



Communications 2025 Business Plan Presentation

Joe Sorenson
Department Director

Service Delivery Mission/Function

Provide clear, accessible, branded information about County government initiatives, programs, and services to residents, news media, and employees through communications and outreach.

Manage and continually improve County communications channels, including:

- Web
- Newsletters
- Video and cable TV
- Social media
- Emerging technologies

2024 Accomplishments

- Refined strategic communications planning through data and process enhancements
- Added in-house digital advertising capabilities
- Launched Partnering with Communications department meetings
- Improved efficiency with project management tool
- Increased organic web traffic through search engine optimization
- Expanded TV Gwinnett onto Roku and Amazon Fire
- Earned County's first Emmy for Upfront Gwinnett: Fighting Fentanyl series

Trends

- Pay-to-play nature of social media and search engines with declining organic reach
- Shift from mass, traditional marketing to targeted digital advertising
- 37 percent of Gwinnett residents speak languages other than English at home
- Steady growth in social media following
- Reduction in media coverage and influence
- Increase in demand for communications services by departments and agencies

Strategic Plan

- Continue efforts to optimize the website as a user-centric and service-focused solution
- Use data to drive decision making, enhancing user experience and awareness of County initiatives
- Formalize and implement a brand strategy
- Create an operational plan for the Community Outreach Division

Total Requested Budget

Total 2025 Requested

\$10,468,048