

Communications 2026 Business Plan Presentation

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Service Delivery Mission

- Developing strategy and executing communications tactics to share information about County programs, services, and news
- Maintaining accurate, up-to-date communications channels
- Managing Gwinnett County's brand

2025 Efficiencies and Improvements

- Data-driven communications
- Modernization of GwinnettCounty.com
- Optimization of video content





2025 Efficiencies and Improvements

- Direct engagement with Gwinnett Justice and Administration Center visitors
- Intentional approach to promotional items

Emerging Developments and Our Path Forward

Increasing use of AI

- Make County information clear, accessible, and readily available for AI tools to pull from
- Ensure consistent branding so verified County information is clearly identifiable

Pay-to-play nature of social media and search engines

- Invest in modern methods of communication versus old models

Shift from mass, traditional marketing to targeted digital advertising

- Use data to ensure effective campaign planning and implementation

Strategic Goals and Efficiencies

2025 Review

- Continue efforts to optimize GwinnettCounty.com
- Enhance user experience and awareness of County initiatives using data
- Formalize and implement a brand strategy



Strategic Goals and Efficiencies

2026 Look Ahead

- Using advertising dollars strategically
- Reducing use of contractors



Strategic Goals and Efficiencies

- Formalizing procurement process for promotional items
- Minimizing travel and training
- Requesting one less part-time position





People Strategies

- Conducting onboarding meetings and county bus tours
- Unifying voice and brand
- Participating in Empower Gwinnett and Career from Here
- Supporting County and department-specific recruitment

