

Office of Public Affairs

FY 2023 Advertised Budget Plan: Performance Measures

Public Affairs

Objective

To maintain the County's Facebook reach (main account) at 10 million in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	FY 2019 Actual	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Estimate	FY 2023 Estimate
Output						
Facebook reach (main account)	5,046,642	10,000,000	12,000,000	9,965,751	10,500,000	12,000,000
Efficiency						
Facebook reach per dedicated FTE ¹	3,364,428	4,000,000	4,800,000	13,287,668	4,200,000	4,800,000
Service Quality						
Percent satisfied with main County Facebook information	91%	NA	NA	NA	NA	NA
Outcome						
Percent change in Facebook reach (main account)	(9.9%)	98.1%	20.0%	(0.3%)	5.3%	14.3%

¹ Due to the hiring freeze implemented in FY 2021, only 0.75 full-time equivalent (FTE) staff were dedicated to publishing Facebook content. OPA typically assigns 2.5 FTE to this task, so the vacancies resulted in higher than anticipated reach for Facebook communications. The vacant positions are anticipated to be filled during FY 2022 and remain filled through FY 2023 which will enable the creation of more content and drive more traffic to the Facebook page.