



Marketing and Communications

Purpose

Pinellas County Marketing and Communications (M&C) Department strategically manages Pinellas County government communications by informing and engaging the public and partners across multiple mediums. The Department's mission is to deliver communications that empower citizens and build trust in Pinellas County government. Core functions include public information and education, emergency communications, public meeting access and broadcasting, proactive public outreach and engagement, video production, graphic design, web content management, customer service, and coordination of the Regional Public Information Network.



Performance Summary

County Organization Support Program

Marketing and Communications (M&C) provides services required by the Pinellas County Board of County Commissioners (BCC), County Administrator (CA), and department directors and staff. It also provides a selection of services to constitutional officers, and independent agencies within the County structure. The County Organization Support Budget Program supports the creation and execution of internal and external communications, marketing, and plans; facilitation of online forums; media relations and media training; spokesperson function; video production, animation, brochures, posters, and other graphics; County website maintenance, design, and restructure in partnership with Business Technology Services (BTS); support for crisis communications, issue consultation, and other communication related services.





COVID-19 Response

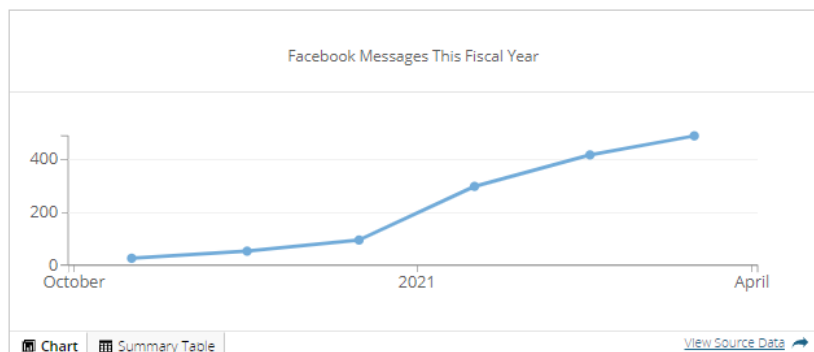
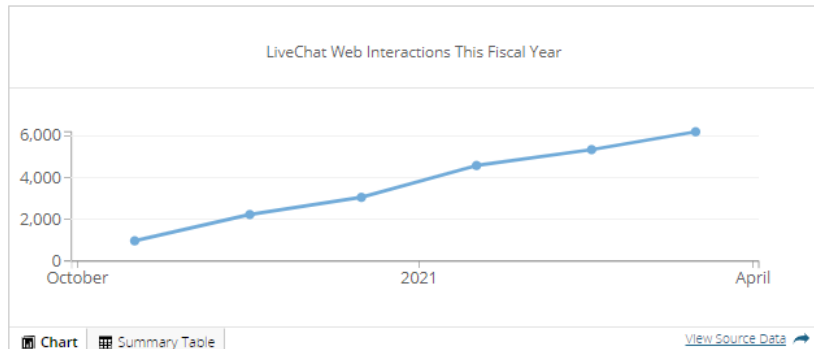
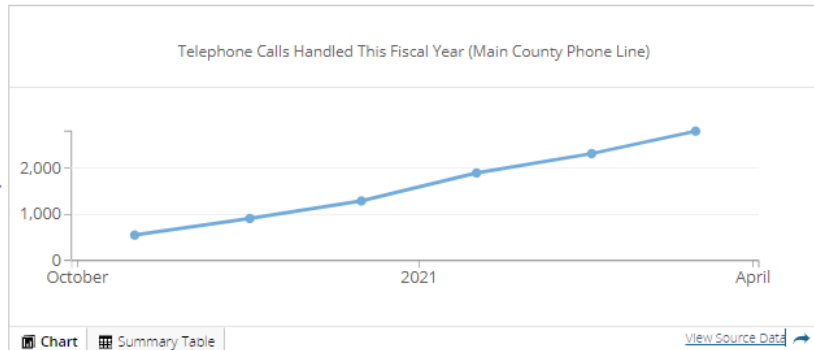
Marketing and Communications (M&C) has led the countywide COVID-19 pandemic communications response since March 2020. Since the outbreak, the department has developed the [Pinellas County COVID-19 Response and Recommendations](#) website, supported the virtual and socially distanced Pinellas County Board of County Commissioner (BCC) meetings per Center for Disease Control (CDC) guidelines, managed the face mask distribution partnership with municipal libraries in FY20 (which distributed over 200,000 face masks to local residents), and hosted an award-winning behavioral health program with Directions for Living to promote an emotional support phone line.

M&C continues to play a critical role in distributing COVID-19 public information and emergency response, including the launch of the Vaccine Partner Confidence Toolkit in April 2021, and managing ongoing COVID-19 communication needs.



Customer Relations

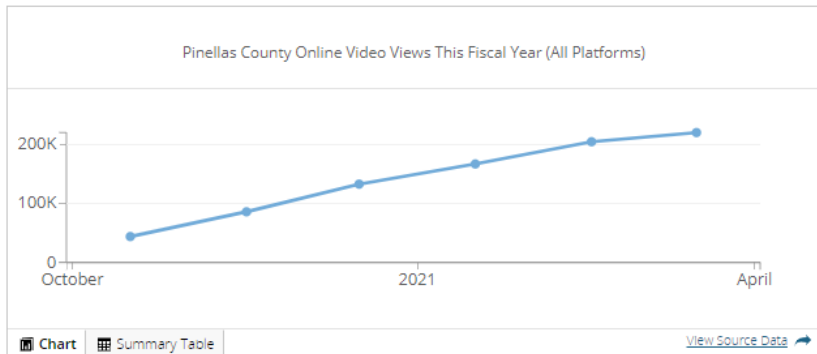
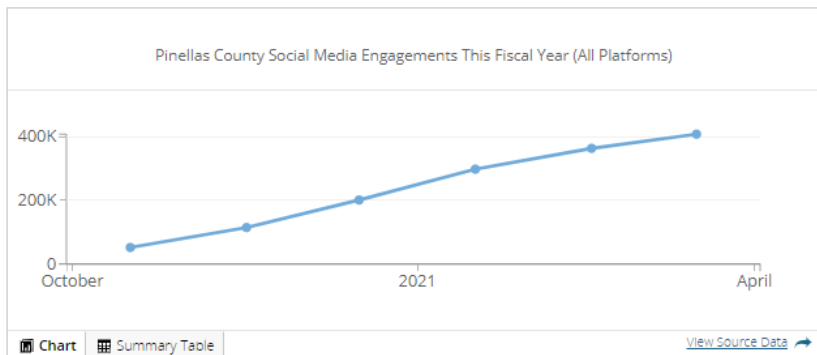
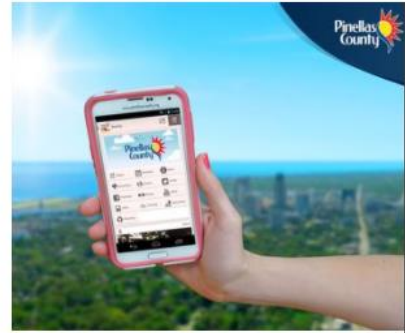
LiveChat web messaging has consistently been the most utilized messaging platform for Pinellas County citizens, and its lead was significantly defined during the COVID-19 pandemic. All messaging platforms saw a rise in data in FY20 and FY21, particularly during the initial outbreak of SARS-CoV-2, stimulus updates, and vaccine distributions.



Online and Social Media

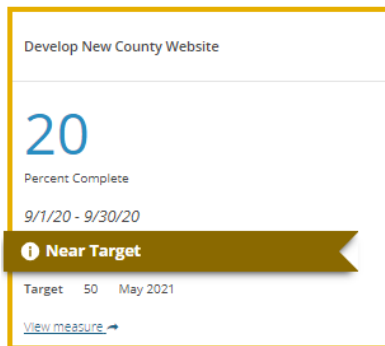
The COVID-19 pandemic has increased our citizen's need for information and support from Pinellas County Government. This increase in demand has created an opportunity for Marketing and Communications to not only improve and refine existing citizen engagement programs, but to also produce new programs from identified gaps.

The data indicates that COVID-19 has led to a sharp increase in our social media metrics overall. While data throughout FY20 remained higher than previous years, there are significant peaks that correlate to historical events and news distribution. For example, the initial outbreak of SARS-CoV-2, stimulus support, and vaccine distributions all correlate with increased online and social media activity from our residents. Pinellas County's online footprint and tools are a vital source of information for our residents.



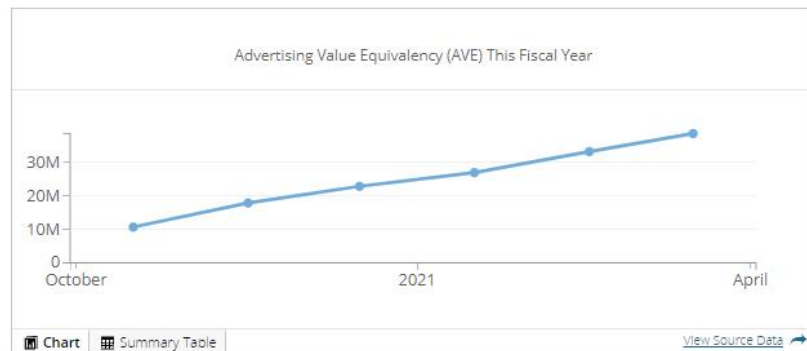
New Pinellas County Website

The department is currently in the midst of developing a new Pinellas County website that will improve user experience, meet American with Disabilities Act (ADA) compliance, and offer improved content organization. The new website is currently scheduled to be launched by December 31, 2021.



Advertising Value Equivalency

Pinellas County's advertising value equivalency (AVE) is calculated monthly and indicates the total value Marketing and Communications (M&C) advertising is worth in the private market. Pinellas County uses Cision (soon to be replaced by Meltwater) to calculate Pinellas County's total mentions, reach, and value of coverage.





Promote the 2020 Census

Ended

100

Percent

12/1/20 - 12/31/20

✔ Initiative Completed

Target 100 December 2020

[View measure](#) ↗