

Office of Public Affairs

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