



TO: Administrative Services Committee
FROM: Alicia Schueller, Director of Public Affairs
RE: Communications Report for August 2025
DATE: August 29, 2025

MEMORANDUM

Communications Strategic Plan Update

County communications personnel met on Aug. 4 to review accomplishments as well as demographic and resource data to begin the communications strategic planning process. Staff will meet again on Sept. 8 to continue the planning process and develop proposed goals and objectives. County Board Members and elected officials are encouraged to reach out to me with their ideas for inclusion in the draft plan by Sept. 30. The draft plan will later be presented to the Administrative Services Committee and the County Board for approval or revision.

Communications Collaborations

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

- The Treasurer's Office for news releases, social media content, web graphics, e-newsletter stories, and electronic sign messaging on the Sept. 10 second installment due date for property taxes and the Oct. 14 due date for mobile home property tax payments;
- The Circuit Clerk's Office to distribute a news release and develop social media and e-newsletter content on the upcoming Amnesty Week for unpaid traffic tickets and past due criminal case fines; and
- MCEDC to promote the McHenry County Enterprise Zone and its job creation potential.

County Administration and IT staff have also been working to plan McHenry County's compliance with the new online Americans with Disabilities Act regulations which will come into effect Apr. 24, 2026. Staff convened the first meeting with representatives from various offices and departments to develop trainings and begin the accessibility transition process. The new ADA regulations will require employees posting content online to change the ways they use Microsoft Office programs,.pdf applications, and other software. The regulations also apply to social media pages and web apps.

Communications of Note

County Administration, EMA and municipal staff joined with state, federal, and other county governments to share information and assess damage from the Aug. 16 to 19 storms. Together, the parties shared unified news releases, social media content and other messaging to encourage impacted residents to complete the State's damage assessment, seek replacements for damaged foods if they were purchased with Link benefits, and avoid potential scams. These messages were distributed to the McHenry County PIO network and were widely shared. The Northwest Herald also included the survey information in one of its stories, too.

County Administration and EMA staff also collaborated with IEMA to distribute a unified release about the property damage assessment teams that would be present in McHenry County on Sept. 3.

Follower Growth and Reach

During the month of July, County Administration social media channels have increased their followings by these numbers: Facebook 128, Instagram 24, Twitter/X 13, and LinkedIn 53.

The County Administration Facebook posts have reached 122,787 accounts this month, which is an increase from last month. Annually, County Administration Facebook posts have reached 796,045 accounts and have garnered over 3.65 million impressions. The Administration LinkedIn account has also increased its reach compared to last month for a total of 10,325 accounts, but the Instagram and Twitter/X accounts have both decreased their reach for a respective total of 6,516 and 9,300 accounts.

Reach and Engagement Metrics

Top 3 Posts by Channel Reach

Channel	Post Summary	Reach
Facebook	Metra has temporarily cancelled 4 UP-NW Line trains for rail project	70,073
Facebook	School bus stopping refresher guide	11,962
Facebook	Keep your kids safe and don't share too much info on social media	9,769
Instagram	Keep your kids safe and don't share too much info on social media	312
Instagram	Metra has temporarily cancelled 4 UP-NW Line trains for rail project	291
Instagram	Metra has temporarily cancelled 4 UP-NW Line trains for rail project	232
Twitter (X)	NWS has issued a Severe Thunderstorm Watch	345
Twitter (X)	Metra has temporarily cancelled 4 UP-NW Line trains for rail project	228
Twitter (X)	Join Chairman Buehler for the video edition of his remarks to the Board	223
LinkedIn	County Administrator Austin announces his retirement in Jan. of 2026	5,476
LinkedIn	The County Board proclaims August Emergency Management Month	570
LinkedIn	Brian Sager was recognized for serving 50 years at the State Fair	486

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

Top 3 Posts by Channel Engagement

Channel	Post Summary	Engagement Rate
Facebook	What vaccinations do your kids need for preschool?	30.33%
Facebook	McHenry County government is hiring. #work4McH	18.25%
Facebook	Brian Sager was recognized for serving 50 years at the State Fair	16.19%
Instagram	Reduced Water Testing Fee for the month of August	5.1%
Instagram	NWS has issued a Severe Thunderstorm Watch	4.5%
Instagram	Congrats to the 80 students who completed manufacturing internships	4.43%
Twitter (X)	McHenry County government is hiring. #work4McH	5.45%
Twitter (X)	Metra has temporarily cancelled 4 UP-NW Line trains for rail project	5.26%
Twitter (X)	The Sheriff's Office is seeking Citizens Police Academy applicants	3.85%
LinkedIn	Thank you to local PIOs for learning about emergency management	19.37%
LinkedIn	Join Birth to Five to learn more about childcare issues	18.8%
LinkedIn	Sheriff's Office wins 2 nd in IL Assoc. of Chiefs of Police challenge	15.79%