



OFFICE OF THE BOARD OF COMMISSIONERS

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NEWS RELEASE

Date: 07/16/14

Contact: Jennifer Finch, 970-336-7203

Re: Facebook Milestone

WELD COUNTY FACEBOOK PAGE TOPS 12,500 LIKES IN ITS FIRST YEAR

WELD COUNTY, CO – The Weld County Facebook page, which recently won a Meritorious Award from the National Association of County Information Officers, passed a social media milestone this month when the page received its 12,500th “Like”.

“It is amazing how our Facebook audience has grown,” said Commissioner Chairman Douglas Rademacher.

One year ago, the Board of Commissioners approved a group of select county employees from various departments to use Facebook as a platform to share information with the public. That platform proved to be extremely useful during the 2013 September flood.

“We knew we needed to start using social media,” said Commissioner William Garcia. “So we approved our policy last summer and starting sharing information on it while slowly building our audience. Then, the flood hit.”

On September 11th the page had received 185 “Likes”. On week later, the page had received more than 11,000 “Likes”.

“We saw first-hand the importance and value of social media as a way to quickly communicate information to our residents,” said Commissioner Barbara Kirkmeyer. “Our page became a primary source of emergency related information for residents throughout the county.”

Fully expecting the number of “Likes” would decrease once day-to-day county-related information resumed posting to the site, the county social media posters were surprised that the opposite occurred.

“We had a small dip right after the flood, but over the last six months we have seen steady growth,” said Commissioner Sean Conway.

During the 2013 spring run-off, the page again saw a new surge of “Likes” and hit the 12,000 mark on June 2.

“Facebook has been a great tool for us,” said Commissioner Mike Freeman. “It not only provides another avenue for the county to share information with the public but also allows the public to interact with our staff, which has been a positive aspect of social media use.”

“We hope to continue to build our Facebook audience,” said Rademacher. “We hope the residents continue to use the page as a resource – as a way to connect and interact with their county government.”

(Interesting Weld County Facebook stats on following page)

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Weld County Facebook STATS & FACTS

- ❖ The first official post was made by the Health Department on July 23, 2013.
- ❖ To date, the county has released more than **1,021** posts.
- ❖ The county Twitter page is linked directly to the Facebook page, making sure everyone receives the same information regardless of the platform they are using.  The county has 452 followers on Twitter.



From September 11 to September 19, the number of “Likes” rose almost **6,000%**

- ❖ On average, the county posts **10** items to Facebook a week
- ❖ Two topics that are currently the most popular on our page: **WEEDS** and **JOBS**

- ❖  Post with the most views: the Greeley earthquake post (reposted from KUSA Channel 9) which reached more than **70,700** people

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