

# COMMUNICATIONS & OUTREACH

JULY 2024



## A peek at the latest **Did Y'all Hear? A Cabarrus County Podcast**

CabCo's podcast is dedicated to sharing unique, intriguing and inspiring stories about the people, programs and services that make Cabarrus County such an amazing community.

In July, Communications teamed up with the **Sheriff's Office** and **Library System** to spotlight their literacy efforts at the Detention Center—we even spoke with a few inmates! Listen wherever you get your podcasts.



**Gabarrus This Week**

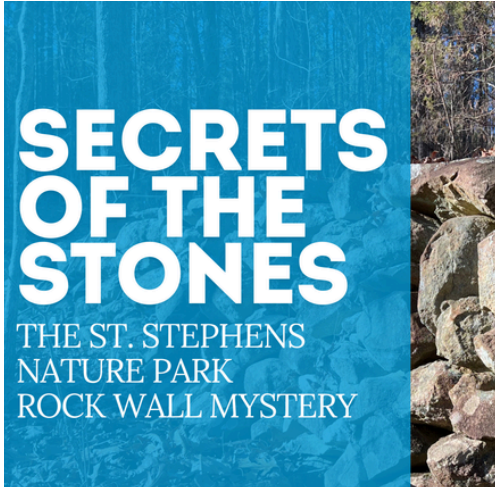
**HOT TOPICS**

Economic Developer of the Year · Mini-Golf · Pet Adoption  
Voting 2024 · Bridge Dedication · Pam-Cakes

Views:

# 7.9K

## Top Social Media Stories



**New Podcast Episode -- Secrets of the Stones: The St. Stephens Park Rock Wall Mystery**

Reach: 21k  
Impressions: 17.1k



**Website temporarily down due to widespread Microsoft outage**

Reach: 3.6k  
Impressions: 3.9k



**Page Castrodale named NC Economic Developer of the Year**

Reach: 3k  
Impressions: 4k



# Projects, Events & More

## Teaming up with CabCo Health and Human Services

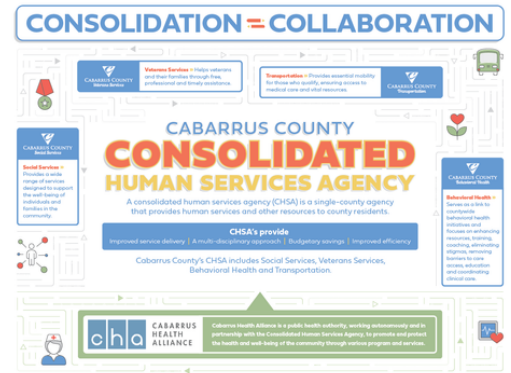
### Spreading the word about consolidation

We worked with **Assistant County Manager Dr. Aalece Pugh** to develop an infographic about the County's consolidated human services agency. This will serve as an internal and external resource to help the public understand the benefits and structure.

### Media coordination

**CabCo DSS** recently hosted a private screening of "Sound of Hope: The Story of Possum Trot" for foster parents and community members interested in fostering and adopting.

To enhance DSS' recruitment efforts, the Communications team coordinated media relations, leading to a well-circulated and received feature in the Independent Tribune.



### LIFTING a new program

DSS' new evidence-based program, LiFT, is intended to help teens and their families increase communication about sexual health and improve sexual health outcomes for teens in the U.S. To promote the program and increase participation, Communications facilitated the design and printing of marketing materials.



### Promoting EMS & Battle of the Badges

Communications produced a fun video for **EMS** to promote the Battle of the Badges Blood Drive. While EMS took home the trophy, the real winners are the 294 lives that will be saved from the 98 units of blood collected during the event!

### Youth Career and Leadership Institute graduation

Communications was honored to assist with the program graduation of these bright young minds by designing and printing programs, providing decor, producing a special video, coordinating sound and more.



### Comms gets national notice

After extensive research into what other local government entities are doing, the communications team of Weld County, Colorado was so impressed with our work (particularly Cabarrus This Week, Did Y'all Hear? A Cabarrus County Podcast and social channels) that they reached out and asked if we could give them advice on advancing their work. During the Teams chat, we advised them on everything from equipment to software to collaboration. Our key takeaway: We're thankful for leadership that constantly encourages us to think outside the box and connect with residents in fun, new ways.



### 'Twas another great Fourth in the Burg!

We wrapped up the Independence Day parade season with an awesome crowd and crew in Harrisburg. The sky was blue, the weather warm and the candy plentiful!



Media Releases/  
Appearances **9**

Public Records  
Requests Processed **35**

# Social Media / Newsletter Insights



Facebook



Instagram



**38K**  
Reach



**120**  
New followers



**49**  
Posts



**60**  
Stories



LinkedIn



**3.5K**  
Impressions



**65**  
New followers



**4**  
Posts



YouTube



**10.2K**  
Views



**+42**  
Subscribers



**1.2K**  
Watch time (hours)



DirectConnect & CabConnect



**11**  
Connects  
sent



**49.3%**  
Open rate



**11.58%**  
above overall industry  
average open rate