

Broadcast and Technical Manager
Jarrett Glass films the ribbon-cutting
ceremony for the Cabarrus County
Library and Active Living Center at Mt.
Pleasant and Virginia Foil Park



COMMUNICATIONS & OUTREACH

MONTHLY REPORT | OCTOBER 2024



HIGHLIGHTS

USHERING IN A NEW ERA OF CONNECTION

A crowd of more than 230 people gathered for the ribbon-cutting ceremony of the highly anticipated **Cabarrus County Library and Active Living Center at Mt. Pleasant and Virginia Foil Park**. Communications worked hard behind the scenes in October to make that possible. Duties included invite and program design, event promotion and coordination, media relations and more. The event garnered great feedback from residents, and they especially enjoyed getting to hear the story of **Virginia Eury Foil**.



HOT TOPICS

Voting 2024 · Trunk-or-Treat · Jack O' Lantern Jaunt
CabCo Spotlight: Ashleigh Ennis (Fire Services)

Views:

13.4K

TOP SOCIAL MEDIA STORIES

Touch-a-Truck

Reach: 90.1k
Impressions: 170.8k

CabCo Employee Appreciation

Reach: 7.9k
Impressions: 8.2k

National Custodian Day

Reach: 4.5k
Impressions: 4.6k

PROJECTS, EVENTS & MORE

SPREADING THE WORD ABOUT CABCO EVENTS

We teamed up with **Active Living and Parks**, **EMS**, the **Board of Elections**, **IT** and more to promote October CabCo events, from family friendly festivities like **Trunk or Treat**, **Jack O' Lantern Jaunt 5K** and **Touch-a-Truck to General Election 2024 early voting**. This year, we helped publicize **IT's early voting wait time tracker** to residents, creating an uptick in traffic to the County's website and kudos from residents for the helpful tool. We utilized graphic design, social media campaigns, the County's newsletter and press releases to reach residents through a variety of outlets.



INTERNAL EFFORTS: CELEBRATING EMPLOYEES & CHECKING VIBES

October was a big month for employee initiatives. We partnered with **HR**, the **County Manager's Office** and more for the planning, production and promotion of **Employee Appreciation**, **Employee Service Recognition** and the **2024 Workplace Climate Survey**. Efforts included signage, flyer and program design, internal promotion campaigns, branding/theming, script writing and video production.

MEDIA RELATIONS WITH EMS

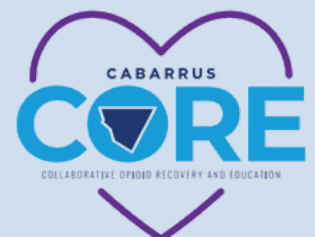
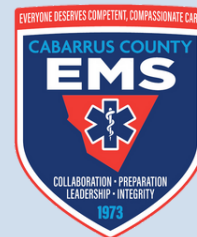
Communications coordinated a media interview with **EMS Community Paramedic Katie Currin**, who discussed her efforts to help those impacted by Tropical Storm Helene. Currin spoke to reporter **Erika Jackson** about what spurred the initiative and the



difference it made for Western North Carolina residents.

DESIGN DESTINATION: EMS & DSS

One of the department's key responsibilities is to deliver quality graphic elements, consistent with the County brand, to departments. In October, we worked with **EMS** on a new patch and spearheaded the **brand development of the Cabarrus County Opioid Settlement work**.



Media Releases/
Appearances **8**

Public Records
Requests Processed **45**

SOCIAL MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



131K
Reach



174
New followers



66
Posts



64
Stories



LinkedIn



7.1K
Impressions



39
New followers



9
Posts



YouTube



8.7K
Views



+18
Subscribers



955
Watch time (hours)



DirectConnect & CabConnect



15
Connects
sent



52.33%
Open rate



19.78%
above overall industry
average open rate