



ENGAGEMENT CLOUD

Two-Way Engagement: Readiness Checklist

Are you truly connecting with residents?

Engaging residents goes beyond simply sending messages. It requires a deep understanding of who they are, what they care about, and how they experience your services. Use this checklist to evaluate whether you are genuinely connecting with residents and fostering a meaningful two-way relationship to drive action, or if there is room for improvement.

Organize your progress under the following four categories:

Audience Intelligence | Part 1

GROW: EXPAND YOUR REACH WITH PRECISION.

- ☐ We grow our subscriber base through partnerships.
- ☐ We capture subscribers across multiple channels (overlays, sign-up boxes, subscriber pages and integrated APIs).
- ☐ We let people opt in quickly to topics via text.
- ☐ We increase program and initiative awareness with discovery tools and targeted campaigns.



Audience Intelligence | Part 2

KNOW: BUILD A DEEP UNDERSTANDING OF THE AUDIENCES YOU SERVE.

- We ask residents progressive questions over time to build profiles.
 - We track engagement with advanced analytics.
 - We collect continuous resident digital experience and sentiment feedback.
 - We make surveys simple, embeddable, and customizable to create the most frictionless path to completion.
 - We foster community engagement with tools that encourage collaboration on local initiatives.
 - We analyze public sentiment with AI.
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Experiences & Outcomes | Part 1

DELIVER: GUIDE PEOPLE TO TAKE ACTION.

- We deliver targeted 1:1 messages to residents on their preferred channels.
- We create smart, responsive digital journeys for residents that improve completion rates.
- We build behavior-based campaigns that adapt messaging to residents' actions.
- We share transparent newsfeed summaries to demonstrate accountability.



Experiences & Outcomes | Part 2

MEASURE: TEST, EVOLVE, AND OPTIMIZE OVER TIME.

- ☐ We use advanced analytics to understand interaction preferences and improve communication.
- ☐ We cross-post seamlessly across channels.
- ☐ We experiment and optimize messaging with A/B testing and adapt accordingly.
- ☐ We automate timed messages to nurture engagement and measure at each step.



Tip: If you checked fewer than 10 boxes, it might be time to schedule an Engagement Cloud Readiness Briefing.

Request a 1:1 Assessment with a Granicus
Communications and Engagement Expert

[Request a 1:1](#)