

Office of Public Affairs

FY 2018 Adopted Budget Plan: Performance Measures

Public Affairs

Objective

To increase the County's Facebook reach (main account) by 12.5 percent in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2014 Actual	FY 2015 Actual	FY 2016 Estimate/Actual	FY 2017	FY 2018
Output					
Facebook reach (main account)	2,161,533	4,478,701	5,000,000 / 7,816,731	8,000,000	9,000,000
Efficiency					
Facebook reach per dedicated FTE	864,613	1,791,480	2,000,000 / 3,126,692	3,200,000	3,600,000
Service Quality					
Percent satisfied with main County Facebook information	92%	85%	85% / 97%	90%	90%
Outcome					
Percent change in Facebook reach (main account)	31.4%	107.2%	11.6% / 74.5%	2.3%	12.5%