

Office of Public Affairs

FY 2025 Advertised Budget Plan: Performance Measures

Public Affairs

Objective

To maintain the County's Facebook reach (main account) at 4 million in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	FY 2021 Actual	FY 2022 Actual	FY 2023 Estimate	FY 2023 Actual	FY 2024 Estimate	FY 2025 Estimate
Output						
Facebook reach (main account)	9,965,751	7,400,000	8,000,000	5,145,982	4,800,000	4,600,000
Efficiency						
Facebook reach per dedicated FTE ¹	13,287,668	9,866,667	10,666,667	10,291,964	9,600,000	9,200,000
Service Quality						
Percent satisfied with main County Facebook information	NA	NA	NA	NA	NA	NA
Outcome						
Percent change in Facebook reach (main account)	(0.3%)	25.7%	(8.1%)	30.5%	6.7%	4.2%

¹ Due to different full-time equivalent (FTE) staff dedicated to publishing Facebook content, Facebook reach per dedicated FTE varies over the reporting years.