



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Montgomery County

Program Title: Thank You Veterans

Program Category: Communications

CONTACT INFORMATION

Name: Jennifer T. Harris

Title: Public Information Director

Department: Public Information

Telephone: 540-381-6887 Website: www.montva.com

Email: harrisjt@montgomerycountyva.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: F. Craig Meadows

Title: County Administrator

Signature: 

Thank You Veterans

Montgomery County, VA

VACo Achievement Awards Program Category: Communications

Executive Summary

In an effort to thank all Montgomery County employees who are veterans, the Public Information Office created a video with two main components: first, honoring employees who are veterans with a picture of them in uniform and listing their military branch and years of military service, and second, allowing employees who are not veterans to say “Thank You” to their colleagues who are veterans.

To accomplish this, a call to action was distributed to all county employees asking them to please take a moment to film a quick “Thank You” message to their colleagues who are veterans. At the same time, we asked all employees who are veterans to please submit pictures of themselves in uniform and provide their military branch and years of service to the Public Information Office.

The combined efforts resulted in a series of four “Thank You” videos that were published on the county’s website, the county’s intranet, and on the county’s social media platforms. The veterans who opted to be recognized represented 242 cumulative years of service in various branches to include the Marine Corps, Air Force, National Guard, Army, and Navy. Three employees who were honored were on active duty, with one being deployed to Poland at the time of the video shoot. All seven of Montgomery County’s elected Board of Supervisors as well as the County Administrator were filmed thanking county employees who are veterans.

Goal

Recognize, thank, and honor Montgomery County employees who are veterans in the form of a series of videos during the month of November.

Overview

The Public Information Office enlisted the help of Montgomery County staff to honor fellow employees who are veterans. Employees county-wide were invited to participate in a video to say “Thank You” to those who served in our country’s armed forces. Though initially conceived as a single video, the participation from employees was so great that “Thank You, Veterans” developed into a series of videos. In total, more than 30 employees and 25 veterans participated in the project.

Photos of employees during their time in service were provided to the Public Information Office, and individual present-day portraits were taken of employees during a designated time, which included a special photo shoot for the Sheriff’s Office.

The first in the series of four “Thank You” videos was launched through a news release (link to release: <https://www.montgomerycountyva.gov/pinews/?FeedID=3036>) that was published on the county’s website and distributed to all local media outlets on November 8, 2017. Each day following the November 8 launch another video was published to the county’s social media platforms as well as shared on the county’s intranet, with the fourth video being distributed publically on Veteran’s Day (11/11).

As for social media engagement, from November 8, 2017 to November 11, 2017, a new video was posted on the county’s Facebook page (www.facebook.com/montgomeryva) each day. The impact of the videos is impressive. Each video’s organic, unpaid reach was between 8,000

and more than 10,500. Overall, views ranged from 2,400 to 4,700. It is significant to note that the county's Facebook followers and page likes at that time were less than 1,200 each.

The veterans who opted to be recognized represented 242 cumulative years of service in various branches to include the Marine Corps, Air Force, National Guard, Army, and Navy. Three employees who were honored were on active duty, with one being deployed to Poland at the time of the video shoot. Included in the 30 county employees who thanked their colleagues for their service to our country were all seven of Montgomery County's elected Board of Supervisors as well as the County Administrator.

Budget

Assigning a dollar amount or budget to this project is challenging. There was no set budget for this project other than hours spent by the Public Information Office staff of three employees photographing employees who are veterans and filming and editing the series of four "Thank You" videos, followed by writing and distributing a news release and sharing the series of "Thank You" videos to the county's website and intranet, as well as the county's social media platforms. In all, the Public Information Team of three employees estimates a combined total of approximately 33 hours of time over the span of four weeks was spent on this project, with about 30 hours being dedicated exclusively to photography, videography, and editing.

Results

This project resulted in much engagement on social media as well as built goodwill among Montgomery County employees, and most importantly accomplished our goal of honoring county employees who are veterans. In total, 25 veterans participated in the project and more than 30 employees were filmed saying "thank you" to include the county's seven elected Board of Supervisors and the County Administrator.

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In total, videos from the series were shared over 175 times and reactions (likes, loves, thumbs up, etc.) reached 210. During this time, we gained 67 more page followers. According to Facebook, that is an increase of 3,250%!

Here’s that information in chart form:

CATEGORY	QUANTITY
Reach	8,000-10,500
Views	2,400-4,700
Shared	175+
Reactions	210
Page followers/likes	< 1,200
Followers gained	67

The videos on Facebook can be found here:

<https://www.facebook.com/montgomeryva/videos/1494284537314036/>

<https://www.facebook.com/montgomeryva/videos/1494878243921332/>

<https://www.facebook.com/montgomeryva/videos/1494866143922542/>

<https://www.facebook.com/montgomeryva/videos/1494871243922032/>

The videos on YouTube can be found here:

https://www.youtube.com/watch?v=vPiF7m_MF9c&t=2s

https://www.youtube.com/watch?v=U68mufBY_QU&t=10s

<https://www.youtube.com/watch?v=XYSOFPg-BUE&t=1s>

<https://www.youtube.com/watch?v=JAK5qJY0nIg&t=10s>

Internal flier distributed to county employees:



THANKING OUR VETERANS

☆☆☆
WE NEED YOUR HELP TO PRODUCE A
VIDEO IN HONOR OF VETERANS DAY
AND COUNTY EMPLOYEES WHO
HAVE SERVED.

☆☆ VETERANS

If you have a photo of yourself in uniform from your time in service, please email it to aguilardt@montgomerycountyva.gov by Oct. 13. Please include your branch(es) of service and the years of when you served. Ex. Army, 1995-2010. Contact Derley Aguilar in the Public Information Office at 394-2120 x 4104 for assistance.

We would also like to snap a present-day photo of you. See below for dates and times.

☆☆ EMPLOYEES

County employees are invited to participate in the video by saying "Thanks" to our veterans on camera.

☆☆ PHOTOS AND VIDEO

Stop by one of the following times to have your photo or video taken.

- Wednesday, Oct. 4, 2-3:30pm, Public Safety Building
- Tuesday, Oct. 10, 9:30-11am, Government Center


The news release for this project can be found here:

<https://www.montgomerycountyva.gov/pinews/?FeedID=3036>

Facebook post examples:



Facebook statistics:

Your 5 Most Recent Posts						
Published	Post	Type	Targeting	Reach	Engagement	Promote
11/11/2017 10:30 am	 Happy #VeteransDay! To all veterans, we appreciate your			8.1K 	460 243 	Boost Post
11/10/2017 4:00 pm	 To all veterans, we thank you for your service! Our veterans have			8.8K 	678 263 	Boost Post
11/09/2017 4:30 pm	 As #VeteransDay nears, we wanted to honor those who have			9.2K 	593 293 	Boost Post
11/08/2017 4:58 pm	 As we approach Veterans Day, we would like to thank all			10.6K 	804 470 	Boost Post
11/06/2017 8:55 am	 FYI: If you vote at Town of Christiansburg, VA Rec Center			409 	13 3 	Boost Post

See All Posts

Page Summary Last 7 days +

Export Data

Results from Nov 06, 2017 - Nov 12, 2017

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

