

Office of Public Affairs

FY 2021 Advertised Budget Plan: Performance Measures

Public Affairs

Objective

To maintain the County's Facebook reach (main account) at 6 million in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2017 Actual	FY 2018 Actual	FY 2019 Estimate/Actual	FY 2020	FY 2021
Output					
Facebook reach (main account)	7,289,177	5,605,856	6,000,000/5,046,642	5,000,000	5,000,000
Efficiency					
Facebook reach per dedicated FTE	2,915,671	7,474,475	8,000,000/3,364,428	2,500,000	2,500,000
Service Quality					
Percent satisfied with main County Facebook information	89%	85%	87%/91%	90%	90%
Outcome					
Percent change in Facebook reach (main account)	(6.7%)	(23.1%)	7.0%/(9.9%)	0.9%	0.0%