

MCFOA + Granicus

Communications 101 – Best Practices

Shawn Pillow
September 2, 2020

Strategic Partnership



+



MCFOA
Minnesota Clerks & Finance Officers Association



IIMC/MCFOA Education Points Are Available

- Today's session is eligible for both CMC Education & MMC Advanced Education credits.
- All attendees are eligible for 0.5 IIMC-approved Education Points.
- Granicus has waived the fee per certificate.
- Register for Education Credit with SCSU between Sept. 2nd and Sept. 16th.
- Registration for Education Credit closes Sept. 16th.
- You will receive IIMC/MCFOA Education Point awards within 30 days of the Sept. 16th deadline, provided webinar attendance, and a submitted online assessment via the SCSU page.

Register at:

https://mnsu.rschooltoday.com/public/getclass/category_id/320/program_id/45/subcategory_id/2375



Today's **Speaker**

Shawn Pillow

Director, Solutions Engineering



Today's **Potential Speaker**

Kona Pillow



Who is Granicus?

Technology Solely Built to Empower Government

- More than 4,500 government agencies
- The first and only unified Civic Engagement Platform built for government and their residents
- Meeting transparency, digital communications, online transactions, records management, and website management
- 5M+ legislative files stored
- 220M+ residents in the Granicus Network
- Send 10 messages every second to subscribers across the U.S.



Secure & Accessible 4,500+ Customers



ADA Compliant



FedRAMP

FedRAMP-certified
tech operations &
infrastructure



Microsoft Azure
Environment



Disaster Recovery as a
Service



Tier III-Level Data
Center



Full in-house security
team

Granicus COVID-19 Response

We're not just a vendor, we're a partner.

- 3.2 Billion messages sent from govDelivery (65% average open rate)
- Websites saw 25% increase in traffic
- First U.S. reported COVID case communicated through govDelivery
- Free govAccess Tools – Overlay Widget & govNews SignUp
- govCommunity for instant, easy collaboration – 2,000+ members
- Free eComment tool deployed by 250+ City Councils to keep residents involved
- Rapidly deployed Pandemic Unemployment Digital Application Process in Oklahoma
 - Completed in 24 hours including build, rollout and training of OK staff
 - 100,000+ active users in first 48 hours
 - Now processing 30,000 claims per week
 - Have supported delivery of more than \$2B in unemployment checks to residents



Granicus Support Amid COVID-19: Direct Client Quotes

"I've been saying this ever since I began using govDelivery a few years ago...you provide the greatest customer service of any company/organization I have ever dealt with. I don't know how you do it because I know you support a vast number of organizations, yet your service is always so swift and immediate, and the staff are so helpful and courteous. Thank you once again for all your help. It is greatly appreciated. Stay well."

- National Institute of Standards & Technology (NIST)

"Sometimes I hesitate to give the highest possible score in every category because it may appear that no real thought went into answering the survey questions. Not true. I have never been disappointed in the level or quality of support I received from the Granicus Support Team. At times, my case has been resolved so quickly that I wondered if they dropped everything else just to focus on me. I bet all your clients say the same. Thank you, Support Team."

- Georgetown County, SC

"Your support team is the best in the business.. I know that they take my urgent needs and make them theirs. That's a partnership that helps us to keep our residents informed and educated during this present challenge. I think your best sales pitch is the support your customer service specialist provide to all of us. Not just during a crisis like this, but every day. Thank you. Really."

- Kitsap County, WA

"I am always satisfied with how quickly an agent responds to me regarding my issues."

- Kingman, AZ

"Prompt courteous service and resolve."

- Lake County, CA

"Always there when I have a problem."

- Asbury Park, NJ

"Best customer service anywhere. Thank you, as always!

- Dept of Justice

"Terrific customer service."

- Metro Water Reclamation District of Greater Chicago

"I have always been more than satisfied with the service that I have received from the staff at Granicus. Thank you for working with me through this tough time."

- Jefferson County, AL

"Your staff has been amazing beyond words!! The rep yesterday stayed on the phone the entire time (over an hour) to help me resolve the issue. He was so kind, patient, funny and we even traded family stories. Your staff should be nominated for some kind of award - I am so grateful!!!"

- Trophy Club, TX

"I was very happy with your weekend support, I did not expect to hear back until Monday."

- USDA Office of the CIO

"I appreciate the excellent customer support and the patience shown by your agents during this time of recovery. All of the agents that I have spoken with have been most helpful."

- Durham Chapel Hill Carrboro MPO

"I am always singing the praises of Granicus' govDelivery support staff!!!!"

- Maryland Department of IT

"Super helpful. Not only answered my questions but provided more resources to help me help myself in 3 minutes than my organization provided in 8 months."

- Collier County, FL



Time to Engage Your Constituents

CUSTOMER EXPERIENCE (CX):

The **holistic perception** of a person's experience with an organization.

It's the result of **every interaction** a person has, from navigating the website, to talking to customer service to receiving a product.



The diagram consists of two overlapping circles. The larger, outer circle is labeled 'CUSTOMER EXPERIENCE' and 'All possible touchpoints.' The smaller, inner circle is labeled 'USER EXPERIENCE' and 'Digital touchpoints.' The circles overlap in the center, indicating that user experience is a subset of the overall customer experience.

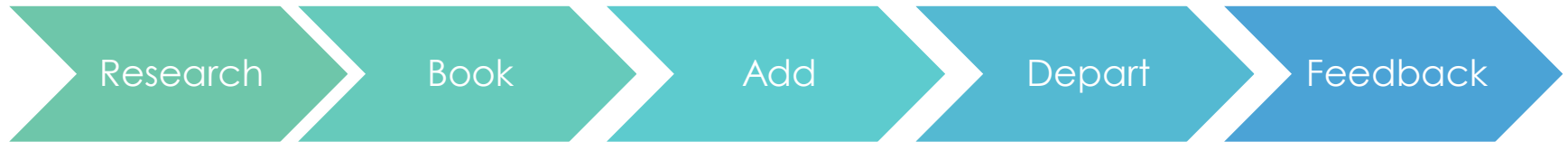
CUSTOMER EXPERIENCE

All possible touchpoints.

USER EXPERIENCE

Digital touchpoints.

Map Your Business Process



Map Your Business Process

Research

Book

Add

Depart

Feedback

Book your trip to awe-inspiring South America! 🌎

Inbox x



Air Canada Flight Offers <communications@mail.aircanada.com> [Unsubscribe](#)
to talalmsaid

Wed, Feb 19, 7:52 AM (5 days ago) ☆ ↶ ⋮

From Brazil to Brussels, we've got great fares and schedules to get you there! [Web version](#)

 **AIR CANADA** Talal Said 

DEALS OF THE WEEK



SO MUCH SOUTH AMERICA TO SEE

With your sights set on seeing the world, our great fares to **Brazil, Peru, Colombia, Ecuador, Chile and Argentina** should help guide you in the direction of a great adventure. From sand dunes to snowcapped peaks, vibrant culture to delicious cuisine, there's no place on the planet that offers more excitement than adventurous, awe-inspiring South America.

[Book now](#)



Map Your Business Process



Research





Book

Add


Depart


Feedback

Talal Said's 02/28 Ft. Lauderdale trip : Your reservation is confirmed. Inbox x  

 **Southwest Airlines** <southwestairlines@ifly.southwest.com> Sun, Feb 9, 10:10 AM   
to me ▾

Here's your itinerary and other important travel information.
[View our mobile site](#) | [View in browser](#)

Southwest  [Manage Flight](#) | [Flight Status](#) | [My Account](#)

 **Hi Talal,**
We're looking forward to flying together! It can't come soon enough. Below you'll find your itinerary, important travel information, and trip receipt. See you onboard soon!

FEBRUARY 28 - MARCH 1
DCA ✈ **FLL**
Wash. D.C. (Reagan) to Ft. Lauderdale

Confirmation # Confirmation date: 02/09/2020

PASSENGER	Talal Said
RAPID REWARDS #	
TICKET #	
EXPIRATION ¹	February 8, 2021
EST. POINTS EARNED	2,826

Rapid Rewards® points are only estimations.



Map Your Business Process

Research

Book

Add

Depart

Feedback

02/28 Ft. Lauderdale trip

Your flight's booked. Let's complete your travel plans. [Inbox x](#)



Southwest Airlines <SouthwestAirlines@luv.southwest.com> [Unsubscribe](#)
to me ▾

Mon, Feb 10, 3:33 PM ☆ ↶ ⋮

Book a hotel, car, and add EarlyBird Check-In.
[View our mobile site](#) | [View in Browser](#)

Southwest

[Manage Flight](#) | [Flight Status](#) | [My Account](#)



February 28 - March 01

DCA ✈ **FLL**

Wash. D.C. (Reagan) to Ft. Lauderdale

[Full Itinerary](#)

Confirmation #
PASSENGER
Total Said



Map Your Business Process

Research

Book

Add

Depart

Feedback

Complete your trip



Earn up to 10,000 Rapid Rewards® points per night.
Choose a hotel in Ft. Lauderdale.

[Book hotel >](#)



Rentals as low as \$20 per day*
PLUS earn 1,200 Rapid Rewards® points.
*Taxes/fees excluded. Terms apply.

dollar.
CAR RENTAL

[Book car >](#)



Don't miss out on automatic check-in.

EarlyBird reserves your boarding position at 36 hours before your flight, earlier than regular check-in.

[Get it now >](#)



Earn up to 75,000 points*
with the Rapid Rewards® Plus Credit Card.
*Offer ends 2/10/2020.

[Learn more >](#)

Prepare for your trip



Have questions about your upcoming trip?

Get all the answers before you leave for the [airport](#).

[Prepare now >](#)



Can't make your trip? Let us know now.

Please review our No Show and cancellation policies so we can help get you to where you need to be.

[Review change policies >](#)



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Now you can earn with attractions and activities you book with PlacePass®. From wine tours to kayaking trips, your fun earns points.

[Search experiences >](#)



Map Your Business Process

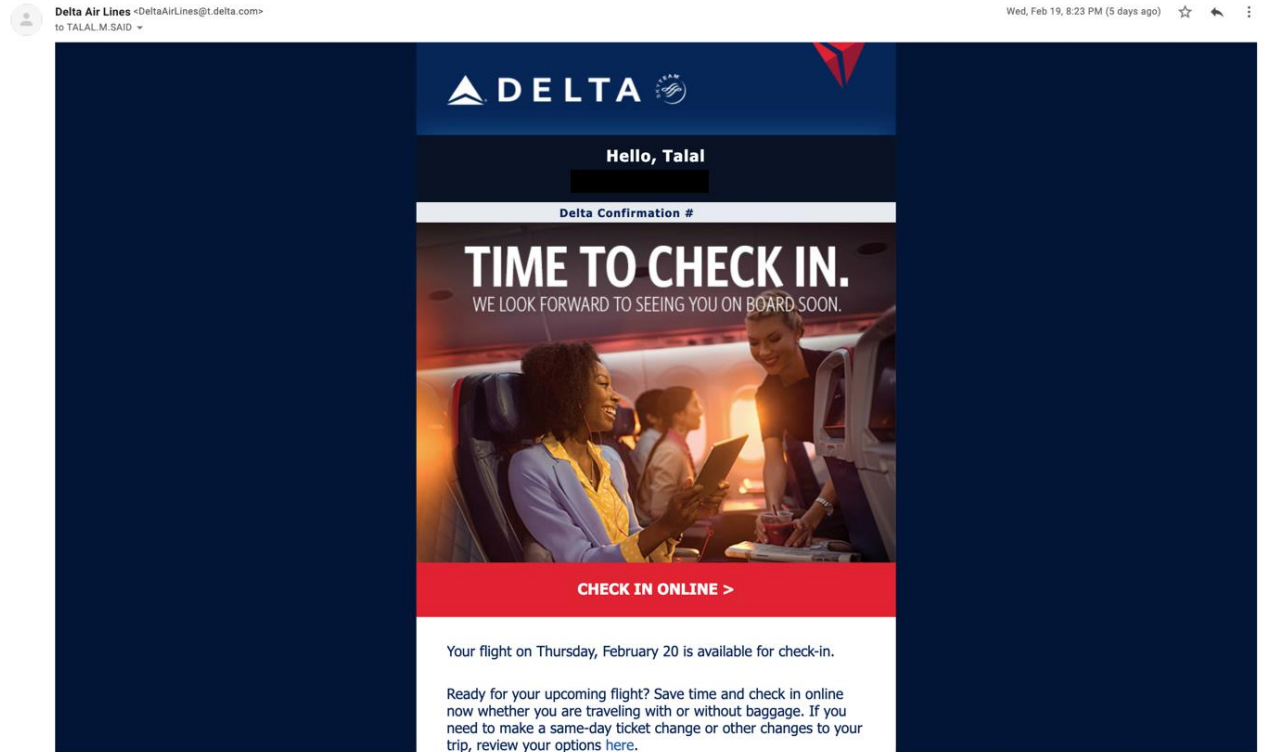
Research

Book

Add

Depart

Feedback



Map Your Business Process

Research

Book

Add

Depart


Feedback

Reminder - Talal, Thank You For Flying Delta On February 18, 2020 Inbox x



Delta Air Lines <delta@express.medallia.com> [Unsubscribe](#)
to me

Sun, Feb 23, 8:09 PM (18 hours ago) ☆ ↶ ⋮

DELTA 

Dear Talal,

We checked in recently to ask how we did on your trip from Washington (DCA) to Minneapolis/St. Paul (MSP) on February 18, 2020, and we'd still like to hear your thoughts.

As a valued Silver Medallion® Member, your experience is the true test of how we're doing, and can lead to improvement.

Please take this short survey to share your feedback with us.

How likely are you to recommend Delta Air Lines to others?

Definitely Will				Definitely Will Not	
5	4	3	2	1	

Thank you for your time and for choosing Delta. We look forward to serving you again soon.

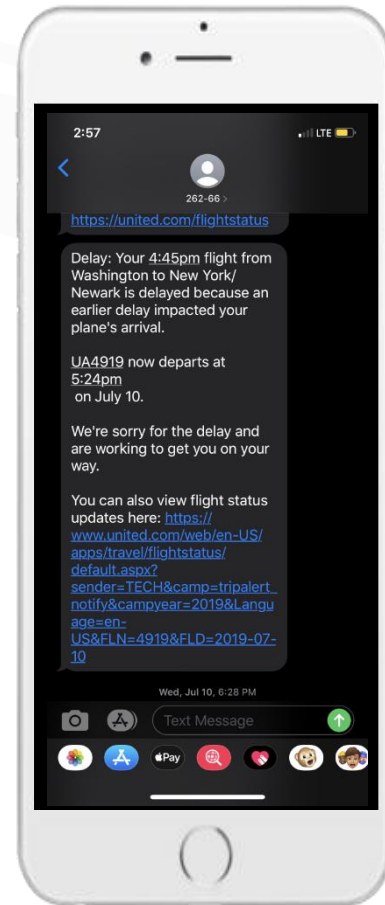
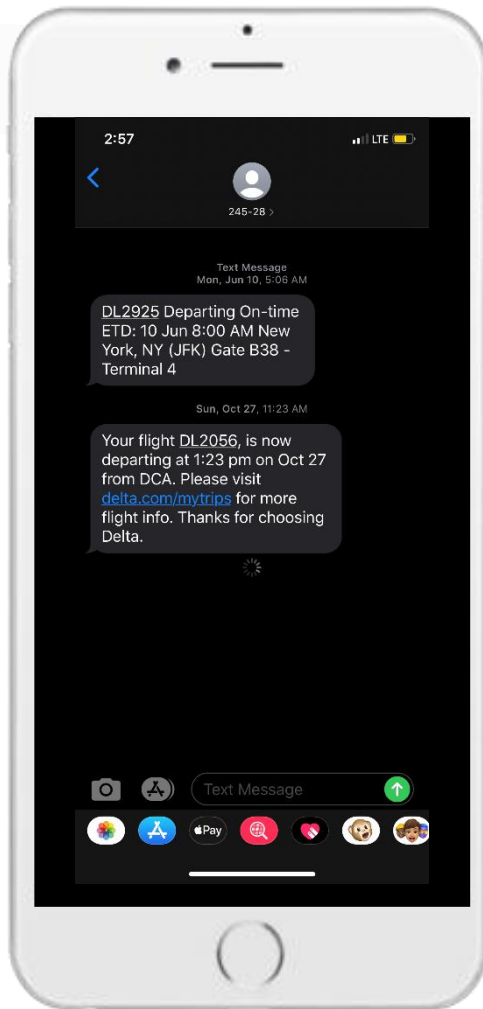
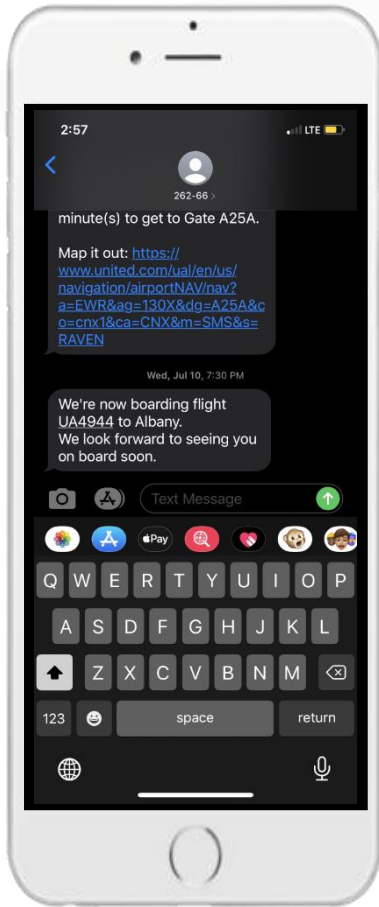
Sincerely,
Gil West
Chief Operating Officer

This is a customer opinion survey designed to evaluate the quality of Delta's services and help us better serve you in the future. The results will not be used to market to you. It is not a form for submitting questions or complaints. If you would like a response to any comments or concerns, please contact us on [Delta.com](#) or by calling +1-800-455-2720. Please do not "Reply" to this invitation.

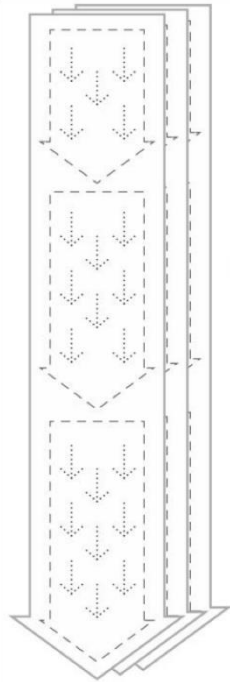
For technical assistance, should you need help accessing or completing this survey, please visit: [survey.support.medallia.com](#). If you prefer to be excluded from future surveys and survey correspondence, please [click here](#).

Your privacy is important to us, for more information please review our [Privacy Policy](#).





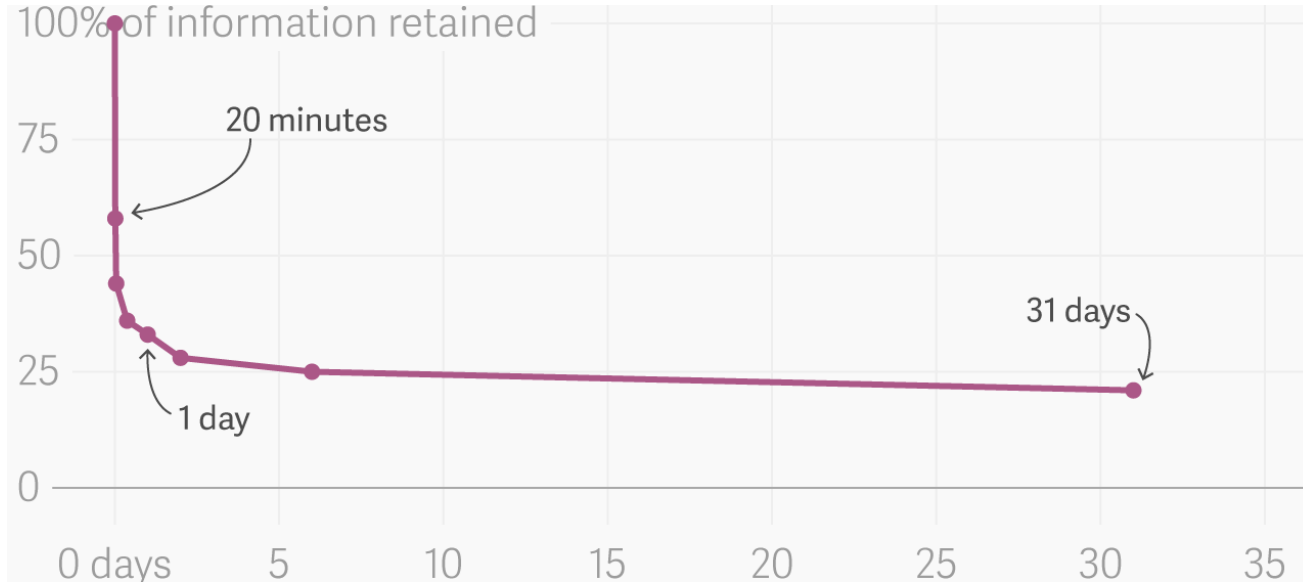
Think in Constituent Stories



“As a [persona],
I want to [do something]
so that I can [realize a reward]”

Who is this user?
What makes them tick?
Who’s an example of such a person?

Why do they want to do this?
What’s the benefit/reward?
How will we know of it’s working?



Ebbinghaus Forgetting Curve

Within one day, information retention drops below 50%. Over time, it declines further and within two weeks, less than 25% of information is retained.

The Digital Shift

An evolution in how to reach and engage



Email and text usage on the rise:

82%

US consumers own a smartphone, checking it an average of **44 times each day**

1.5T

Texts sent in the US in 2017, with a **99% open rate**

3.8B

Email users in 2018, **100M increase from 2017**

122%

ROI for email, **4x higher return than other traditional outlets**

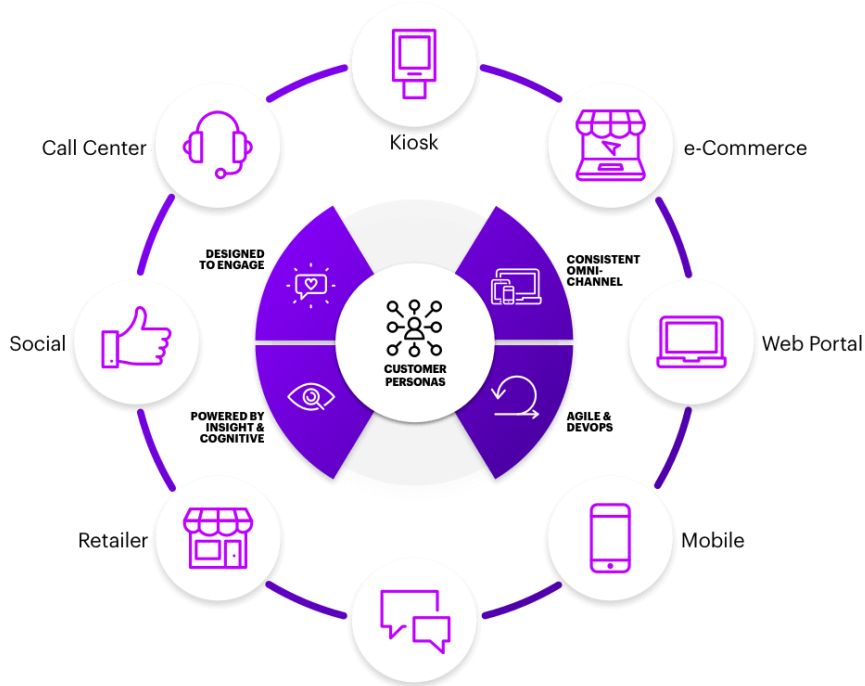
Source: Technology, Media and Telecommunications Global Mobile Consumer Survey | Deloitte 2017
Source: Email Marketing Statistics To Guide | DMA 2018



State of Communications Channels

- 95% of companies leverage email automation
- **53%** of emails are opened on **mobile devices**
- 75% of Gmail users access via mobile devices
- **5 – 6x% likelihood to click email** vs. social media
- Only 3% of web traffic is from social media
- **Top 20%** of Government Communicators have **34% Open Rate**

What Channels Will Work?



Which resonates with your audience?

Which ones do you currently utilize?

What voice is best for that channel?

Which channels are appropriate for which audiences?

How Will We Improve?



What feedback loops do you have?

How do you monitor?

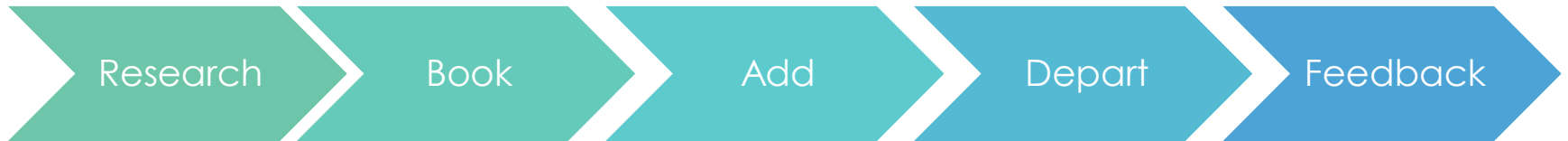
What if you're not open to feedback?

How will you be nimble?

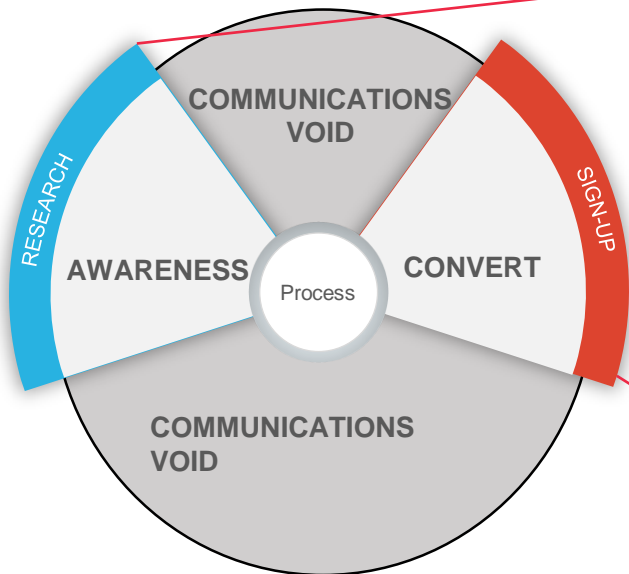
Finish the Journey



—●— Engagement Rate



Most Government Communications



GLOBAL ENTRY®
TRUSTED TRAVELER NETWORK

- No processing lines
- No paperwork
- Access to expedited entry benefits in other countries
- Available at major U.S. airports
- Reduced Wait Times

Apply Now!

Fri 5/31/2019 4:15 AM
donotreply@cbp.dhs.gov
Program Expiry

Your Trusted Traveler membership will be expiring soon. If you wish to renew your membership, you will need to log onto the Trusted Traveler Programs (TTP) System website at <https://ttp.cbp.dhs.gov/> to submit your renewal application. The TTP system has replaced the Global Online Enrollment System (GOES).

The TTP System website uses Login.gov for authentication. When you first use the new TTP System website you will need to create a Login.gov account if you do not already have one. For more information on Login.gov, visit <https://login.gov/>. Please be advised that you will no longer be able to use your GOES user ID/password to login to the TTP System.

You will need to provide your PASSID the first time you setup your profile. Your PASSID, or membership number, can be located on the back of your TTP card or on previous notification letters. This will allow the TTP System to retrieve your information to facilitate the renewal process.

This is an automated email. Please do not reply.

Customer Journeys with Government



No processing lines
 No paperwork
 Access to expedited entry benefits in other countries
 Available at major U.S. airports
 Reduced Wait Times

Apply Now!



Fri 5/31/2019 4:15 AM

donotreply@cbp.dhs.gov

Program Expiry

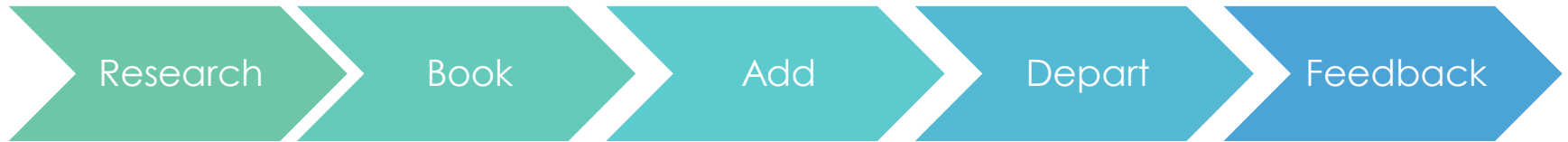
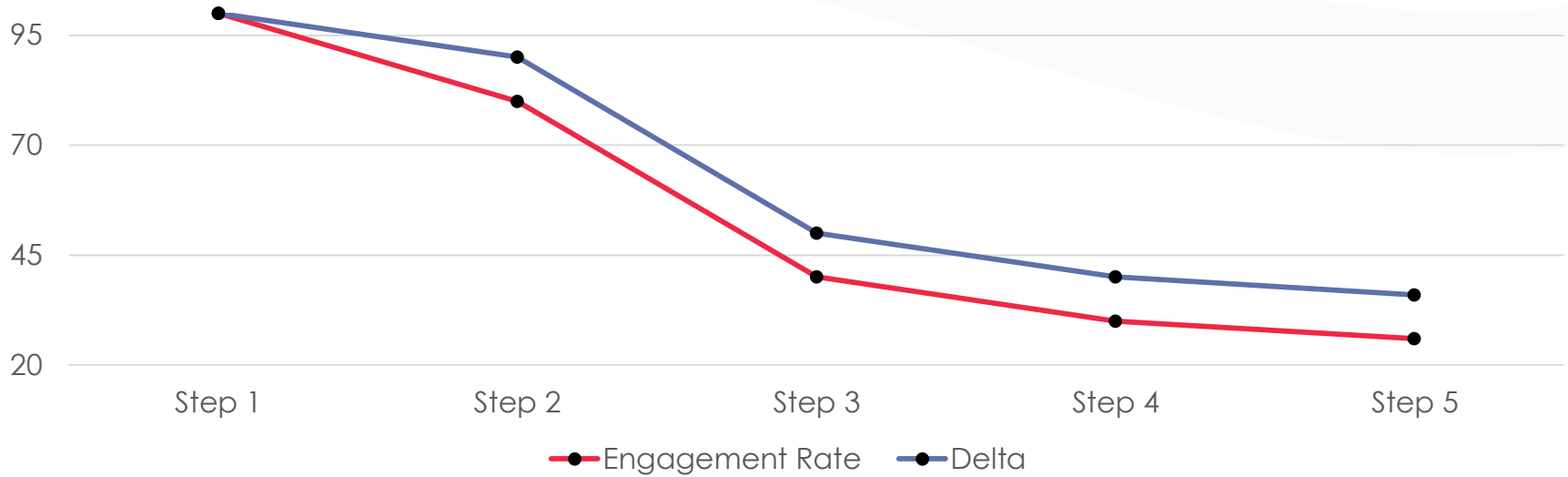
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This is an automated email. Please do not reply.

Finish the Journey



State of Communications

It's still email – familiar, cost-effective, simple.

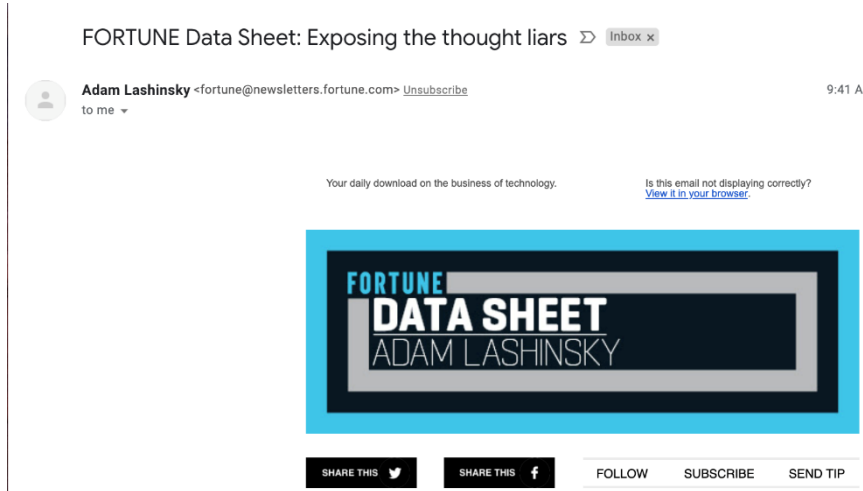




Email Best Practices



Identify and Explain Yourself



68% of email recipients value
“From Address”

Incorporate preheaders to
drive opens

Catchy subject lines

DON'T use a generic email
address

DO configure DKIM and SPF

Which do you prefer?

Accessible, High-Contrast



Minnesota Campaign Law Requires Accessibility (Captioned Ads)

Minnesota Commission of the Deaf, Deafblind & Hard of Hearing sent this bulletin on 08/31/2020 12:26 PM CDT

[Questions?](#) [Contact us](#)



August 31, 2020 | Advocating for communication access and equal opportunity with the 20% of Minnesotans who are deaf, deafblind and hard of hearing.

Having trouble viewing this email? [View it as a Web page.](#)

Minnesota Campaign Law Requires Accessibility (Captioned Ads)

MNCDHH sends notification to political candidates

On August 31, 2020, MNCDHH sent the following notification letter to candidates running for office in Minnesota.

Dear Candidate,

As the General Election approaches, the Minnesota Commission of the Deaf, Deafblind & Hard of Hearing would like to remind you of the legal requirements to make your campaign videos and radio ads accessible to the 20% of the electorate with varying degrees of hearing loss. Nearly two-thirds of the elderly population are in this demographic.

A Wall of Text

WASHINGTON – Today, the Bureau of Industry and Security (BIS) of the U.S. Department of Commerce identified 46 additional Huawei Technologies Co., Ltd. affiliates that require inclusion on the Entity List, as part of a routine review of all Entity Listings. Since May, the Department has added over one hundred persons or organizations to the Entity List in connection to Huawei. The new restrictions on these affiliates are effective today, August 19th.

BIS has also announced that it will extend the Temporary General License (TGL) authorizing specific, limited engagements in transactions involving the export, reexport, and transfer of items – under the Export Administration Regulations (EAR) – to Huawei and its non-U.S. affiliates which are subject to the Entity List. The continuation of the TGL is intended to afford consumers across America the necessary time to transition away from Huawei equipment, given the persistent national security and foreign policy threat. This license will be effective on August 19, 2019 and last an additional 90 days.

“As we continue to urge consumers to transition away from Huawei’s products, we recognize that more time is necessary to prevent any disruption,” said Secretary of Commerce Wilbur Ross.

“Simultaneously, we are constantly working at the Department to ensure that any exports to Huawei and its affiliates do not violate the terms of the Entity Listing or Temporary General License.”

Outside of the scope of the TGL, any exports, reexports, or in-country transfers of items subject to the EAR will continue to require a license granted after a review by BIS under a presumption of denial.

Huawei was added to the Entity List after the Department concluded that the company is engaged in activities that are contrary to U.S. national security or foreign policy interests, including alleged violations of the International Emergency Economic Powers Act (IEEPA), conspiracy to violate IEEPA by providing prohibited financial services to Iran, and obstruction of justice in connection with the investigation of those alleged violations of U.S. sanctions, among other illicit activities.

The Bureau of Industry and Security’s mission is to advance U.S. national security and foreign policy objectives by ensuring an effective export control and treaty compliance system and promoting continued U.S. strategic technology leadership. BIS is committed to preventing U.S.-origin items from supporting Weapons of Mass Destruction (WMD) projects, terrorism, or destabilizing military modernization programs. For more information, please visit www.bis.doc.gov

###



How do you measure the success of
your **communications initiatives**?



Data is Your Friend

Data is a powerful ally, and can help you adapt, iterate, and improve your communications.

Even in the midst of sending many messages multiple times a day, reviewing **metrics like email open and click rates can help you refine your strategy.**

<https://govcommunity.granicus.com/>



COVID- 19 Comms 48 Hr. Update

May 13, 2020

The following examples and metrics are pulled from a Granicus report on top.govDelivery COVID- 19 bulletins. This briefing is produced every 48 hours to keep you informed about which tactics and bulletins are performing well to help you succeed with your own COVID- 19 communications.

Top Performing Bulletins

- Top Open Rate**
 - From: South Hams & West Devon
 - Subject line: Government FAQs on new Covid- 19 measures - What do they mean?
- Top Click Through Rate**
 - From: Michigan Dept of Health & Human Services
 - Subject line: Maternal Infant Health, COVID 19, STDs and Sexual Health
- Largest Single Audience**
 - From: Internal Revenue Service (IRS)
 - Subject line: COVID Tax Tip 2020- 54: Taxpayers act now to receive Economic Impact Payments by direct deposit

KPIs: Average of Top Performing Bulletins

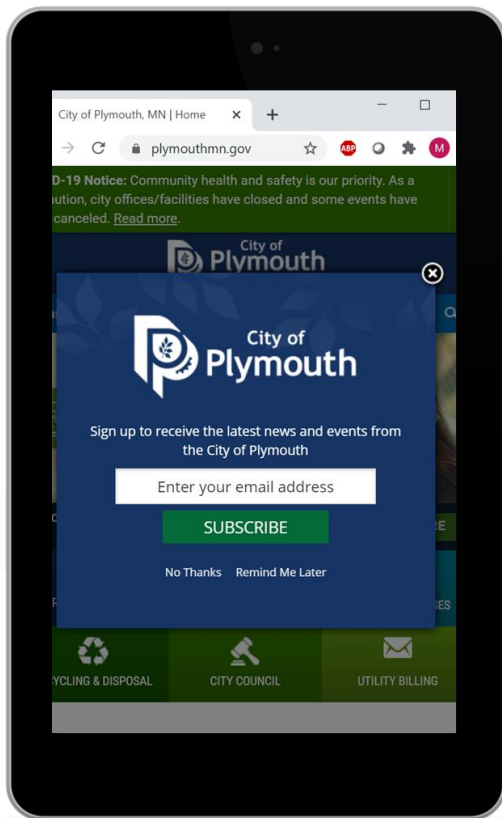
- Open Rate **55.4%**
percent change: +1%
- Click Through Rate **24.6%**
percent change: +4.7%
- Total COVID- 19 Related Bulletins Sent to Date **102,953**

Helpful Resources

- Webinar:** Rapid Transformation to Digital Service Delivery
- Webinar:** 5 Steps to Take Now to Prepare for Recovery Communications
- COVID- 19 Toolkit:** Free Tools to Keep Your Community Informed

GRANICUS Have questions or need help with your bulletins? Please reach out to info@granicus.com any time or post your questions in the [govCommunity Slack channel](#). We're happy to help!

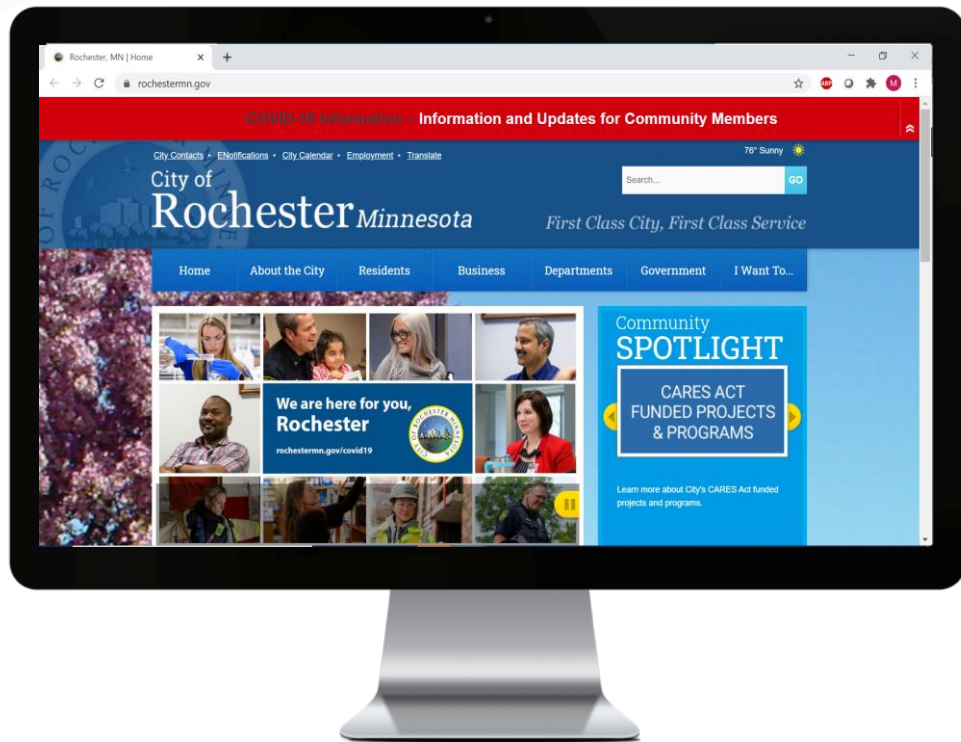
Data-Gathering



Email

- Review email messages with highest/lowest **open rates**.
- Review email messages with highest/lowest **click rates**.
- Review subscription rates and **subscribers per topic**.

Data-Gathering



Digital Properties

- Review **website analytics** for pages with highest traffic.
- When appropriate, optimize high traffic pages for **UX and messaging**.
- Gather numbers of **service requests**, 311 account overviews.
- Participate in 'two-way communication' on your **website**.

Data-Gathering



Collect All Feedback

- From **citizens**
- From **employees**

City of Saint Paul, Minnesota

Goal: Fulfilling the duty of transparency through technology.



278K+

total subscribers,
reaching 90% of city's
population



35K+

new subscribers to the
city in one year



2,500

public videos shared



To not have to manage an email list – to put that ownership on the citizen or whoever it is that's looking for it where you lead them to the tool and they can choose what information they want – that's very valuable.

 govDelivery  govMeetings



City of Olathe, Kansas

Goal: To make transparency a priority on its website.

 **12%** Direct traffic increase

 **136%** Visitor increase

 **51%** Mobile users



govAccess helped us simplify our website content to make it easily consumable for citizens.

- Ed Foley, Management and Budget Services for the City of Olathe, KS

 govDelivery  govAccess





Thank you!