

Office of Public Affairs

FY 2017 Adopted Budget Plan: Performance Measures

Public Affairs

Objective

To increase the County's Facebook reach (main account) by 30 percent in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2013 Actual	FY 2014 Actual	FY 2015 Estimate/Actual	FY 2016	FY 2017
Output					
Facebook reach (main account)	1,644,911	2,161,533	2,377,686 / 4,478,701	5,000,000	6,500,000
Efficiency					
Facebook reach per dedicated FTE	657,964	864,613	951,074 / 1,791,480	2,000,000	2,600,000
Service Quality					
Percent satisfied with main County Facebook information	80%	92%	92% / 85%	85%	85%
Outcome					
Percent change in Facebook reach (main account)	109.5%	31.4%	10.0% / 107.2%	11.6%	30.0%