

# Office of Public Affairs

## FY 2022 Adopted 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	FY 2018 Actual	FY 2019 Actual	FY 2020 Estimate	FY 2020 Actual	FY 2021 Estimate	FY 2022 Estimate
<b>Output</b>						
Facebook reach (main account)	5,605,856	5,046,642	5,000,000	10,000,000	12,000,000	12,000,000
<b>Efficiency</b>						
Facebook reach per dedicated FTE	7,474,475	3,364,428	2,500,000	4,000,000	4,800,000	4,800,000
<b>Service Quality</b>						
Percent satisfied with main County Facebook information	85%	91%	90%	NA	NA	NA
<b>Outcome</b>						
Percent change in Facebook reach (main account)	(23.1%)	(9.9%)	(0.9%)	98.1%	20.0%	20.0%