JOHN DUCKWITZ

Client Success Team Lead
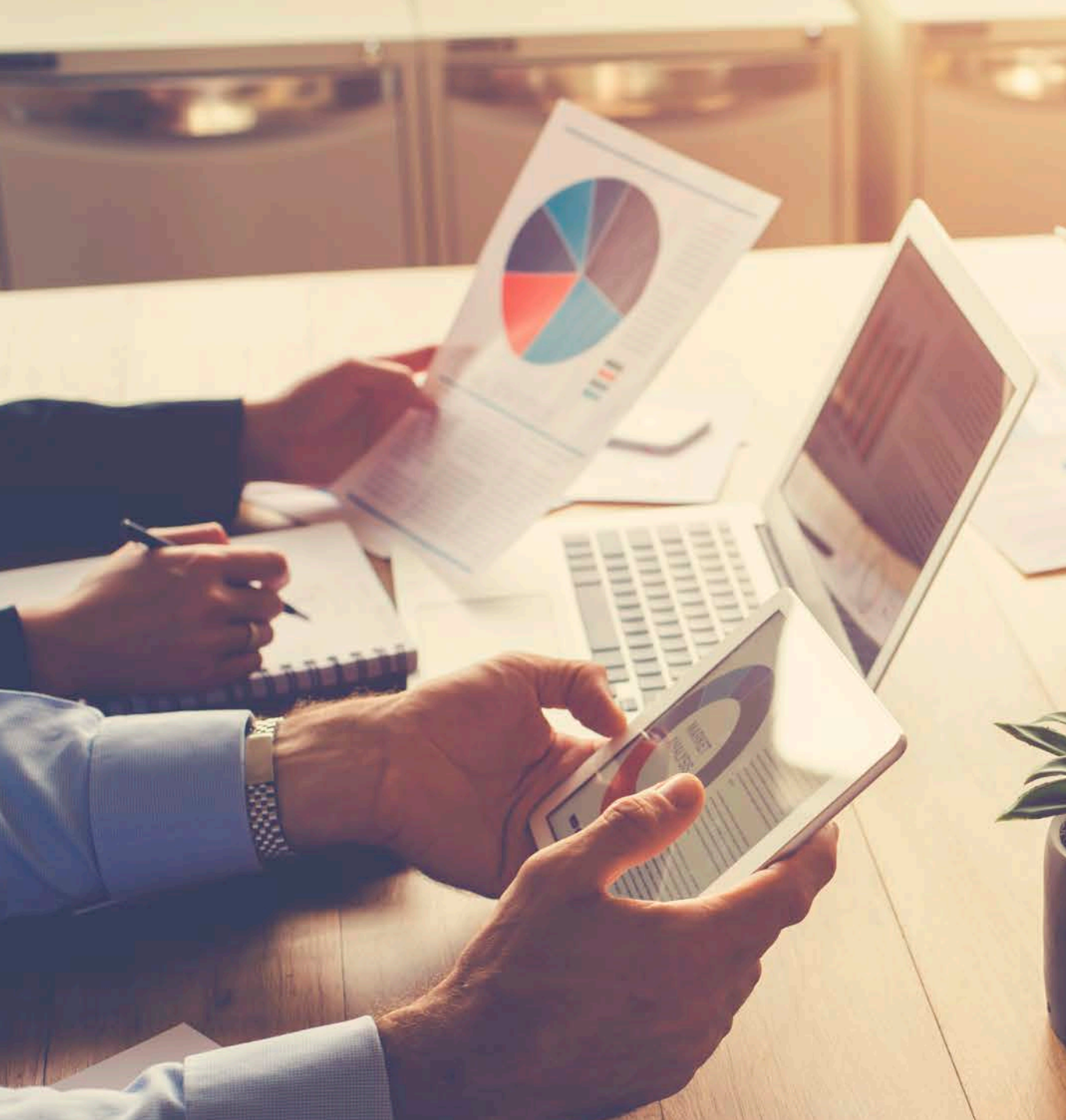
A healthy communications and outreach strategy works in tandem with other agency initiatives to meet the mission goals of the program area, department, or agency.

REVIEW

TRANSFORM
THE
CITIZEN AND CIVIC EXPERIENCE

ONGOING MONITORING AND EVALUATION

DEFINE IMPACT

DEVELOP STRATEGY

EXPAND AUDIENCE

DRIVE ENGAGEMENT

INCREASE IMPACT

GRANICUS

#GranicusSummit18

1. Enhance Public Awareness

2. Improve Public Involvement

3. Promote & Transform Online Services

What are my Measurable Objectives?

A Few Examples:

- Web traffic

- Audience growth

- Event attendance

- Downloads of my content

- Citizen feedback

- Digital engagement metrics

What are my Digital Engagement Metrics?

Metrics Examined:

| Engagement Rates	Open Rates	Click Rates	Overlay Rates	Subscriptions Per Subscribers
The number of unique email recipients who opened an email or clicked on a link in the previous 90 days compared to the total number who received an email in that period.	The number of recipients who opened an email compared to the number who received it.	The percent of recipients who clicked on at least one hyperlink within an email compared to the total number who received it.	The influence an overlay window has on getting visitors to a website to sign up to receive future information updates via email or SMS.	The number of topics for which one individual has signed up to receive email updates. (Calculated by dividing total subscriptions by total subscribers).

Apply Your Strategy

ADAPT

Evolve Your Communications Actions

How Does Your GovDelivery Communications Cloud Health Help?

- Key indicator of the success of your overall communications strategy

- Identifies barriers to influencing your target audience

- Highlights areas to grow and improve

- Helps you make the most of your programmatic investment

Utilize GovDelivery Reports to Identify Where You Need to ADAPT Your Outreach Efforts
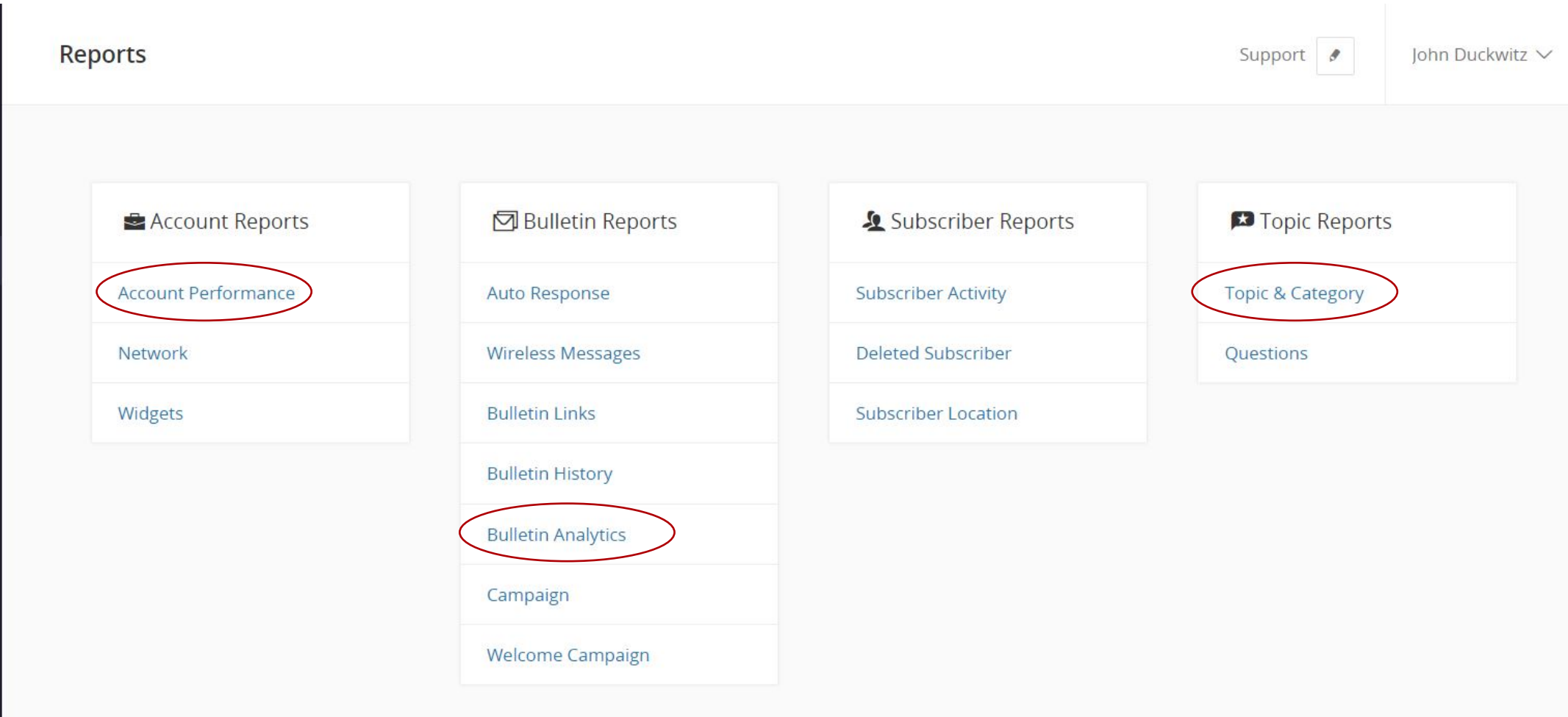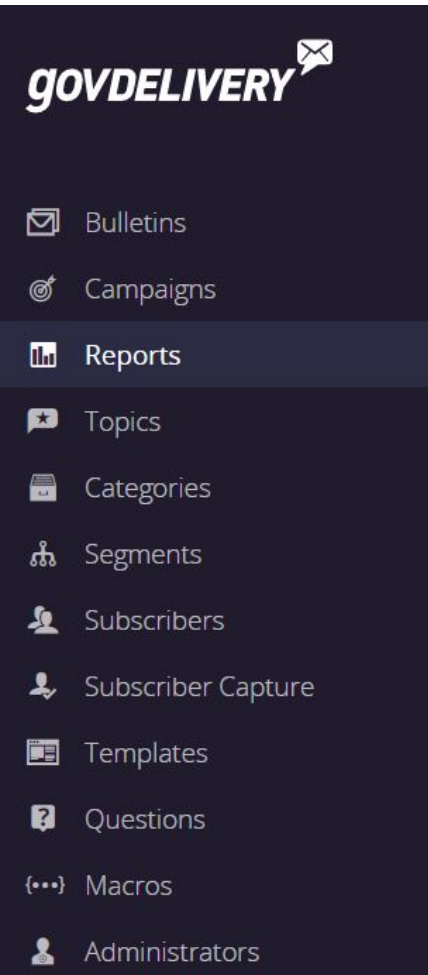
Know where to Adapt: Questions to Assess Communications & Account Health

1. Which topics are we sending the most messages to? Does that align with our communications strategy?

2. Was my communication received? Did people engage with it?

3. Am I reaching the right people?

Which topics are we sending the most messages to?

Use the **Topic & Category Report**:
➡️ Summary Report; Topic Details Report

At the very least – evaluate quarterly, to see sending and subscriptions across topics or categories and make sure your outreach aligns to your strategic priorities.

Compare reports across different time frames to identify sudden changes or trends overtime.

Topic & Category Report: Summary

Understand the Scope

Choose your Timeframe

Scope in to see the trends for your Topics

Start Date	*	03/03/2018
End Date	*	04/01/2018

SHOW REPORT

Summary   Topic Details   Category Details

Topic & Category Summary Report for U.S. Census Bureau

PDF

Summary	
Total Subscription Topics as of 04/01/2018	406
Total Subscriber Profiles as of 04/01/2018	744,366
Total Subscriptions as of 04/01/2018	3,402,964
Total Bulletins Delivered between 03/03/2018 and 04/01/2018	3,021,437
Total Bulletins Delivered as of 04/01/2018	152,046,089
Total Bulletin Recipients between 03/03/2018 and 04/01/2018	3,125,554
Total Bulletin Recipients as of 04/01/2018	156,866,540

annsort-title

Topic & Category Report: Topic Detail

Topic sending & popularity

4th quarter 2017

Filter for Listed (public) topics

Topic Details Report

For the period 10/01/2017 through 12/31/2017

Topic Name	Visibility	Total Subscriptions To Date	New Subscriptions To Date	New Subscriptions This Period	Deleted Subscriptions To Date	Deleted Subscriptions This Period	Bulletins Sent This Period	Total Bulletins Sent To Date
The Microscope - STHEM Alliance Newsletter	Listed	315	548	14	233	12	0	27
Commercial Real Estate Council Newsletter	Listed	384	615	15	231	15	4	75
Planning Commission Agendas, Minutes and Video	Listed	432	878	26	446	28	7	177
Parks & Natural Resources Commission Agendas, Minutes and Video	Listed	336	695	20	359	20	3	133
Economic Development Commission Agendas, Minutes and Video	Listed	334	697	22	363	18	2	91
Black Dog Watershed Management Organization Agendas and Minutes	Listed	265	557	19	292	18	4	121
Ames Center Commission Agendas, Minutes and Video	Listed	266	564	18	298	17	3	103
City Council Meeting Agendas and Video	Listed	653	1,298	28	645	38	24	337
Birnamwood Golf Course	Listed	381	685	19	304	14	6	75
Burnsville Bulletin, Recreation Times, Ames Center Publications, Community Guide	Listed	565	1,009	30	444	27	1	59
Outdoor Skating and Cross Country Skiing	Listed	452	848	27	396	24	11	82

How to use this Information…

Topic Details Report

For the period 10/01/2017 through 12/31/2017

Topic Name	Visibility	Total Subscriptions To Date	New Subscriptions To Date	New Subscriptions This Period	Deleted Subscriptions To Date	Deleted Subscriptions This Period	Bulletins Sent This Period	Total Bulletins Sent To Date
The Microscope - STHEM Alliance Newsletter	Listed	315	548	14	233	12	0	27
Commercial Real Estate Council Newsletter	Listed	384	615	15	231	15	4	75
Planning Commission Agendas, Minutes and Video	Listed	432	878	26	446	28	7	177
Parks & Natural Resources Commission Agendas, Minutes and Video	Listed	336	695	20	359	20	3	133
Economic Development Commission Agendas, Minutes and Video	Listed	334	697	22	363	18	2	91
Black Dog Watershed Management Organization Agendas and Minutes	Listed	265	557	19	292	18	4	121
Ames Center Commission Agendas, Minutes and Video	Listed	266	564	18	298	17	3	103
City Council Meeting Agendas and Video	Listed	653	1,298	28	645	38	24	337
Birnamwood Golf Course	Listed	381	685	19	304	14	6	75
Burnsville Bulletin, Recreation Times, Ames Center Publications, Community Guide	Listed	565	1,009	30	444	27	1	59
Outdoor Skating and Cross Country Skiing	Listed	452	848	27	396	24	11	82

Report on specific time spans to see which topics have the most activity

Ensure organizational priorities align with sending topics

Identify strategic topics with low subscriptions to inform changes to your network selections or need for cross promotion

Was my communication received? Did people engage with it?

Was my communication received? Did people engage with it?

Bulletin Analytics Report

➡ Summary, Details on each sent message

> Compare to annual Benchmarks

> Regularly check your bulletin stats

Filter the Bulletin Analytics Details report by Topics to see how strategic topics measure up

Bulletin Analytics Report: Summary

Messages received, opened, clicked

4th quarter 2017

Multi-channel reporting in one glance

Bulletin Analytics Summary Report

For the period 10/01/2017 through 12/31/2017

Summary	
Bulletins Sent	263
Total Recipients	459,383
Total Delivered	450,267
Total Failed	9,116
Percent Delivered	98.0
Unique Email Opens	136,572
Unique Email Open Rate (%)	30.3
Average # of Links per Bulletin	41.3
Unique Bulletin Link Clicks	23,504
Click Rate (%)	5.2
Unique SMS Clicks	0
Total SMS Clicks	0
Facebook Clicks	21
Twitter Clicks	88

Bulletin Analytics Report: Details

Example bulletin: *You're invited to the 2017 Homeowners Floodproofing Expo and Workshop!*
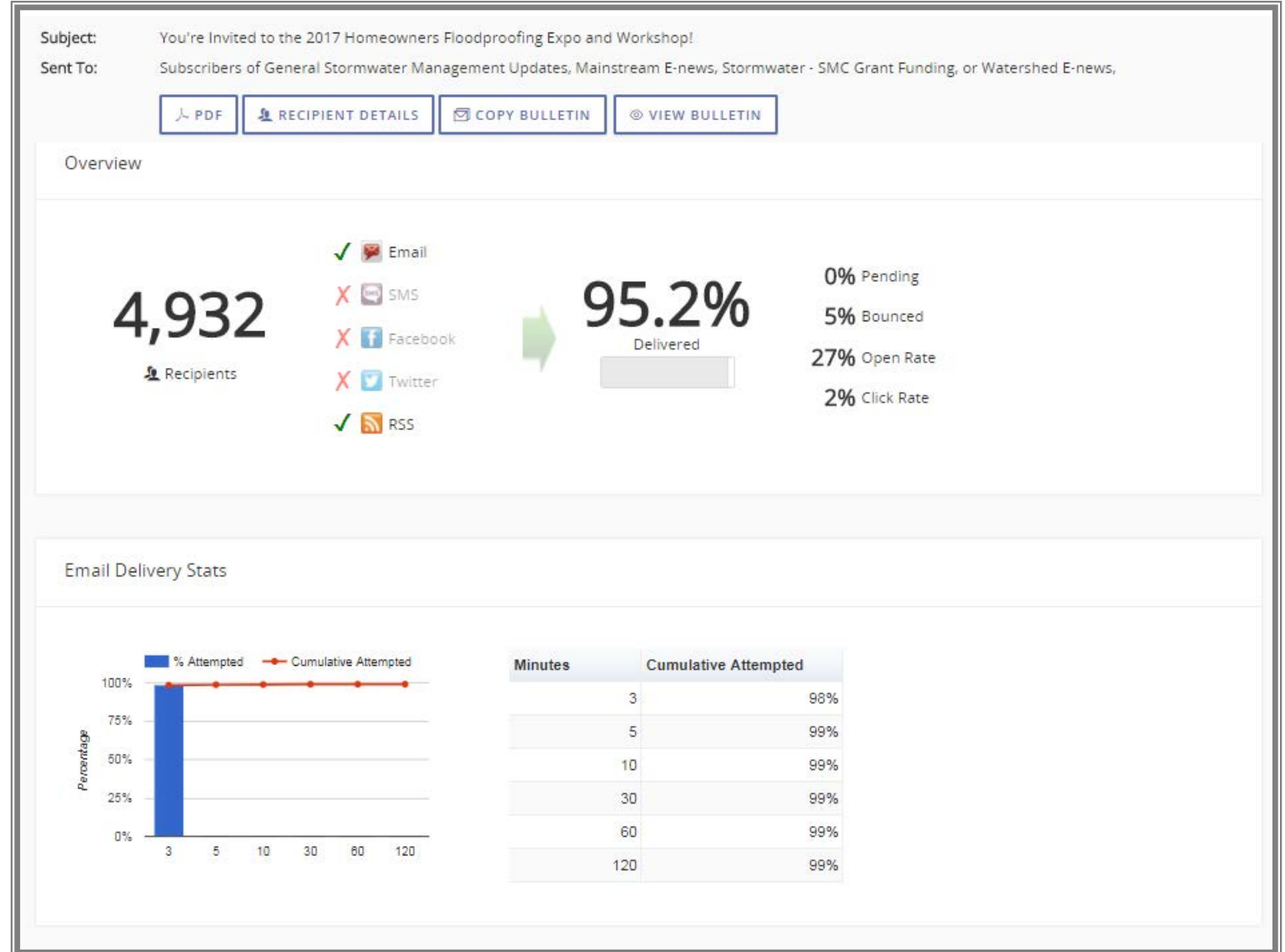
Bulletin Analytics Report: Details

Recipients, deliverability rate

2+ days after sending

Recipient Details button shows every subscriber email deliverability, opens & clicks

Subject: You're Invited to the 2017 Homeowners Floodproofing Expo and Workshop!

Sent To: Subscribers of General Stormwater Management Updates, Mainstream E-news, Stormwater - SMC Grant Funding, or Watershed E-news,

| PDF | RECIPIENT DETAILS | COPY BULLETIN | VIEW BULLETIN |

Overview

4,932 Recipients

✓ Email
✗ SMS
✗ Facebook
✗ Twitter
✓ RSS

95.2% Delivered

0% Pending
5% Bounced
27% Open Rate
2% Click Rate

Email Delivery Stats

% Attempted — Cumulative Attempted

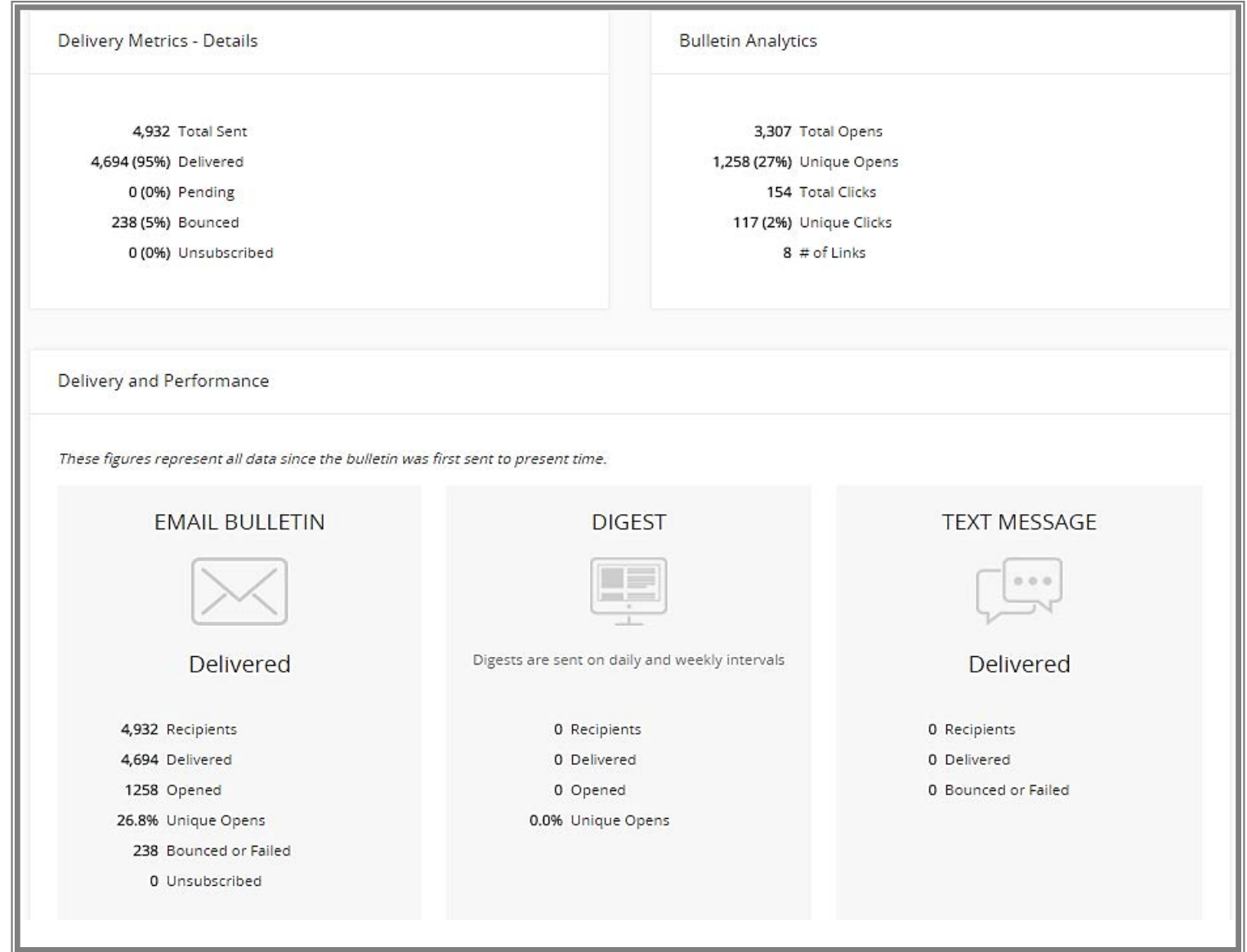| Minutes	Cumulative Attempted
3	98%
5	99%
10	99%
30	99%
60	99%
120	99%

Bulletin Analytics Report: Details

Sends, opens, clicks for this message

2+ days after sending

For multichannel messages, compare email and text responses

Delivery Metrics - Details

4,932	Total Sent
4,694 (95%)	Delivered
0 (0%)	Pending
238 (5%)	Bounced
0 (0%)	Unsubscribed

Bulletin Analytics

3,307	Total Opens
1,258 (27%)	Unique Opens
154	Total Clicks
117 (2%)	Unique Clicks
8	# of Links

Delivery and Performance

These figures represent all data since the bulletin was first sent to present time.

EMAIL BULLETIN

Delivered

4,932	Recipients
4,694	Delivered
1258	Opened
26.8%	Unique Opens
238	Bounced or Failed
0	Unsubscribed

DIGEST

Digests are sent on daily and weekly intervals

0	Recipients
0	Delivered
0	Opened
0.0%	Unique Opens

TEXT MESSAGE

Delivered

0	Recipients
0	Delivered
0	Bounced or Failed

Bulletin Analytics Report: Details

Compare which links got the most clicks

2+ days after sending

Look back at the bulletin – were some links less obvious than others?

Bulletin Link Overview

LINK URL	UNIQUE CLICKS	TOTAL CLICKS
https://www.lakecountyil.gov/3973/Floodproofing-Expo-and-Workshop	53	68
https://content.govdelivery.com/accounts/ILLAKE/bulletins/1ba4334	38	53
https://public.govdelivery.com/accounts/ILLAKE/subscriber/edit?preferenc...	14	14
https://www.lakecountyil.gov/553/Stormwater-Management-Commission	6	8
https://www.facebook.com/LakeCoSMC/	5	7
http://www.lakecountyil.gov/STORMWATER/Pages/default.aspx	3	6
https://insights.govdelivery.com/Communications/Subscriber_Help_Center	0	0

How to use this information:

Bulletin Subject	Total Recipients	Percent Delivered	Unique Email Opens	Unique Email Open Rate	Total Email Opens	Click Rate	Bulletin Visibility
You're Invited to Our Illinois Bicentennial Flag Ceremony and Luncheon	90	100.0	68	75.6	283	30.0	Public
Save the Date: 2018 Legislative Program Breakfast	27	100.0	18	66.7	44	3.7	Public
Reminder: You're Invited to Our Illinois Bicentennial Flag Ceremony and Luncheon on Dec. 12	70	97.1	41	60.3	120	22.1	Public
ServicePoint Referral Network Newsletter	28	100.0	16	57.1	48	3.6	Private
News Release: Tax Credit for Victims of July 2017 Flood	1120	99.5	547	49.1	2071	21.9	Public
Prepayments are accepted through Dec. 29, 2017	12144	97.9	5822	49.0	16358	3.2	Public
IRS Advisory for Prepaid Real Property Taxes	12154	98.1	5774	48.4	14168	11.9	Public
Lake County Council 2018 Meetings Schedule	190	98.9	83	44.1	259	10.1	Public
Lake Michigan Water Project Update: December 2017	1318	98.1	564	43.6	1062	1.2	Public
Season's Greetings from the Treasurer's Office!	5816	98.4	2350	41.1	3329	1.0	Public

Check Click Through Rates to see if content was engaging to the recipients
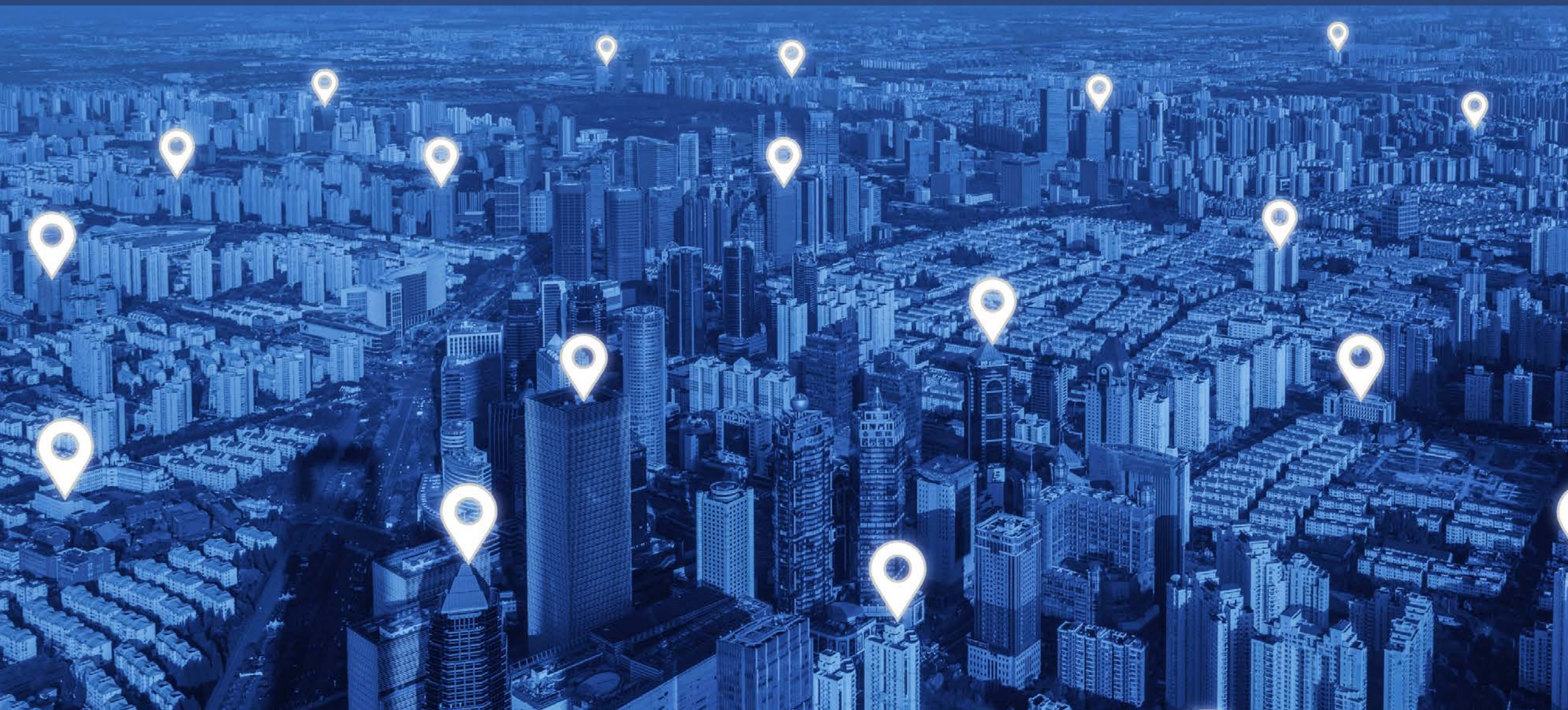
Look at popular bulletins by opens – does it align with your agency strategy?

Evaluate clicks to opens ratios. If you get great opens but low clicks, you may need a redesign of your bulletin template.

Am I reaching the right people?

Am I reaching the right people?

> Account Performance Report
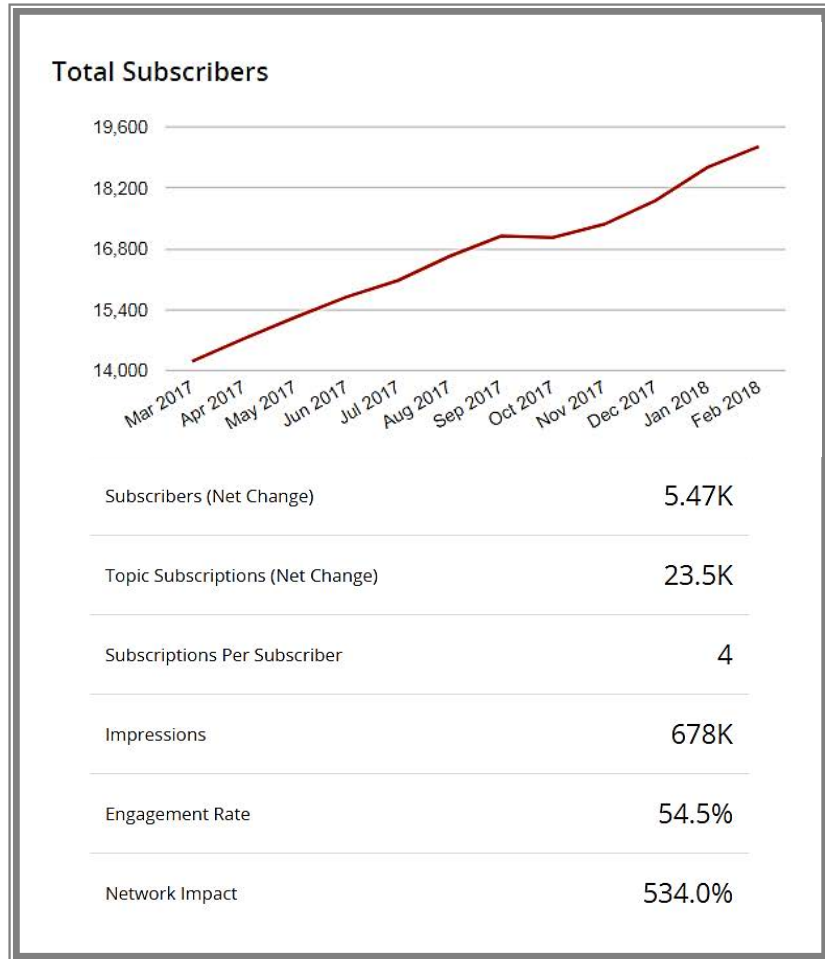
> Network Report

> Subscriber Location Report

Check Quarterly; Annually

Adding Questions to your Sign-up process can help you learn more about your subscribers

Account Performance Report

Total Subscribers

Subscribers (Net Change)	5.47K
Topic Subscriptions (Net Change)	23.5K
Subscriptions Per Subscriber	4
Impressions	678K
Engagement Rate	54.5%
Network Impact	534.0%

How to use this information

Compare total subscriptions to number of people in your community to understand your reach
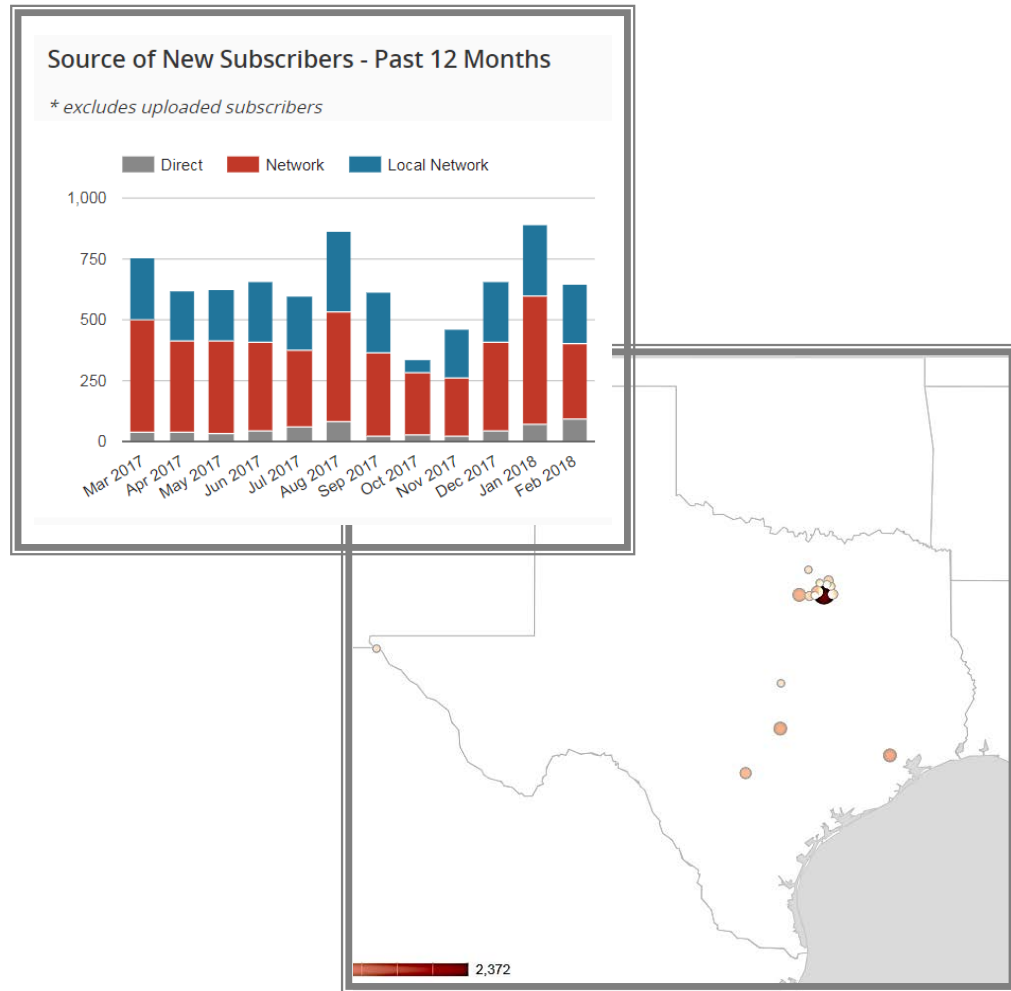
Understand your subscriber growth over time

Get a quick view of basic stats so you can dig into detailed reports to learn more if you're falling behind

GRANICUS

#GranicusSummit18

Network & Subscriber Location Reports

Source of New Subscribers - Past 12 Months
* excludes uploaded subscribers

How to use this information

Understand where your subscribers are located

Discover how people are finding you – through your website, or via the GovDelivery Network

Create engaging content that's relevant to where subscribers live

IMPROVE

Six Tips to Improve Account Health

Disengaged Administrators

This can be a tricky sign to catch because oftentimes only the administrator is aware of how often they are logging into the account and managing communications. As a result, it's important that the three levels of administrators hold each other accountable and ensure that they are all engaged.

No matter what level of access you have, it is crucial that all administrators stay engaged with the account, their group or their topic to create relevant content and distribute it to subscribers. In order to prevent disengagement, develop a plan to regularly check how often admins are logging in and steps to increase logins when you notice these instances decreasing.
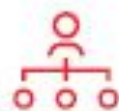
If You Don't Have an Internal Processes for Admins

At the end of the day, your administrators are the lifeblood of the communications system. Developing a strategy to re-engage absent admins is key to driving your overall communications strategy. Here are best practices for establishing an effective process for account administrators:

☐ Create an *administrator hierarchy* and stick to it. Only grant the minimum amount of access necessary to maintain the overall account, groups and topics.

☐ Develop a plan to effectively train admins and make sure they are comfortable with the system before they go live.

☐ Make sure you are removing departed admins and those who no longer need access.

Low Send Rates

A pattern of reduced sending is also a sign that your account could be entering a lull of activity. Agencies who are only sending once a month or every couple of months are not engaging their audience as often as they should be. By not sending out content, you're not giving your subscribers an opportunity to engage, putting your account at risk for poor health.

One way to prevent low send rates is to get proactive about your communications strategy. Start with developing a content calendar so you can plan your content out and make sure you are consistently communicating with your subscribers and avoid going into a sending lull. *Download Your Government Content Calendar Template* for inspiration.

If Subscribers Aren't Engaged

Subscriber engagement can decrease for a variety of reasons: email frequency, content or channel. Learning why your subscribers are sleeping on you is key to re-engaging them. Here are a few action steps to ensure subscribers are re-engaged:

☐ Try *A/B tests* with everything from subject lines, to content length, to call to action placement.

☐ Dive into all the subscriber reports you can and identify trends of engagement.

☐ Send out a re-engagement campaign with a "we miss you" message and new topics that they could potentially sign up for.

☑ If You Need More out of Your Content and Topics

Relevant content and topics are key to a healthy account. Reworking what you are sending your subscribers is an easy way to re-engage and boost overall health. Here are a few steps to get the most out of your content and topics:

- ☐ Use the Topic & Categories Report to see if you have sleepy topics and determine if it is time to sunset them.
- ☐ If your topics are sleep you have two options: transition subscribers to parallel topics or a placeholder topic. Learn more about determining which one is best for you *on our blog*.

If You Need a Content Strategy

Creating a schedule for posting and publishing content is key to executing a successful communications strategy. Here are a few ideas for creating and implementing a successful content strategy:

- ☐ Use the *Government Content Calendar Template* to help you develop and initial strategy and schedule up to a year's worth of content.
- ☐ Audit your content and make sure that it is still relevant. Be flexible to amending your strategy based on the results of this audit.
- ☐ Remember no two communications are the same. Whether it's short bursts of content every few days or longer newsletters once a week, implement a strategy that works for you and your subscribers.

SELF-SERVICE RESOURCES

Granicus empowers our government customers with a wide range of self-service information and tools to help you implement best practices and strategies. Everything from an online knowledge base, digital engagement assessments, success stories, guides, blog posts, videos, monthly events and webinars, we are committed to ensuring our customers get measurable value from their investment. Visit our website for more information granicus.com/resources-events.

Dedicated Customer Success Professionals

Customer Success Consultants are dedicated subject matter experts driven by the passion of the programs and services that government agencies deliver and are available to provide you with ongoing strategic consultation to ensure you maximize your investment in Granicus solutions and services. Whether you are looking for help to improve the utilization of your existing systems or empowering you with the knowledge necessary to accomplish your goals, our dedicated team of Customer Success Consultants will provide you with the tools and best practices you need to accomplish objectives that deliver quantifiable results. Contact your Customer Success Consultant to learn more about how they can help you.

Fast Help From Real People
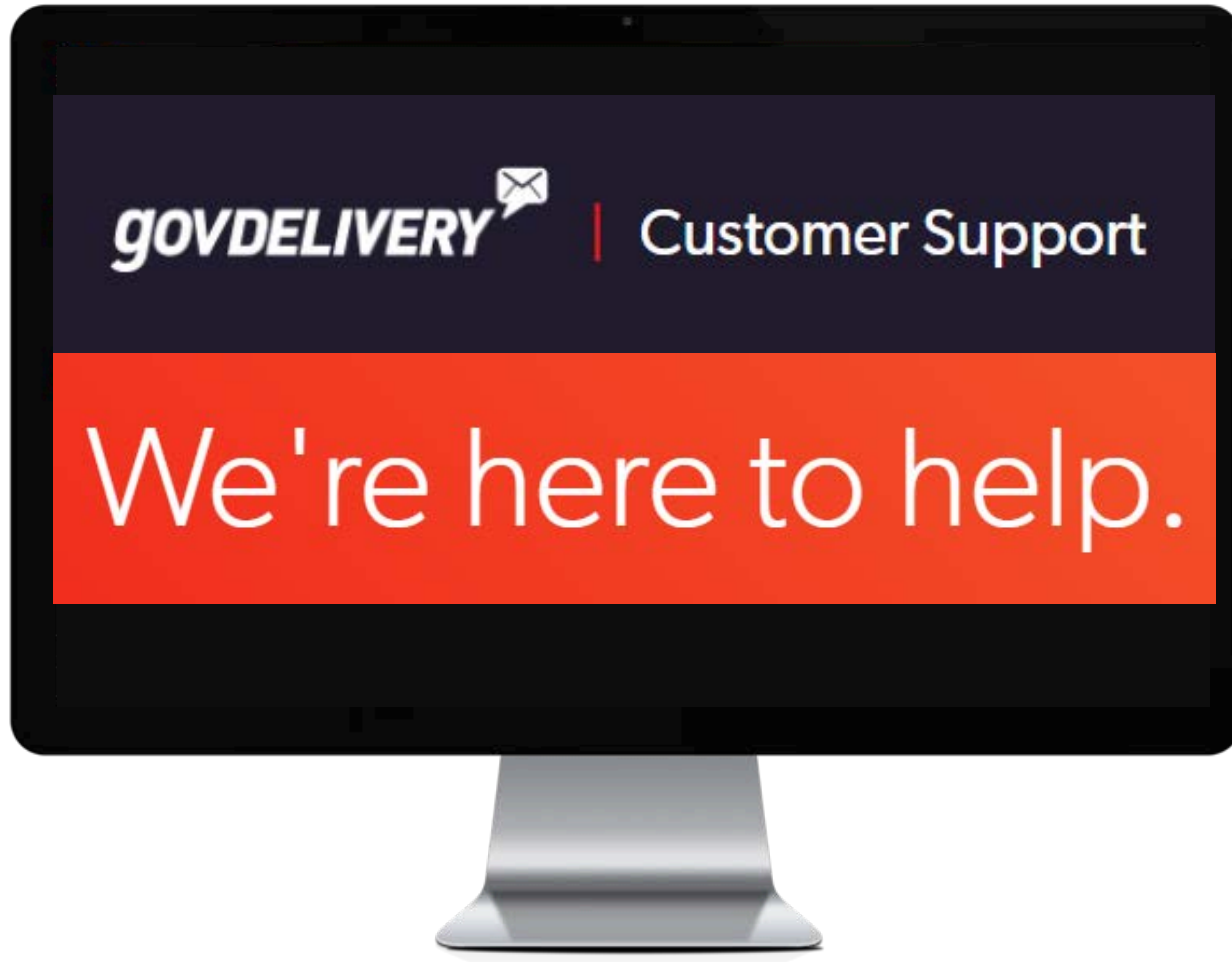
Immediate Technical Support or Questions

The Granicus Customer Support teams are ready to assist you with issues or questions that come up during the course of your day. Whether you have a question on how to use our solutions, or you need technical support, we're here to help. We provide a number of ways that you can connect with our Customer Support team that is most convenient for you. See options for support in the next section.

GRANICUS NATIONAL

SUMMIT

2018

GovDelivery Communications Cloud

Online: support.govdelivery.com

Email: Help@granicus.com

Phone: (critical issues) 1-800-314-0147

How can I customize my data?

NEW **Reports Pro API** provides tech savvy organizations a flexible option for communications reporting

- Send extensive subscriber and bulletin data from GovDelivery Communications Cloud to a data visualization tool of your choice

- Create visualizations, combine data with inputs from other sources, customize your data for your needs

- REST API

- Secure token access for easy-access management

Ask your Account Manager for more information

What Do You Need in Communications Cloud Reports?

We're improving reports EVEN MORE very soon – and we want your feedback!

3 ways to contribute:

- Come visit the Communications & Content table in the Experience Lab before you leave to give us your feedback

- Let your Customer Success Consultant know your Communications Cloud reporting wish list

- Reach out to us at info@Granicus.com if you'd like to share your ideas!