

LGFCU Excellence in Innovation Award Project Evaluation

Project ID	PIP-12
Title of Program	Stand Up Social Workers Campaign
Program Category	Public Information and Participation
Submission Date	6/1/2017 5:06:07 PM
County	Durham
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County Manager	Wendell M. Davis
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Implementation Date	3/1/2016
FLSA Designation	Exempt
Project Team Members	Pamela R. Purifoy, Senior Public Information Officer

Description of Productivity Improvement

The campaign was on our social media channels and on the county's screen savers and DynaSign screens. Our social workers felt empowered by being presented in a positive, professional manner, and were encouraged and motivated by the experience which lasted 1.5 months.

Description of why this project was initiated

March is National Social Work Month. Typically DSS is criticized and not celebrated for its work. I interviewed each of the social workers that wished to participate, took a photo of them, and created a colorful meme with their photo, name, title, and a quote as to why they chose the profession. As their meme's began circulating, people began complimenting them and thanking them for the work that they do. It was a great morale booster, and other social workers at conferences talked to them about the campaign, and how much they liked it. These people were in other counties, so the social media campaign worked. The campaign was a morale booster and a game-changer in terms of how our DSS employees viewed themselves. They initially weren't excited about the concept, but later more of them began to want to tell me their stories of their dedication to their profession. I believe it's because they could visually see that it made a difference.

Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).

Indication of what resources were used and what was done with any accrued time savings

The only measurable results that I know of is in our social media reach. We don't have a lot of followers on Twitter, HOWEVER during the campaign we measured 5,000-7,000+ impressions per week, with only 230 followers! We have a number of people who retweeted and liked our posts, who were not followers, but they obviously respected what we were presenting. On Facebook, we had a similar response, with greater statistical reach, even though our follower count was at the time of the campaign 100 followers, the views and likes were far greater. The campaign did not cost anything, except my time and effort invested.

Other descriptive information

This project could be done at any county. It's success lies on the basic premise that all workers wish to be recognized for their work. Our social workers work very hard, and I believe that the campaign that I created spoke to their dedication and commitment to their profession.