Strategic Communications with Citizen Stories

Sid Burgess

April 3, 2018

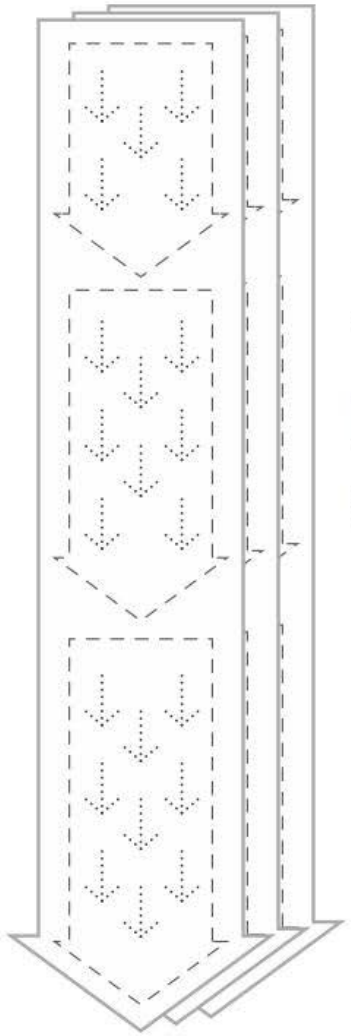
SID BURGESS

Solutions Consultant

Anatomy of a Citizen Story

As a <citizen segment>, I would like to <goal> so that <benefit>

User Story



"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?

Example Citizen Story

As a single mother, I would like to have access to high quality child care so that I can work a good job and provide for my family.

Example Citizen Story

As a commuter, I would like to know if there are any accidents on my commute so that I can properly adjust and not be late for work.

More Citizen Stories!

- As a pet owner, I would like to know what vaccinations are required and suggested so that I can keep my pet safe and healthy.
- As a homeowner, I would like to find ways to protect my home from burning so that it doesn't burn down and I become homeless.
- As a commuter, I would like to know if there are any accidents on my commute so that I can properly adjust and not be late for work.
- As a high school student, I would like to know what job opportunities exist after I graduate so that I can maximize my income after graduation.
- As a child, I would like to be safe when I am playing at the park so that I stay healthy and uninjured.

As a...

AGE GROUP

- child (0-12)
- adolescent (13-18)
- young person (19-24)
- career age (25-55)
- senior (56-up)

STATUS / NEEDS

- veteran
- disabled
- addict
- tourist
- victim of _____
- immigrant
- activist
- volunteer

HOUSING

- homeless
- transitional
- shelter
- recovery program / housing
- mobile home
- apartment
- multi family
- single family

OWNER OF

- pet
- home
- car
- bike
- business
- boat
- motorcycle
- guns
- land
- rental property

I want to...

- download...
- apply for...
- know how many...
- see a map of...
- pay for...
- locate...
- renew...
- dispose of...
- find out where...
- request a...
- search records of...
- discover new...
- report a...
- know who...
- view trends in...
- watch video of...
- sign up for...
- check the status of...
- adopt a...
- register to...
- give feedback on...
- donate to...
- dispute a...
- learn about...
- volunteer to...
- ride to...
- drive to...
- see how to...
- read about...
- appeal a...
- upload...
- create a...
- return a...
- petition for...
- vote...
- share with...
- walk...
- run...
- play...
- file a...
- get reminders about...

So that...<benefit>

- Shouldn't be a repeat of your need
- Should be tied to a positive outcome
- Should be measurable

The benefit clause is the most neglected by most story writers and yet it's the most important.

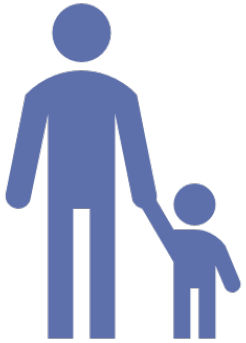
Your [benefit]

- test the depth and scope of your understanding about who you serve (personas)
- Will help you see the universe of needs of your citizens
- Helps you stimulate interest and discussion around solving a problem
- push you to think through the details of your services

As a parent, I want to know where high quality childcare is within my neighborhood so that I can get a job

What I need to know

- Who are parents?
- How many are there?
- What is high quality childcare?
- Zip code of parent



As a parent, I want to know where high quality childcare is within my neighborhood so that I can get a job

What I need to know

- Who are parents?
- How many are there?
- What is high quality childcare?
- Zip code of parent

What I'll need to provide

- Childcare facility inspection updates
- Ability to for parents to self-identify
- Ability for parents to share their zip code
- Communication channel to share inspection updates

List of features available

- Topics
- Questions
- Segments
- Roles
- Overlay
- Welcome Campaign
- Categories
- Bulletins
- Drip Campaign
- CRM Import/Export
- Text-to-subscribe
- Sign-up workflow
- PageWatch

Topics

individual lists of people who have specifically chosen to receive information about that particular issue

Questions

allows you to collect data from your subscribers when they sign up for updates. Questions can be used to collect data such as:

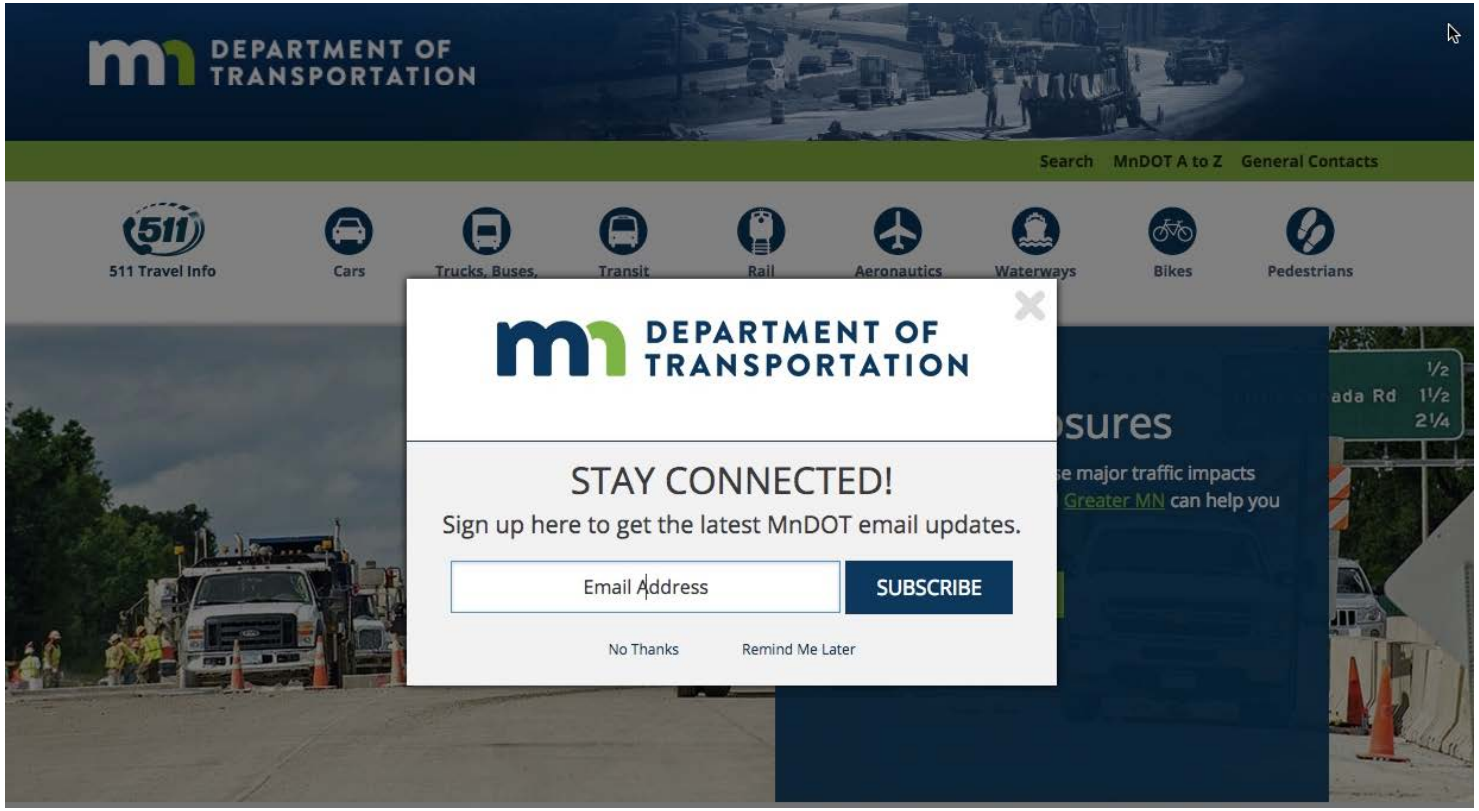
Location: zip code, city, neighborhood

Roles: resident, visitor, city official

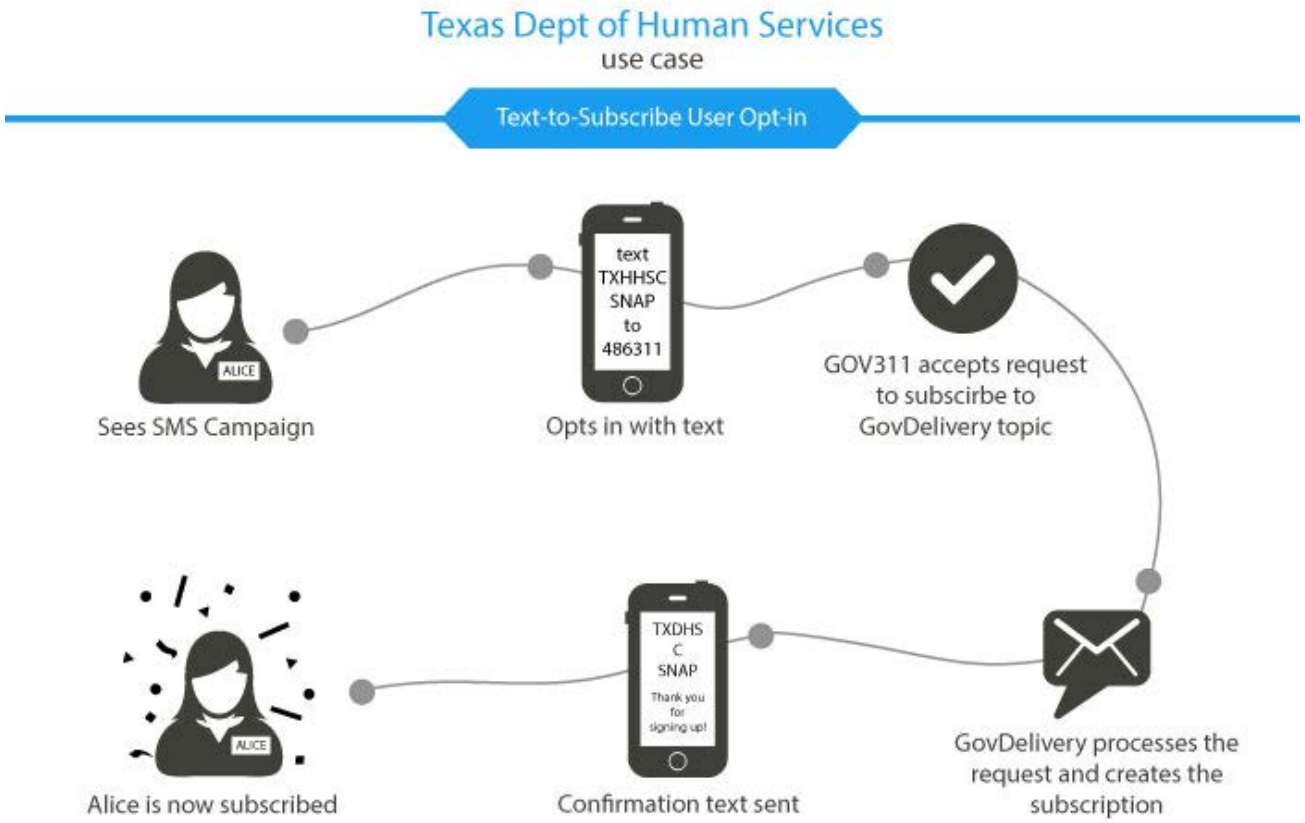
Interests, personal information, demographics

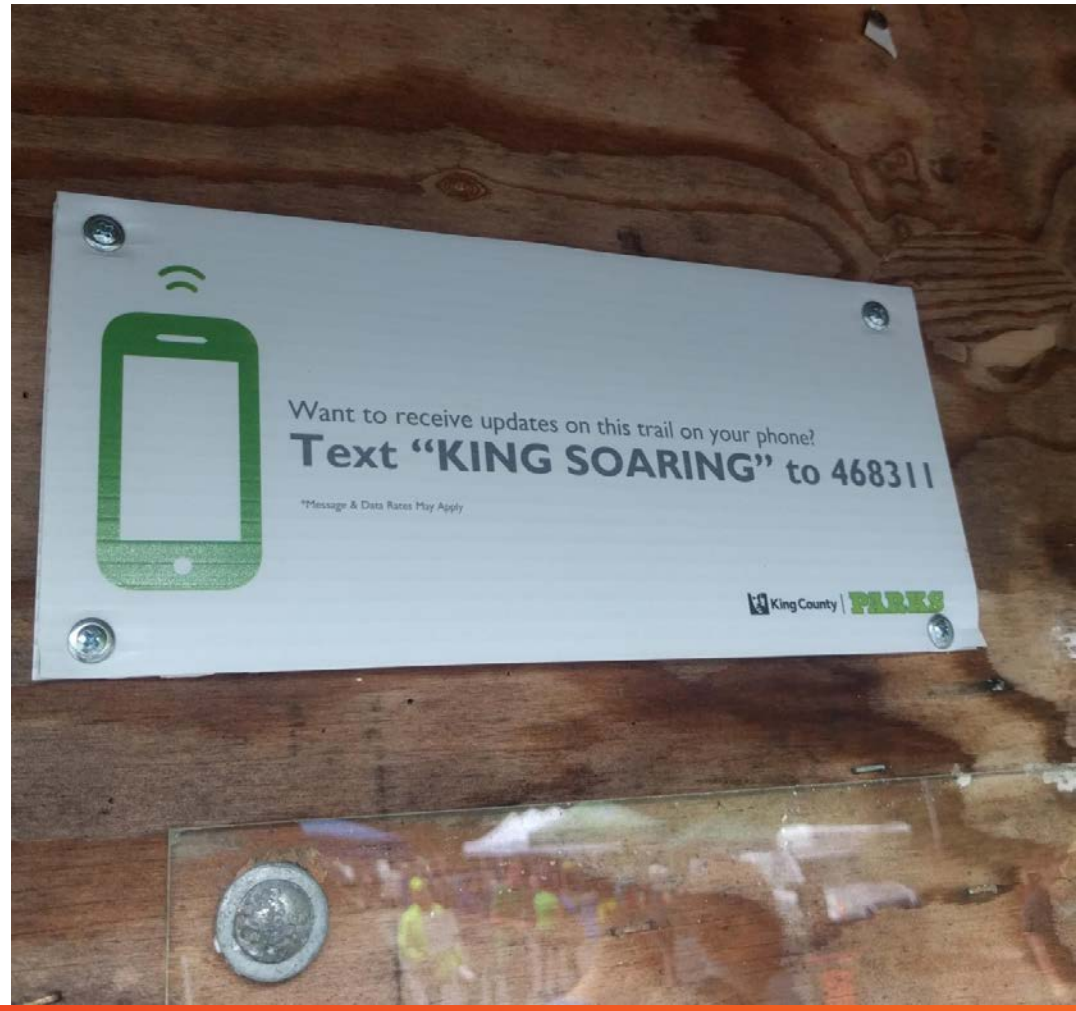
Overlays

a graphical way to convert your organization's website visitors and be proactive with communications, going forward



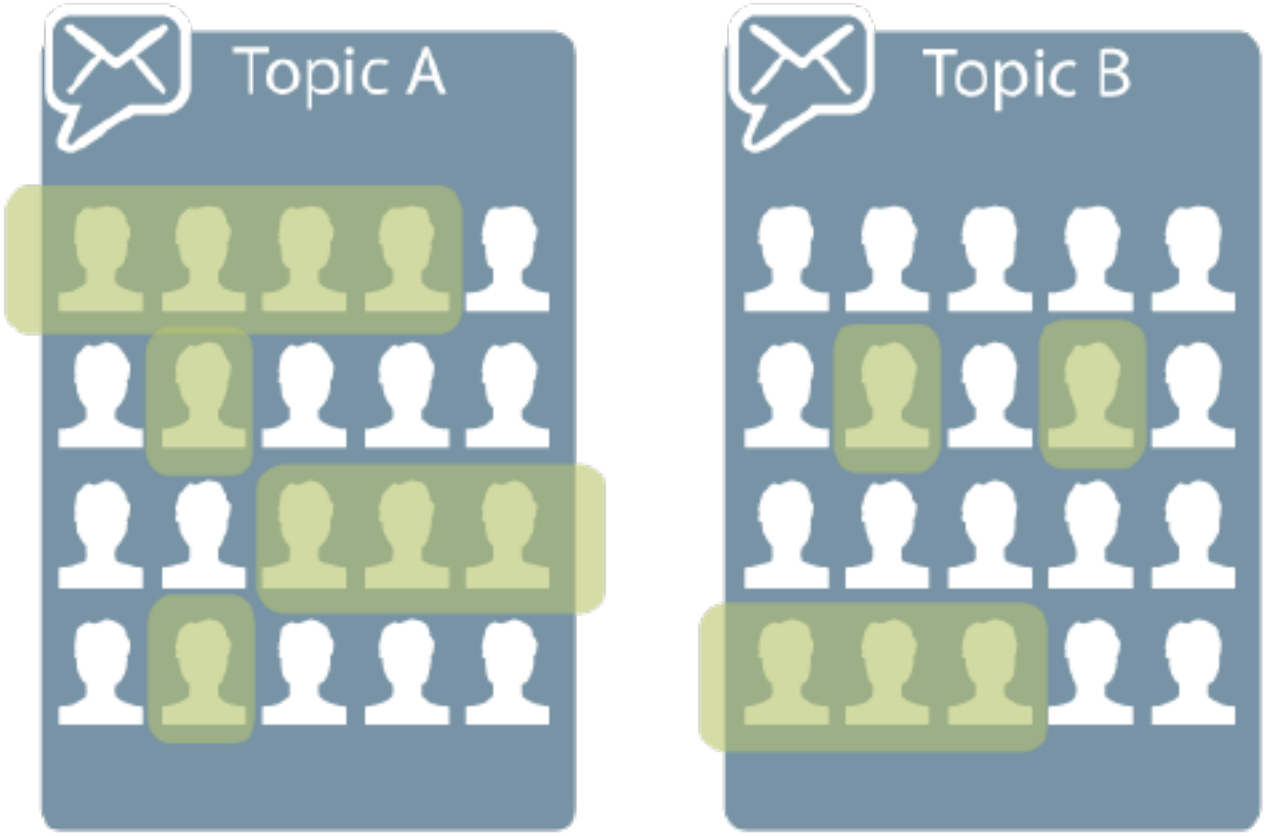
Text-to-Subscribe





Segments

a dynamic, saved filter of subscribers



As a parent, I want to know where high quality childcare is within my neighborhood so that I can I can get a job

- Topics
  - Updates for Parents
  - Neighborhood Safety
- Questions
  - Zip code?
- Segments
  - Parents of 98109
  - Parents of 98119
- Branded Overlay
  - Possible, but need to explore if there's an appropriate landing page
- Bulletins
  - Send one upon facility inspection update
- Text-to-subscribe
  - Provide to child care facilities to include with paperwork/welcome packets
  - Window signage?
- Sign-up workflow
  - Enable Topic and prompt for question

As a parent, I want to know where high quality childcare is within my neighborhood so that I can I can get a job

- Create a topic(s) and add to sign-up workflow that allows parents within the community to self-identify and request updates that are relevant to them
- Enable and create a question to prompt Topic Subscribers of "Updates for Parents" to provide their Zip code
- Create dynamic Segments called "Parents of 98109" and "Parents of 98119"
- Create a Bulletin Template called "Childcare Inspections"
  - Subject: "We've inspected your local childcare facility. Here are the results"
- Provide Text-to-Subscribe code to Childcare facilities to use with welcome packets and signage
  - "Text 5555 to inspection updates about this facility!"
- Report on % of parent population that are getting this Bulletin
- Use Question to determine employment status and compare rate against those not subscribed to these topics and
- Survey topic subscribers to determine effectiveness

GRANICUS NATIONAL
SUMMIT
2018
Build Your Citizen Story

GRANICUS NATIONAL
SUMMIT
2018
Thank You!