

# Office of Public Affairs

## FY 2015 Adopted Budget Plan: Performance Measures

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### Public Affairs

#### Objective

To increase the County's Facebook reach (main account) by 10 percent in order to provide important information to residents, businesses and the media.

#### Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2011 Actual	FY 2012 Actual	FY 2013 Estimate/Actual	FY 2014	FY 2015
<b>Output</b>					
Facebook reach (main account)	NA	785,017	NA / 1,644,911	1,809,402	1,990,342
<b>Efficiency</b>					
Facebook reach per dedicated FTE	NA	314,007	NA / 657,964	724,000	796,000
<b>Service Quality</b>					
Percent satisfied with main County Facebook information	NA	NA	NA / 80%	80%	80%
<b>Outcome</b>					
Percent change in Facebook reach (main account)	NA	NA	NA / 109.5%	10.0%	10.0%