

## **Communications Specialist Year-End Report Todd Luck**

Actively shared, posted and generated content for the County's Facebook and Twitter pages, that previously just had automatic posts of website stories. This has allowed the county to inform the public about county events and services, preparedness information during incimate weather, and the accomplishments of the county and its staff.

Increased the Likes on the county's Facebook from 982 likes on Nov. 16, 2018 to 2,106 likes on Nov. 12, 2019 (Followers increased from 991 on Nov. 17, 2018 to 2,238 on Nov.12, 2019).

County Twitter gained 393 followers from Nov. 2018 - Oct. 2019. Impressions increased from 10.2k in Nov. 2018 to 11.6k in Oct. 2019.

Created an archive of photos of the county commissioners, county employees, county events and county assets.

Used the county's Flickr account to make the county's public photos available to the public.

Wrote bios for the county commissioners and I'm working on bios for department heads.

Generated press releases and web stories for the county, several of which were run by local media outlets and blogs, or resulted in coverage of a county event like the Stepping Up Graduation.

Edited web stories for the county web page.

Shot and edited video at several county events for social media and departmental use.

Assisted with the creation of the Airport Beacon Newsletter by coordinating with the print shop and Keith Spencer (MIS' graphic designer) as well as writing and editing content for it.

**Job Duty:** Focus of work is 50% content development, 25% social media, 20% special projects, and 5% organize a PIO work group.

**Expectations:** Review and edit web page content updates and create three new news items each week. Overhaul our stagnant social media presence to better make the public aware of county services and events. Organize a PIO work group for the purposes of sharing ideas and information and to improve communication across departments. Keep a record of daily activities.

**Comments:** Todd has done an outstanding job in all areas of this broad job duty.

**Content Development:** Todd generated press releases and wrote over 210 web stories for the county this year, several of which were run by local media outlets and blogs, or resulted in other media outlets covering county events like the Stepping Up Graduation. Todd also reviewed 400 or more additional stories for content before approving them for posting.

**Social Media:** Todd has very actively shared, posted and generated content for the County's Facebook and Twitter pages to inform the public about county events and services, to share preparedness information during inclement weather, and to highlight the accomplishments of the county and its staff. As a result the county's Facebook followers increased by 126%, from 991 on Nov. 17, 2018 to 2,238 on Nov.12, 2019. The county's Twitter account gained 393 additional followers this year. Todd also made more event photos available to the public through the use of our Flickr account.

**Special Projects:** Wrote bios for the county commissioners and currently working on bios for department heads. Shot and edited video at several county events for social media and departmental use. Assisted with the creation of the Airport Beacon Newsletter by coordinating with the print shop and Keith Spencer (MIS' graphic designer) as well as writing and editing content for it. Wrote content for the HR employee's newsletter. Created an archive of photos of the county commissioners, county employees, county events and county assets.

**PIO Work Group:** Todd meets monthly with the PIO's from Public Health, FCSO, Library and Parks, with the MIS web team also present. This group has bonded and share freely the challenges and concerns from their department's perspective, with discussion on how to cross support each other.

Todd has done a great job of maintaining a document of primary tasks and accomplishments each week of this past year. That document is now 24 pages long!

Todd has handled each of these tasks in a professional and efficient manner, and the result is that the county's website and social media presence are greatly enhanced with positive, informative content. Additionally, Todd's work has made many county employees, teams, and departments feel valued as he has highlighted their achievements and advertised their events.