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McHENRY COUNTY GOVERNMENT CENTER
2200 NORTH SEMINARY AVENUE
WOODSTOCK, IL 60098-2637

TO: Administrative Services Committee
FROM: Alicia Schueller, Director of Public Affairs
RE: Communications Report for July 2024
DATE: August 2, 2024

MEMORANDUM

Communications Strategic Plan Update

County communications staff, in collaboration with the County Coordinator, is working to update the Public Information Officer (PIO) list across various organizations across the McHenry County region. This list contains the contact information of PIOs to facilitate information sharing for both emergency situations and routine messaging.

Communications Collaborations

County Administration staff has collaborated with the following departments, offices and entities this month:

- McHenry County Treasurer and McHenry County Clerk to promote the Property Tax Workshop;
- MCEDC to raise awareness of the Greater Chicagoland Economic Partnership, and how it has brought Brazilian Tech Connection, a consortium of technology experts to share best practices and explore trade opportunities in McHenry County;
- Circuit Clerk to publicly commend her employees for helping prepare 3,000 Macyn jars filled with toys for children visiting the hospital and share the culture of caring at McHenry County Government;
- McHenry County College to coordinate rotational internship program communications; and
- MCDH to help share their employee testimonial videos and to collaborate on and uplift messaging on the Community Health Grant Initiatives funded through the McHenry County Board's Advance McHenry County program. This story was included in the [Northwest Herald on July 29, 2024](#).

Communications of Note

County Administration staff gave a presentation to the County Board on the Workforce Housing Workgroup's research over the past year. Included with the presentation was a bound and professionally printed copy of the workgroup's report for distribution to municipal and other community stakeholders. This story was included in the [Northwest Herald on July 12, 2024](#).

Follower Growth and Reach

During the month of July, all County Administration social media channels have increased their followings by these numbers: Facebook: 82, Instagram: 12, Twitter 12, LinkedIn: 46.

Reach for Facebook, Instagram, and Twitter have increased compared to last month, but LinkedIn has decreased.

Reach and Engagement Metrics

Top 3 Posts by Channel Reach		
Channel	Post Summary	Reach
Facebook	Congratulations to Joe & Tina at Star 105.5 for 15 years on air!	37,924
Facebook	Welcome MCYSA baseball teams!	33,759
Facebook	Check out Naturally McHenry County's list of fireworks displays	21,989
Instagram	Happy Barn Day! Check out the barn quilts on a scenic drive	631
Instagram	Tornado warning for southwest McHenry County	366
Instagram	Crystal Lake fireworks public safety announcement	362
Twitter	Tornado warning for southwest McHenry County	2,104
Twitter	Tornado watch for McHenry County	1409
Twitter	Check out the McHenry County Craft Beverage Trail	351
LinkedIn	Circuit Clerk's Office preps Macyn Jars for kids at the hospital	1,125
LinkedIn	The County Administrator welcomed BTEC reps with the MCEDC	1,105
LinkedIn	Check out the new employee testimonial videos from MCDH	894

Top 3 Posts by Channel Engagement		
Channel	Post Summary	Engagement Rate
Facebook	MCC gives a sneak peek at the new Foglia Center for Advanced Tech	14.56%
Facebook	MCDH has four puppies that are up for adoption	11.82%
Facebook	Crystal Lake fireworks public safety announcement	9.35%
Instagram	McHenry County Government facilities are closed for July 4	9.86%
Instagram	The County Administrator welcomed BTEC reps with the MCEDC	9.8%
Instagram	The McHenry County Fair is coming	9.24%
Twitter	McHenry County is seeking an IT Support Specialist	8.33%
Twitter	MCDOT has released its latest Five-Year Transportation Program	7.98%
Twitter	Happy Barn Day! Check out the barn quilts on a scenic drive	5.18%
LinkedIn	Taylor Place Apartments groundbreaking celebration	35.66%
LinkedIn	MCDH has announced the recipients of Community Health Grants	21.97%
LinkedIn	MCC gives a sneak peek at the new Foglia Center for Advanced Tech	15.25%