



TO: Administrative Services Committee
FROM: Alicia Schueller, Director of Public Affairs
RE: Communications Report for March 2025
DATE: March 28, 2025

MEMORANDUM

Communications Strategic Plan Update

The HR Department asked communications staff to share a social media post on the County's summer job opportunities that accept high school students. Staff shared this post, and it reached 61,353 Facebook accounts. HR received so many applications that the job posting had to close within a week.

Administration staff opened a Nextdoor account this month. Nextdoor account holders can only post to their own neighborhoods, so accounts reached are likely to be McHenry County residents.

Communications Collaborations

In addition to developing a news release and social media messaging on the Finance Department's latest Distinguished Budget Award, Administration staff assisted five County offices in March including:

- The Circuit Clerk's Office to develop a news release and social media messaging regarding the new Hope Card Program kicking off on March 31, 2025;
- The Veterans Assistance Commission to develop a news release and share social media content to publicize the upcoming Vietnam Veterans Day event and provide sound services;
- The County Clerk to disseminate early voting information;
- The Procurement Department and the McHenry County Economic Development Corporation to develop a news release, social media graphics, a web banner, and messaging to encourage participation in a survey that will inform the distribution of \$1 billion for internet infrastructure; and
- The Planning & Development's Community Development Division to enhance their Lead Safe Homes Program marketing strategy and develop a news release and other communications.

The Department of Health has partnered with the Lake County Department of Health to expand Operation Dropbox to both counties. The departments developed a joint news release to encourage community partners to host drop box locations.

Communications of Note

The Circuit Clerk's news release about the new Hope Card Program was picked up by ABC7 and aired on March 24. The Hope Card Program is a pilot program to give individuals with a plenary order of protection an easier way to carry and prove the existence of their order to law enforcement.

ABC7 also ran a story on the Circuit Clerk's Amnesty Week this past November. To view this story, visit [Amnesty Week November 2024](#).

Follower Growth and Reach

During the month of March, County Administration social media channels have increased their followings by these numbers: Facebook: 399, Instagram: 20, Twitter(X): 6, and LinkedIn: 52. The Facebook channel has achieved approximately 93% of last year's total growth in followers in this year's first quarter.

The County Administration Facebook posts have reached 215,228 accounts which is a 92.4% increase this month over last month. McHenry County Facebook posts have reached 578,352 accounts and have garnered approximately **2.2 million** impressions this year. Instagram posts reached 846 accounts and are down 63.4% compared to last month. Twitter's estimated 10,400 impressions are down 9%, and the County's LinkedIn posts reached 6459 accounts compared to last month's 9440.

Reach and Engagement Metrics

Top 3 Posts by Channel Reach		
Channel	Post Summary	Reach
Facebook	Work has begun on the second phase of the Randall Road Project	134,580
Facebook	MCDOT is hiring high school aged summer help for highway work	61,353
Facebook	Metra is hosting an open house on the new rail yard in Woodstock	41,354
Instagram	McHenry County meets with legislators in Washington D.C.	262
Instagram	Remember Deputy Jake Keltner who passed away 6 years ago today	226
Instagram	Severe storms will be coming into the area	215
Twitter (X)	Severe storms will be coming into the area	829
Twitter (X)	The US' #1 weather-related killer is flash flooding	305
Twitter (X)	Severe storms can fell trees and limbs: avoid windows & exterior rooms	284
LinkedIn	McHenry County meets with legislators in Washington D.C.	1,005
LinkedIn	Thank you PACE and Congressman Foster for our new EV bus	549
LinkedIn	Metra is hosting an open house on the new rail yard in Woodstock	523

**Twitter provides metrics for impressions instead of reach.*

Top 3 Posts by Channel Engagement		
Channel	Post Summary	Engagement Rate
Facebook	McHenry County meets with legislators in Washington D.C.	24.61%
Facebook	Current Illinois flag wins nonbinding flag redesign contest	17.81%
Facebook	Work has begun on the second phase of the Randall Road Project	17.18%
Instagram	Sign up to receive donations for the Operation Dropbox collection	15.38%
Instagram	Thank you PACE and Congressman Foster for our new EV bus	9.22%
Instagram	Take the internet survey to help fund connectivity in McHenry County	9.09%
Twitter (X)	Current Illinois flag wins nonbinding flag redesign contest	7.17%
Twitter (X)	Work has begun on the second phase of the Randall Road Project	7.04%
Twitter (X)	McHenry County is hiring!	5.81%
LinkedIn	McHenry County meets with legislators in Washington D.C.	56.11%
LinkedIn	County Board Members toured Valley Hi's new memory care unit	28.04%
LinkedIn	Thank you PACE and Congressman Foster for our new EV bus	25.49%