



# COMMUNICATIONS & OUTREACH

MONTHLY REPORT | NOVEMBER 2024



**STEPHEN M. MORRIS BEHAVIORAL HEALTH CENTER GROUNDBREAKING**



# HIGHLIGHTS

## Anatomy of a groundbreaking

In the time leading up to a facility groundbreaking, Communications designs and distributes invitations, promotes the event via social media, coordinates speakers, notifies the media and other key players, completes a run of show, contacts and schedules vendors and so much more. On the day of the event, the team designs the space, handles media relations, manages the sound setup, livestreams to Facebook and more. Post event, we draft a recap as a media release for local news outlets and posted to the County's website and social media channels.



## HOT TOPICS

Ribbon Cutting Recap · Goodbye Pam's Kitchen Behavioral Health Groundbreaking

Views:

12.7K

## TOP SOCIAL MEDIA STORIES

Sneak peek of final Pam's Kitchen episodes



Reach: 10k  
Impressions: 16k

Behavioral Health Center Groundbreaking



Reach: 3k  
Impressions: 6k

Northwest High STEM students visit CabCo



Reach: 2.5k  
Impressions: 5k

# PROJECTS, EVENTS & MORE

## INTRO'ING LOCAL GOV TO THE NEXT GENERATION OF LEADERS

Communications worked with **HR, Land Records, Register of Deeds, Tax Collections, the County Manager's Office** and more to plan and host STEM Civics Literacy students from **Northwest Cabarrus High School** for a morning of fun and learning. We kicked things off with a round of City vs. County, explored the Government Center with a scavenger hunt designed to help learn about different departments and wrapped it up with a panel discussion where students heard from various staff and County leadership.



## HONORING CABCO MILITARY VETERANS

Each November, Communications partners with **HR** and the **Cabarrus Arena & Events Center** to honor County employees that have served the country and CabCo at the annual **Veteran Employee Appreciation Breakfast**. Attendees enjoy an omelet station and breakfast buffet, as well as a small gift as a token of appreciation for their service and camaraderie with fellow veterans and County management.

Responsibilities include designing and sending

invitations, managing RSVPs, decorating, gift designing and procuring and post-event follow-up. It's a very rewarding and heartwarming event, and we're proud to be a part of it.



## ACHIEVING A NEW RECORD

The **2024 Workplace Climate Survey** ended on November 1 with an 87.4% participation rate, setting a new UNC Local Government Workplaces Initiative record for highest survey response rate. This was achieved through a strategic branding and communications plan, along with collaboration from many County departments including **HR** and **Strategy**.

## 2024 ELECTION: STAYING IN THE KNOW

While the **Elections** team was hard at work prepping for another historic year, the Communications team was drafting media releases, frequently sharing reminders and important info on social media and Cabarrus This Week and spreading the word about **IT's** popular early voting wait-time tracker.

Media Releases/  
Appearances **6**

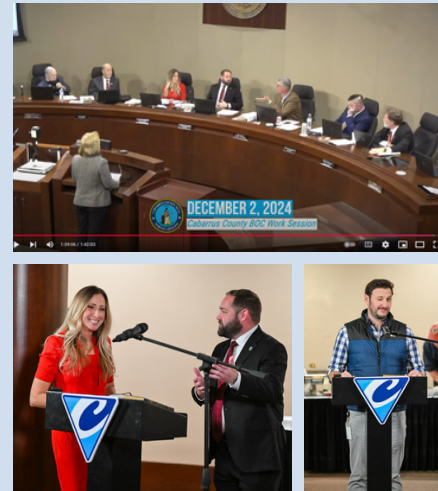
Public Records  
Requests Processed **26**

# PROJECTS, EVENTS & MORE, CONT.

## SETTING STAGES FOR COMMISSIONER RECOGNITION

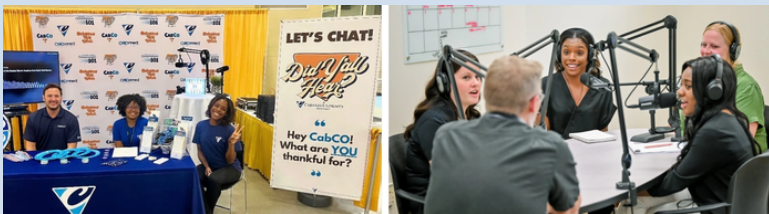
Each month, Communications plans and coordinates the filming, livestreaming and broadcast of the monthly Board of Commissioners Agenda and Regular meetings. This involves audio preparation, camera operation, system configuration and maintenance.

In November, the team was hard at work with two special events: A thank you ceremony for outgoing Commissioners **Steve Morris** and **Tim Furr** that included a specially produced video highlighting their impact while on the board. We also helped plan, filmed and livestreamed the swearing-in ceremony for Commissioners **Laura Blackwell Lindsey** and **Larry Pittman**.



## NEW COUNTY PODCAST RELEASED

During the **Cabarrus County Fair** in September, we set up a couple of microphones and a portable mixer and posed a simple question to fairgoers: What makes you thankful? The responses ranged from hilarious to heartwarming and everything in between. In addition to a whole bunch of appreciation, this episode features Communications team members discussing the experience of gathering nearly 200 voices that gave thanks for family, friends, faith, good health and more.



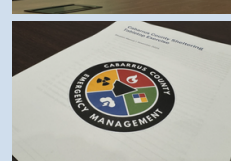
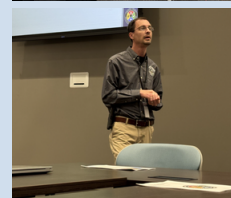
## SAYING FAREWELL TO A LOCAL LEGEND

As **Pam Outen** prepared to close her kitchen doors ahead of her retirement in January, Communications had the pleasure of filming two final episodes of the beloved **Pam's Kitchen**. The episodes will air on CabCoTv (Channel 22) and be available on the County's YouTube (@CabarrusCounty).



## COMMS + TABLETOP TRAINING

Communications participated in two **Emergency Management** tabletop exercises (**Shelter Task Force** and **Local Emergency Planning Committee**) to provide input on communications efforts for fictional emergency scenarios. Many community partners and various County departments were in attendance, furthering local collaboration efforts.



## PROMOTING THE EMS HOLIDAY BASH

The team worked with **EMS** to promote the **EMS Holiday Bash** through social media, the County's newsletter and the filming and editing of a special promotional video of Santa taking off and landing in a helicopter.



**SOCIAL MEDIA / NEWSLETTER INSIGHTS**



Facebook & Instagram



**46.8K**  
Reach



**132**  
New followers



**54**  
Posts



**42**  
Stories



LinkedIn



**10K**  
Impressions



**88**  
New followers



**8**  
Posts



YouTube



**10.4K**  
Views



**+44**  
Subscribers



**1.3K**  
Watch time (hours)



DirectConnect & CabConnect



**16**  
Connects sent



**55.2%**  
Open rate



**19.09%**  
above overall industry average open rate