

Staff Report

Subject: Communications Plan
Author: Marie Todd for Tim Callanan, County Manager
Department: County Manager
Meeting Date: April 1, 2025
Item Description: Consideration to approve the implementation of the Effingham County Communications Plan as proposed by the Communications Department.

Summary Recommendation: Staff recommends approval of the Communications Plan implementation to enhance the transparency, improve public engagement, and streamline communication efforts across the county.

Executive Summary/Background: The Effingham County Communications Department has developed a comprehensive Communications Plan to improve public awareness, increase engagement, and strengthen trust between the county government and the community. The plan includes:

- Enhancing Digital Presence: Website redesign, social media strategy, and expanded use of email/text notifications.
- Public Engagement Initiatives: More town halls, public events, and direct citizen interaction.
- Crisis Communication Strategies: Emergency protocols, misinformation response plans, and media management.
- Branding & Messaging Standardization: Unified County branding across departments.
- Analytics & Performance Tracking: Establishing key performance indicators (KPIs) to measure effectiveness.

The implementation of this plan aligns with the county's mission of transparency, accountability, and efficiency in serving its citizens.

Alternatives for Commission to Consider:

1. Approve the Communications Plan Implementation
2. Do Not Approve the Communications Plan and provide an alternative direction
3. Modify the plan before implementation based on specific recommendations

Recommended Alternative:

Staff recommends Alternative 1 – Approve the Communications Plan Implementation

Other Alternatives: N/A

Department Review: County Manager

Funding Source: N/A

Attachments: Effingham County Communications Plan (Full Document)