



# Communications Budget 2026-2027



Cuyahoga County

# OUR **MISSION**

- Ensure transparent, timely, and engaging communication with residents, media, stakeholders, and staff
- Strengthen the County's brand and reputation and foster trust in County government
- Amplify programs, services and the Executive's priorities



# COMMUNICATIONS **BUDGET**

**2026: \$1.19 million**

**2027: \$1.21 million**

Increases include:

- 2% Cost of Living adjustments
- 10% Employer's Share of Health Coverage

# COMMUNICATIONS BUDGET

EXPENDITURES	2023 Actual	2024 Actual	2025 Mid-year Forecast	2026 Executive Recommended Budget	2027 Executive Recommended Budget
Personnel Services	\$792,332	\$1,222,751	\$1,107,395	\$1,021,881	\$1,045,272
Other Expenses	\$18,071	\$169,907	\$149,415	\$169,906	\$169,906
<b>Total</b>	<b>\$810,403</b>	<b>\$1,392,658</b>	<b>\$1,256,810</b>	<b>\$1,191,787</b>	<b>\$1,215,178</b>
Staff Count	6	7	8	8	8



## External Communication

- Paid & Earned Media
- Media Releases
- Targeted Media Outreach
- Executive Newsletter
- News Conferences & Events

## Internal Communication

- In the Know
- Homepages
- Intranet
- Website Management

## Multimedia Production

- Videos
- Photos & Headshots

## Graphic Design

- Marketing Materials



# COMMUNICATIONS DEPARTMENT **FUNCTIONS**

Monthly Department/  
Agency Meetings

# ACHIEVEMENTS (SINCE AUGUST 2023)


Coordinated high-profile announcements & media coverage  
100+News Releases & News Conferences

### MENTAL HEALTH

RESPONSE PROGRAM

July 9, 2025


Livestream starting at 9 am  
@Cuyahoga County Socials




### Property Tax Support: A Call for Action

August 27, 2024

Livestream starting at 10 am  
Cuyahoga County Socials





### FRESHWATER INSTITUTE

## Learn to Swim Program

January 29, 2025

Livestream starting at 11 am  
Cuyahoga County Socials





### Climate Pollution Reduction Grant

July 26, 2024

Livestream starting at 9 am  
Cuyahoga County Socials





### Community Conversation: Medicaid and SNAP Changes

September 8, 2025

Livestream starting at 5 pm @Cuyahoga County Socials





### SNAP Benefits: Local Government Response

October 31, 2025

Livestream starting at 11 am  
@cuyahogacounty Socials







# ACHIEVEMENTS (SINCE AUGUST 2023)

## Telling the County's Story

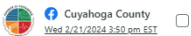


- Understanding Your Tax Bill: **4.7K views**
- Office of Small Business: **653 views**
- Superman Day: **729 views**
- Men's Shelter Additon Opening: **559 views**
- Adoption Month: **413 views**
- Shop Local & BYOB: **263 views**
- Ready to Go Solar: **117 views**

# ACHIEVEMENTS (SINCE AUGUST 2023)

## Engaging Social Media Posts

### Facebook




Cuyahoga County

Wed 2/21/2024 3:50 am EST

UPDATE: Police tell us the mother of the little boy has been located.

...



Total Engagements21,565


Reactions1,489

Comments432

Shares764

Post Link Clicks7


Other Post Clicks18,873



Cuyahoga County

Sat 6/1/2024 11:22 am EDT

Pride in the CLE Cuyahoga County Health and Human Services Cuyahoga County Sheriff



Total Engagements12,667


Reactions2,527

Comments3,351

Shares74

Post Link Clicks4


Other Post Clicks6,711



Cuyahoga County

Thu 7/11/2024 9:00 am EDT

If you have concerns about your proposed property values, consider your options to contest your valuation...



Total Engagements8,860

Reactions473


Comments482

Shares204

Post Link Clicks174

Other Post Clicks7,527


### Instagram



cuyahogacounty

Sun 8/11/2024 12:18 pm EDT

This morning, the Executive and Council President affirmed their commitment to keep the Browns in...




Total Engagements340

Likes229

Comments21

Shares76

Saves14




cuyahogacounty

Wed 2/21/2024 3:43 pm EST

UPDATE: Police tell us the mother of the little boy has been located.

...




Total Engagements311

Likes280

Comments20

Shares—

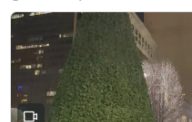
Saves11



cuyahogacounty

Sat 11/30/2024 7:26 pm EST

Happy Holidays, Cuyahoga! May your holiday season shine as bright as @ClePublicSquare #WinterLandCLE



Total Engagements280


Likes259

Comments2

Shares16

Saves3

### YouTube




CuyahogaCounty

Tue 6/18/2024 9:31 am EDT

2024.06.18 Council Meeting

For more information please visit: ...



Total Engagements138


Reactions14

Comments13

Shares103

Other Post Clicks0

Subscribers Gained from Video8




CuyahogaCounty

Tue 7/2/2024 9:22 am EDT

2024.07.02 Council Meeting

For more information please visit: ...



Total Engagements81


Reactions6

Comments16

Shares57

Other Post Clicks0

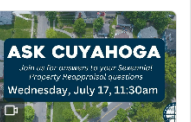
Subscribers Gained from Video2



CuyahogaCounty

Thu 7/18/2024 12:16 pm EDT

Ask Cuyahoga: Sexennial Property R... Got your Proposed Valuation Notice? Check how the new value will change...



Total Engagements45

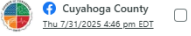
Reactions5

Comments4

Shares32

Other Post Clicks0


Subscribers Gained from Video4



Cuyahoga County

Thu 7/11/2025 4:46 am EDT

From all of us at Cuyahoga County, we extend our deepest condolences to the family, friends, and fellow officers of...



Total Engagements41,509

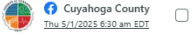
Reactions1,982

Comments80

Shares105

Post Link Clicks4


Other Post Clicks39,338



Cuyahoga County

Thu 6/1/2025 6:30 am EDT

Make plans to Rediscover Veterans Men Bridge! The historic bridge will be open public on Saturday, June 21, for self-qui



Total Engagements30,422

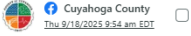
Reactions5,509

Comments649

Shares1,052

Post Link Clicks2,092


Other Post Clicks21,120



Cuyahoga County

Thu 9/18/2025 9:54 am EDT

Today, 25,000 kids across Cuyahoga Coi their fathers, grandfathers, stepfathers a of the 20th annual Fathers Walk! Led by



Total Engagements26,346

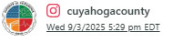
Reactions3,816

Comments222

Shares385

Post Link Clicks34


Other Post Clicks21,889



cuyahogacounty

Wed 9/3/2025 5:29 pm EDT

The 2025 Forfeited Lands Sale continues Sept. 4 at @cleconventions . Cuyahoga County works hard in man...



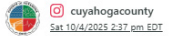
Total Engagements3,170

Likes1,291

Comments34

Shares1,364


Saves481



cuyahogacounty

Sat 10/4/2025 2:37 pm EDT

Today at Rivergate Park, 750 Great Lakes sturgeon were released into the Cuyahoga River as part of Sturgeon...



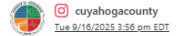
Total Engagements3,074

Likes2,069

Comments42

Shares895


Saves68



cuyahogacounty

Tue 9/16/2025 3:56 pm EDT

The WNBA is officially BACK in Cleveland and Cuyahoga County! From the legendary Rockers to this brand...




Total Engagements700

Likes664

Comments4

Shares28


Saves4



CuyahogaCounty

Mon 9/8/2025 7:11 pm EDT

Community Conversation: Medicaid ... CUYAHOGA COUNTY, OH —Cuyahoga Job and Family Services Director Kevi...



Total Engagements197


Reactions27

Comments1

Shares136

Other Post Clicks0


Subscribers Gained from Video33



CuyahogaCounty

Wed 4/23/2025 4:03 pm EDT

2025.04.23 News Conference Mark C... CUYAHOGA COUNTY, OH — Child abuse is preventable, but it takes...



Total Engagements49


Reactions10

Comments6

Shares29

Other Post Clicks0


Subscribers Gained from Video4



CuyahogaCounty

Wed 1/29/2025 11:29 am EST

Cuyahoga County Fresh Water Instit... CUYAHOGA COUNTY, OH - The Cuyahoga County Fresh Water Institu...



Total Engagements44

Reactions7

Comments0

Shares34

Other Post Clicks0

Subscribers Gained from Video3





**CUYAHOGA COUNTY**  
ADMINISTRATIVE HEADQUARTERS

**THANK YOU**



Cuyahoga County