



COMMITTEE OF THE WHOLE AGENDA

COUNTY BOARD ROOM  
GOVERNMENT CENTER  
RED WING, MN

APRIL 2, 2024

9:30 A.M.

(OR IMMEDIATELY FOLLOWING THE COUNTY BOARD MEETING)

**Join on your computer, mobile app or room device**

[Click here to join the meeting](#)

Meeting ID: 266 673 214 074

Passcode: wknxqK

OR CALL IN

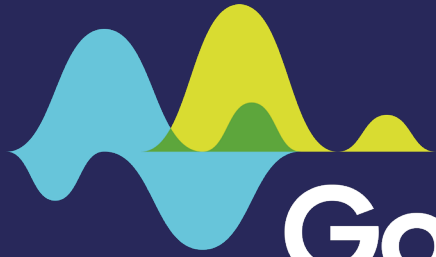
+1 872-240-8960,,925976225#

PHONE CONFERENCE ID: 925 976 225#

2023 Communications Update

Documents:

[2023 Comms. Update.pdf](#)



**Goodhue  
County**  
MINNESOTA

**2023**  
**Comms. Update**

# Been busy...

# Road Map

- Social Media
- Projects
  - Branding
  - Website
  - Content Library
- What's next?

# Social Media

# Facebook

- @GoodhueCountyMN

- 2022

- Reach: 18,400
- Visits: 3,500
- Follows: 168

- 2023

- Reach: 78,100 +328.8%
- Views: 10,500 +199.1%
- Follows: 350 +108.3%

- @GoodhueCountyPublicWorks

- 2022

- Reach: 22,800
- Visits: 3,100
- Follows: 140

- 2023

- Reach: 28,000 +22.7%
- Visits: 5,300 +72.4%
- Follows: 204 +45.7%

# Other Socials

- Instagram, X, and LinkedIn
- Performance is up

# Branding



# Website

# Content Library

# Next Steps

# Questions?