabConnect



8
Connects sent



49.6%
Open rate



13.49%
above overall industry average open rate