

COMMUNICATIONS & OUTREACH MONTHLY REPORT

Showcasing the 'Hearts' of public service

Each year, the Communications team assists EMS with their event that brings together survivors and those who made that survival possible. Communications began prepping for the event early by coordinating, scheduling, filming and editing the video component of the event. This year, **Communications Manager Dominique Clark** hosted the ceremony. **Broadcast and Technical Manager Jarrett Glass**, **Communications Specialist Jaelyn McCrea** and **Director Jonathan Weaver** staged the livestream component of the event.



HOT TOPICS

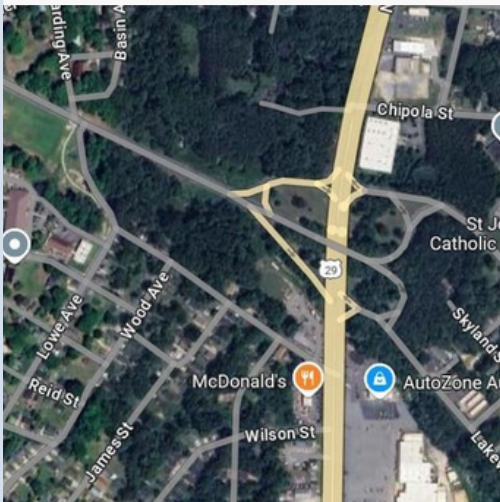
2025 Senior Games and Silver Arts · Active Living Expo
 Bryan Horne Memorial at Frank Liske Park · Black History Month

Views:

7.4K

TOP SOCIAL MEDIA STORIES

MLK Jr. Ave Bridge Replacement in Kannapolis



Reach: 29k
 Impressions: 19.9k

Kannapolis DSS closed for the day due to investigation



Reach: 26.2k
 Impressions: 12.1k

Annual Board Retreat



Reach: 11.7k
 Impressions: 5.1k

PROJECTS, EVENTS & MORE

Going 'Inside CabCo'

Inside CabCo is a live show created to give employees an opportunity to learn more about the people and programs that power our County. The idea for the show came when **Strategic Plan Innovation Task Force** members were charged with creating opportunities for cross-organizational education. **Information Technology Services (ITS)** created the environment that **Inside CabCo** operates from and facilitates the livestreaming of the show. Communications works with ITS to identify special guests, outline the program and promote the show. February's episode featured host **Jaelyn McCrea** and **HR's Erin Newkirk** chatting about Total Rewards and answering benefit questions.



COMMS IN THE COMMUNITY

Communications and Outreach Director Jonathan Weaver served as a guest judge during the Amazing Shake competition at a local elementary school. During the event, students rotated through 16 "Gauntlets" designed to challenge them creatively while they learned about manners, communication and leadership skills and professional conduct. Jonathan served on the "Shark Tank" panel, and rated students who pitched a new product or service that solves an everyday problem.

Communications and Outreach Manager Dominique Clark served as a judge for the 2025 Soil and Water Speaking Competition, where Cabarrus County middle and high schoolers presented speeches about the importance of maintaining wetlands. The event is coordinated each year by **Cabarrus Soil and Water Conservation**.



Treats with Chairman Measmer

The team worked with **BOC Chairman Chris Measmer** and **Deputy County Manager Kelly Sifford** to plan an afternoon of camaraderie and treats for Gov Center employees on Valentine's Day. The well-attended event gave employees the opportunity to meet and get to know Chairman Measmer.



Broadcasting and Promoting the BOC Retreat

In addition to the monthly BOC meetings, Communications broadcasts and records special meetings like the **Retreat** held in February. The team promoted the event via the County's social media channels and external newsletter, as well as internally to employees.

MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



50.6K
Reach



206
New followers



113
Posts/Stories



LinkedIn



3.1K
Impressions



69
New followers



4
Posts



YouTube



10.6K
Views



+60
Subscribers



1.6K
Watch time (hours)



DirectConnect & CabConnect



20
Connects
sent



57%
Open rate



19.73%
Above overall industry
average open rate

Media Releases/
Appearances **6**

Public Records
Requests Processed **54**