

Your guide to
maintaining a
HEALTHY

account in GovDelivery
Communications Cloud

Executive Summary

Whether you're an account administrator within the *GovDelivery Communications Cloud* or just starting out in a public sector communications office, everyone in your agency can play a role in keeping your organization's account in good health. But the truth is that despite everyone's best efforts, your account may still slip into a lull and start exhibiting signs of poor health. Account health is important because it can make or break subscriber engagement and is an indicator of the success of your overall communications strategy.

What can you do to stop this? You need knowledge of the signs that indicate an account may be entering a lull of activity, or a lack of clarity on what actionable steps to take once those indicators are identified in order to bring an account back to life.

Before we dive into signs of an unhealthy account and best practices to remedy this, it is important to understand what a healthy account looks like and why maintaining account health is important. While it varies from account to account, generally a healthy account will be leveraging relevant content that drives high overall engagement from subscribers.

Your communications strategy plays a critical role in your agency's or department's ability to accomplish its mission. Whether you're in good health or slipping into a lull, it's critical to understand the warning signs of an unhealthy account and what you can do to get back up and running no matter where you are on the account health spectrum. This guide provides the red flags of poor account health and actionable steps to reviving your account.

Signs of Poor Account Health

Indicators that your account may be slipping into poor health can take many forms. If one or more of the following signs is present at your agency, your account may be in danger of entering a lull of activity. Fortunately, there are easy ways to prevent each of these signs of poor health from occurring in the first place.

Sleepy Subscribers

When your subscribers aren't opening and clicking through the materials you are sending, you are missing out on key opportunities for engagement. Some of the main causes of low engagement include things like ineffective content, a misplaced call to action, and uninteresting subject lines.

Instead of sending out communications that you think will resonate with your subscribers, be proactive about your communications strategy to make sure you aren't missing the mark. In order to do this, take advantage of engagement reports to see what subscribers are

opening up and clicking through. Additionally, run an A/B test to see what elements drive more engagement from your audience. This could help you determine what kind of language in the subject line will increase open rates from your subscribers. Taking a proactive approach to engagement and diving into individual sends can help you avoid low engagement before it can have an impact on your overall account health.

For more ways to re-engage, check out this post on ["How to Win Back Sleepy Subscribers."](#)

Irrelevant or Sleepy Topics

Another sign of poor account health is irrelevant or sleepy topics. This includes topics that are older or out of date but that are still in the subscription process. For

example, you may have had a campaign that you ran last year that's no longer relevant, but you never unlisted or restricted the topic so it's still collecting subscribers.



These topics that you're not sending to but that are still collecting subscriptions on should be restricted so they do not continue to receive subscriptions. In order to reduce instances of outdated topics, stay cognizant of what topics are in your account by running regular

"Topic & Categories" reports to determine which topics are sleepy. Looking for more ways to check if your account topics need updating? Read this post, "[Are Topics Sleeping on Your Watch?](#)"

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.

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.

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.

No matter what level of access you have, it is crucial

Resources That Can Help

Fortunately, Granicus provides ongoing resources to get your account back up and running when you spot a red flag. These tactics will help you address some of the most common indicators of poor health by providing actionable ways to bring your account back to life.



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.



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.

If you are experiencing any of these red flags, be sure to watch for updated [Granicus live trainings and events](#) that can help.

5 Steps You Can Take to Revive an Unhealthy Account

Now that you have the tactical knowledge to overcome poor health, you can place those tactics into an overall strategy. The following checklist allows you to address and remedy poor account health without having to go through a full re-implementation. Taking these steps before moving to re-implementation will save your organization time and money, allowing you to more effectively drive your mission.

»» STEP 1:

Figure out the problem

In order to improve your account's health, you have to figure out what's making it decline in the first place. A widespread audit is a good place to start. From there, you can determine which indicators of poor health are present in your account and start deciding what tactics you will leverage to remedy the issues. This is also a good time to re-establish the mission. Reminding your department who you are communicating with and why can help you understand why things aren't working in your account.

»» STEP 2:

Understand the specifics

The next step to reviving your account is engaging with your support team to understand the specifics about the issue. How you address this issue will be different depending on if it is a function, security or education problem. For example, if your main problem is out of control admins, you may not have to totally rework your content strategy in order to boost your account health. Understanding the specifics of your problem will help you get your account back on track effectively and efficiently.

»» STEP 3:

Develop a plan of attack

This step is where the tactics outlined on pages 5-6 (see: "Resources That Can Help") come into play. Once you determine your specific problem you can develop a strategy to target and resolve it. Map an outline of specific steps you will take, add dates around a timeline, and then hold yourself accountable. Keep your outline visible on your desk on your desktop to make sure it's top of mind.



»» STEP 4: Implement the plan

Use your Granicus Customer Experience Consultant as a liaison and leverage their knowledge to make sure implementation of your plan goes off without a hitch. It's also crucial that you establish check in points along the way to measure that your plan is working or not. This will help you determine what to do in the next step of account revival.

»» STEP 5: Reassess with CX

Once your plan has been implemented, look at the metrics to see if it worked. If it did -- great! You now are back in good health. If it didn't, sit down and have a talk with your Granicus Customer Experience Consultant (CX). Whether you just have to tweak a few things in your plan of attack or you have to move towards a full re-implementation, they will be able to help guide you in the best direction.



Conclusion

Fixing account health doesn't happen overnight. However, this account guide can get you started on the right foot. By following the strategy and implementing the tactics, your account will be back on track in no time. For additional resources, check out Granicus' [Behind the Envelope](#) blog series, the [2017 Benchmark Report](#), and the [Granicus blog](#).

About Granicus

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to over 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect over 150 million people, creating a powerful network to enhance citizen engagement. By optimizing decision-making processes, Granicus strives to help government see better outcomes and a greater impact for the citizens they serve. For more information on Granicus, visit granicus.com.



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