

Kansas County Government Month - April 2021

#KansasCountiesMatter

The Kansas Association of Counties, in partnership with you, our Kansas Counties, announce the kick-off of a statewide celebration to recognize the importance of Kansas County government throughout the month of April 2021.

This first KAC statewide Kansas County Government event is tagging onto National County Government Month (NCGM), an annual celebration of county government that is held each April. Since 1991, the National Association of Counties has encouraged counties to actively promote the services and programs they offer. Counties can schedule activities any time during the month. NCGM is an excellent opportunity for your county to highlight effective county programs and raise public awareness and understanding about the various services provided to the community.

Since this is our kick-off year and we are also still dealing with the impacts of COVID-19 in our state, we decided to start small with a few manageable activities this April. Then based off this year's activities, we can grow next year's event as we will have more time and experience to plan for 2022.

Here is the Kansas County **CALL TO ACTION** for the events scheduled during our April 2021 Kansas County Government Month celebration:

- **Microburst event scheduled for Friday, April 16 from 10-11 a.m. CT to introduce #KansasCountiesMatter across Kansas.** KAC and you, our Kansas County social media managers and PIOs can participate in the Microburst by tweeting and posting (live or scheduled ahead) messages including the hashtag: #KansasCountiesMatter via your Kansas County's official social media accounts. This will give #KansasCountiesMatter the social media presence it deserves and drive attention to the importance of Kansas County Government.

If we also retweet and repost each other's messages, the Microburst's affects will produce an even larger social media presence. **The idea for this event is to generate a social media conversation between all of us – KAC and Kansas County Government – during the same timeframe on April 16 from 10-11 a.m. CT.**

- Ongoing social media posts and tweets throughout the entire month of April, using the hashtag: #KansasCountiesMatter. Be sure to target your messaging to highlight effective county programs and raise public awareness and an understanding about the various services and products provided across your county.

For social media messaging content ideas, please visit the National Association of Counties 'National County Government Month' website link located here:

<https://www.naco.org/resources/2021-national-county-government-month-counties-matter>. There is a wealth of ideas on NACo's website that Kansas Counties can utilize, along with templates, message post copy, and much more.

- Selfies/photos of county staff (by department) holding a sign containing the hashtag: #KansasCountiesMatter. These photos can be used along with your social media messaging to show the faces of the employees working to provide the products and services within your county. It's a great way to generate excitement throughout your organization making your employees feel valued as you showcase the work they do each day.

- Important Messaging Note: We would be remiss if we did not mention all the work that many of your county departments did this past year in response to the COVID-19 pandemic. Be sure to highlight in your messaging how county departments came together to make things happen in the new normal of the COVID-19 pandemic.
- Governor's Proclamation declaring April as Kansas County Government Month is **tentative** at this time. Once KAC has a formal answer, we will let you know if it does become a reality for 2021.

This month-long celebration is for all of you, Kansas Counties, to celebrate your accomplishments and highlight how your county helps to improve people's lives every day. This is a celebration for our 105 Kansas Counties, so please go have some fun with this across your county!

For questions or more information, please contact Kimberly Qualls, KAC Education and Communications Director via email: qualls@kansascounties.org or via cell: 785.213.4717.



105 Strong
Kansas
Counties
Matter

#KansasCountiesMatter

