

# Office of Public Affairs

## FY 2024 Advertised Budget Plan: Performance Measures

### Public Affairs

#### Objective

To maintain the County's Facebook reach (main account) at 8 million in order to provide important information to residents, businesses and the media.

#### Performance Indicators

Indicator	FY 2020 Actual	FY 2021 Actual	FY 2022 Estimate	FY 2022 Actual	FY 2023 Estimate	FY 2024 Estimate
<b>Output</b>						
Facebook reach (main account)	10,000,000	9,965,751	10,500,000	7,400,000	8,000,000	8,000,000
<b>Efficiency</b>						
Facebook reach per dedicated FTE <sup>1</sup>	4,000,000	13,287,668	4,200,000	9,866,667	10,666,667	10,666,667
<b>Service Quality</b>						
Percent satisfied with main County Facebook information	NA	NA	NA	NA	NA	NA
<b>Outcome</b>						
Percent change in Facebook reach (main account)	98.1%	(0.3%)	5.3%	25.7%	(8.1%)	14.3%

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