



TO: Administrative Services Committee
FROM: Alicia Schueller, Director of Public Affairs
RE: Communications Report for April 2025
DATE: May 2, 2025

MEMORANDUM

Communications Strategic Plan Update

The McHenry County PIO & Communicator Network met this month with a four-member panel of Northwest Herald reporters and editors to learn more about how local government communicators and the press can better work together to share information with our community. Over twenty local communicators from municipalities, school districts, hospitals, and the County participated in this meeting.

Communications Collaborations

County Administration staff collaborated with the following departments and offices on communications:

- The Treasurer's Office to develop social media messaging to help answer frequently asked questions. Staff is also developing a news release, social media content, and website graphics on the upcoming delivery of property tax bills.
- The Regional Office of Education to develop a news release and other messaging to seek applicants for the Regional Office of Education Board of Trustees.
- The Planning & Development's Community Development Division to enhance their Lead Safe Homes Program marketing strategy and develop a news release, social media content, web graphics, and electronic sign content.

Communications of Note

The McHenry County Department of Health and the Lake County Health Department co-launched mirror communications on the start of Operation Dropbox, an initiative to serve veterans in both counties. This year is the first year that Operation Dropbox has been expanded to include Lake County, and the community has the entire month of May to donate items to local veterans and their families.

Follower Growth and Reach

During the month of April, County Administration social media channels have increased their followings by these numbers: Facebook 266, Instagram 37, Twitter/X 3, and LinkedIn 75.

The County Administration Facebook posts have reached 116,354 accounts this month, which is a reduction from last month. Annually, County Administration Facebook posts have reached 635,557 accounts and have garnered approximately **2.5 million** impressions. Instagram posts reached 1,108 accounts, an increase compared to last month, but Twitter/X's estimated 9,700 impressions are down. County Administration's LinkedIn posts reached 12,011 accounts, an increase over last month.

Reach and Engagement Metrics

Top 3 Posts by Channel Reach		
Channel	Post Summary	Reach
Facebook	Remove Spongy Moth egg masses	67,703
Facebook	Honey obtained her official therapy dog certification	20,703
Facebook	Learn about the 35 McHenry County Conservation District sites	17,627
Instagram	Sheriff Tadelman testified about the PSW Program in Springfield	258
Instagram	Weather watch v. warning	257
Instagram	Chairman Buehler's Committee of the Whole Remarks	243
Twitter (X)	Wild weather anticipated	378
Twitter (X)	Don't rely on just one way to get your severe weather alerts	368
Twitter (X)	Attend the Workforce Network's Job Fair Apr. 30	279
LinkedIn	Honey obtained her official therapy dog certification	3883
LinkedIn	Thank you Dr. Hafiz for your 20 years of service!	1764
LinkedIn	Naturally McHenry County has moved to the Old Courthouse	984

*Twitter provides metrics for impressions instead of reach.

Top 3 Posts by Channel Engagement		
Channel	Post Summary	Engagement Rate
Facebook	Visit the County's webpage to see election results	21.86%
Facebook	Board Members met at Old Courthouse to develop the Strategic Plan	21.32%
Facebook	Thank you Dr. Hafiz for your 20 years of service!	17.44%
Instagram	Did you know MCRide can take you anywhere in McHenry County?	8.68%
Instagram	Thirty-five MCCR sites are waiting for you to discover them	7.89%
Instagram	Honey obtained her official therapy dog certification	7.64%
Twitter (X)	Today is election day- polling places are open until 7 p.m.	11.76%
Twitter (X)	McHenry County is hiring #FindajobFriday	8.03%
Twitter (X)	Visit the County's webpage to see election results	7.43%
LinkedIn	Board Members met at Old Courthouse to develop the Strategic Plan	30.46%
LinkedIn	Rolling Thunder gifted a Chair of Honor to commemorate MIA soldiers	28.3%
LinkedIn	Thank you Norm Vinton for your service to McHenry County	16.44%