

**REVISED**



# **Mecklenburg County Public Information**

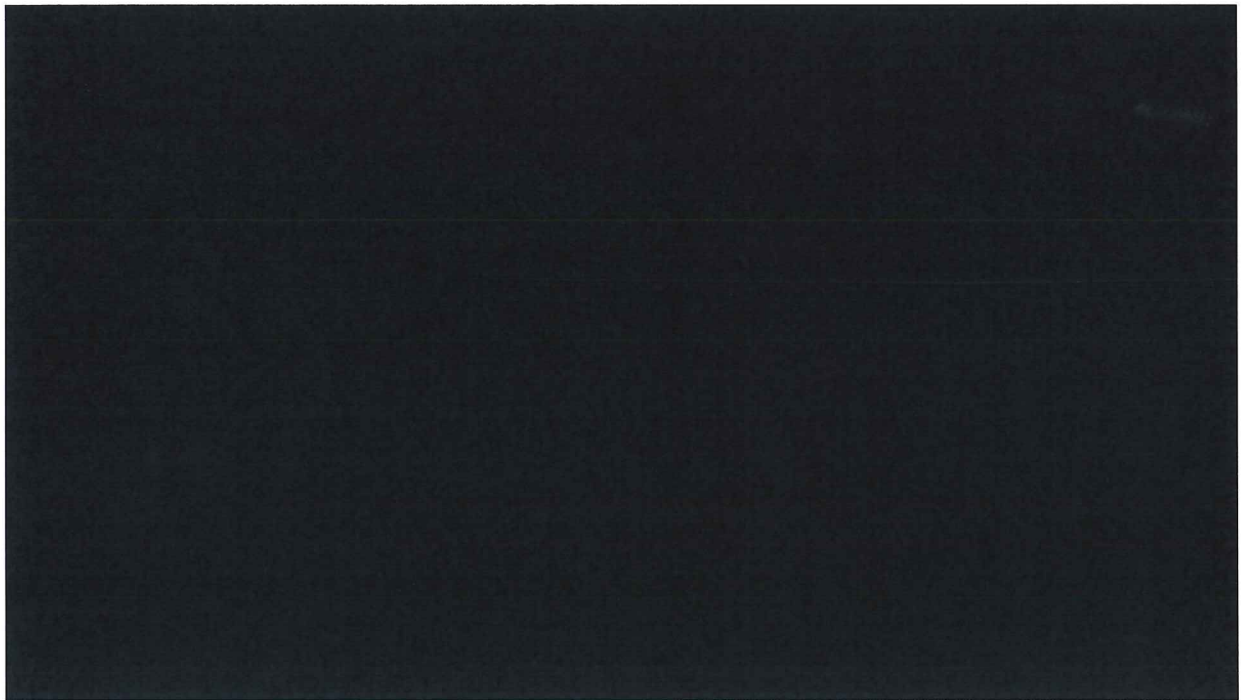
Presented to the Mecklenburg  
Board of County Commissioners  
July 2, 2019

# Public Information Department

- 22 FTEs/1 PT
- Manage external and internal communications using multiple channels



On Any Given Day...



## Public Information At Work: May 2019



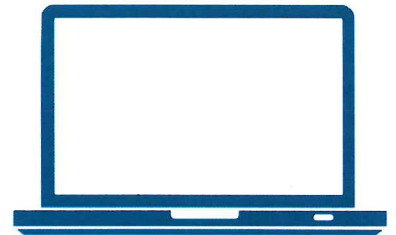
### FY2020 BUDGET

- Continued multi-channel budget communications
- Broadcast all meetings, including employee Q&A



### REVALUATION

- Helped coordinate public meetings (178 total)
- Managed ongoing media requests



### WEB SERVICES

- 238,134 total sessions
- 124,197 mobile users
- 3,292 social media referrals

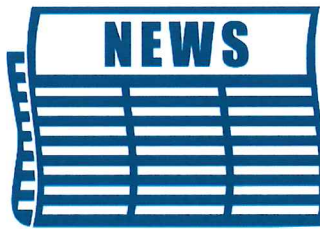


## Public Information At Work: May 2019



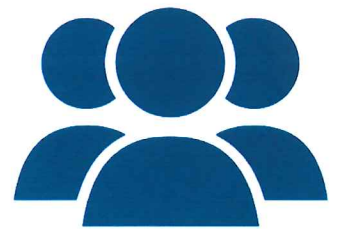
### **SOCIAL MEDIA**

- 747,239 total impressions
  - 10,118 total engagements
- Received 1,195 messages



### **MEDIA RELATIONS and PUBLIC RECORDS**

- 67 media inquiries resulting in hundreds of stories
- Responded to 84 Public Records requests



### **COMMUNITY RELATIONS**

- Coordinated 8 Tax Reval Information Sessions
- Coordinated 3rd Biannual Senior Citizen Town Hall

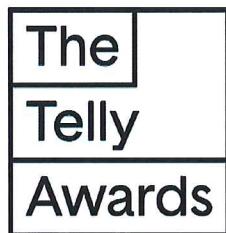


## 2019 Awards



### First Place

- Mecklenburg County blog
- Social media efforts during Hurricane Florence



### Telly Awards

- 3 for Recycling Woes video, including Gold award
- Adoption success stories
- Park and Rec programs



### Excellence Award

- Recycling Woes video



### Public Information Program Award

- International award for Reval communications





## Over the Next 30 Days...

- 1** Add community relations specialist to expand direct reach into communities
- 2** Hire web manager to continue updates and improvements
- 3** Evaluate communication resources and fill existing gaps



Thank You

Questions?

