

# Communications Specialist Annual Report

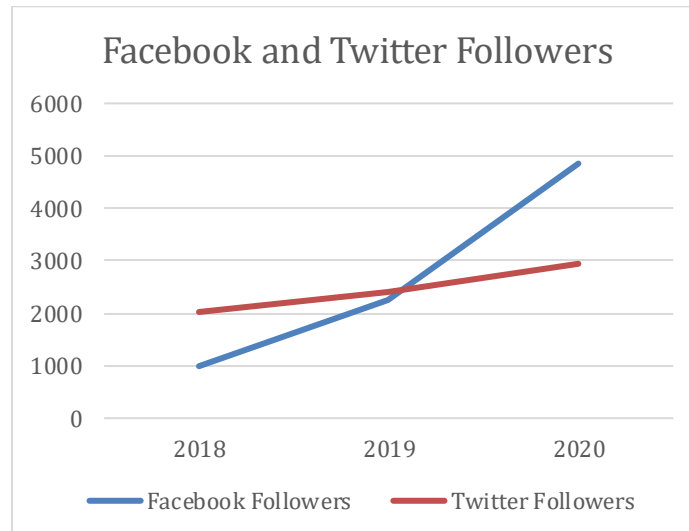
The Communication Specialist position was approved by the Board of Commissioners, and Todd Luck was hired on November 13, 2018. The position has afforded the opportunity to proactively convey county services and resources through social media and press releases. The workload for the position is 50% content development, 25% social media, 20% special projects, and 5% PIO work group collaboration.

The workload of the Communications Specialist increased significantly in 2020 as the COVID-19 pandemic led to an increased need for the county to communicate to its citizens about health precautions, pandemic related resources, and operational changes for social distancing. The pandemic also led to an increased reliance of online communication in lieu of in-person events. Below is a summary of what the Communication Specialist has accomplished this year.

## Social Media

Actively shared, posted and generated content for the County's Facebook and Twitter pages. This has allowed the county to inform the public about county events and services, COVID-19 and Stay at Home order information, preparedness information during inclement weather, and the accomplishments of the county and its staff.

The frequent posting of relevant content on our social media pages has led to increasing public exposure, and more people are becoming frequent viewers and are following our posts. During the year we gained an additional 2,615 Facebook followers and 526 Twitter followers.



# Content Development

## COVID-19

Worked extensively with Public Health staff and County management to assist with COVID-19 related communication.

Wrote and posted COVID Hero write ups that highlight county employees going above and beyond during the pandemic. These posts usually reach more than one thousand people every week on Facebook.



## Photography

Maintained an archive of photos of the county commissioners, county employees, county events and county assets. Shot and edited thousands of photos for the archive. The photos have been used on the county website and social media, and in various county presentations and publications by a variety of departments.

Used the county's Flickr account to make the county's public photos available to the public.



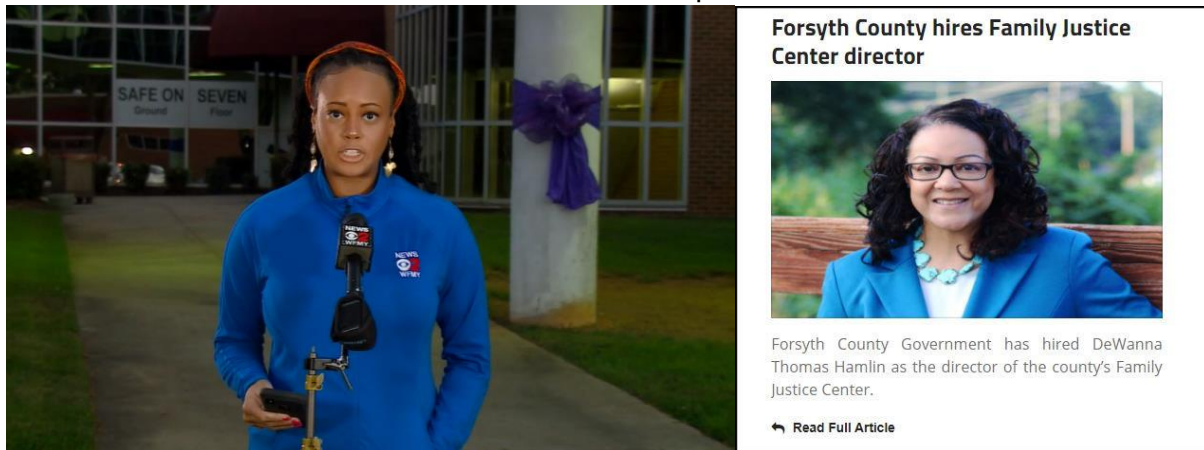
## Stories and Media Relations

Generated 156 press releases and web stories for the county, several of which were picked up by local media outlets and blogs, resulted in additional news coverage of county events or services. Coverage of the Stepping Up Graduations and Public Health's COVID-19 response generated significant local interest. Attended 40 county events as a writer and/or photographer, including evening and weekend events.



Here is a sample of ongoing communications work in 2020:

- Worked with the new Family Justice Center on its communications and posted its virtual campaign for Domestic Violence month, which received additional local news coverage.
- Produced stories for Human Resources to help them promote the county as an employer.
- Wrote a monthly story on MapForsyth's different services to help promote their resources to the public.
- Authored stories and took photos for the HR Connect employee newsletter.
- Shot and edited video for social media and departmental use.



# Special Projects

Assisted with the successful campaign to educate the public on the ¼ Cent Sales Tax by writing web stories, editorials, social media posts and text for the educational website on the campaign.

Wrote bios for the county commissioners and several department heads for the county website.

Assisted with the Airport Beacon Newsletter as a writer and content editor, and by coordinating the newsletter production with MIS' graphic designer and the print shop.



# PIO Work Group

Held regular PIO meetings with the PIOs from the Sheriff's Office, Public Health, Parks and Library to help coordinate the county communication efforts and share resources.