

# Communication Services

## What are we tracking?



- P1: Media coverage from news releases
- P2: Website requests completed
- P3: Post videos on social media



Check out the county on social media!

## Things that make you go Hmmm...



- Increase webpage visits – Clayton County, GA
- Host 12 live events on social media every year - Arapahoe County, CO
- Increase responses/interactions on social media by 10% annually – Glendale, AZ



## What are our peers tracking?



- Media coverage from news releases – Austin, TX
- Increase press releases by 5% quarterly – County of Cumberland, NC
- Satisfaction with information for online programs – Durham County, NC
- Increase users of social media by 10% quarterly – Tempe, AZ

