

# Office of Public Affairs

## FY 2019 Advertised Budget Plan: Performance Measures

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### Public Affairs

#### Objective

To increase the County's Facebook reach (main account) by 1.5 percent in order to provide important information to residents, businesses and the media.

#### Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2015 Actual	FY 2016 Actual	FY 2017 Estimate/Actual	FY 2018	FY 2019
<b>Output</b>					
Facebook reach (main account)	4,478,701	7,816,731	8,000,000 / 7,289,177	7,398,515	7,509,493
<b>Efficiency</b>					
Facebook reach per dedicated FTE	1,791,480	3,126,692	3,200,000 / 2,915,671	2,959,406	3,003,797
<b>Service Quality</b>					
Percent satisfied with main County Facebook information	85%	97%	90% / 89%	90%	90%
<b>Outcome</b>					
Percent change in Facebook reach (main account)	107.2%	74.5%	2.3% / (6.7%)	1.5%	1.5%