



Navigating Community Engagement

Digital Powerhouses in Action

September 20, 2023

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's Speakers



Clay Campbell

Solution Consultant,
Granicus



Michelle
Stephens, AICP

Director,
Granicus

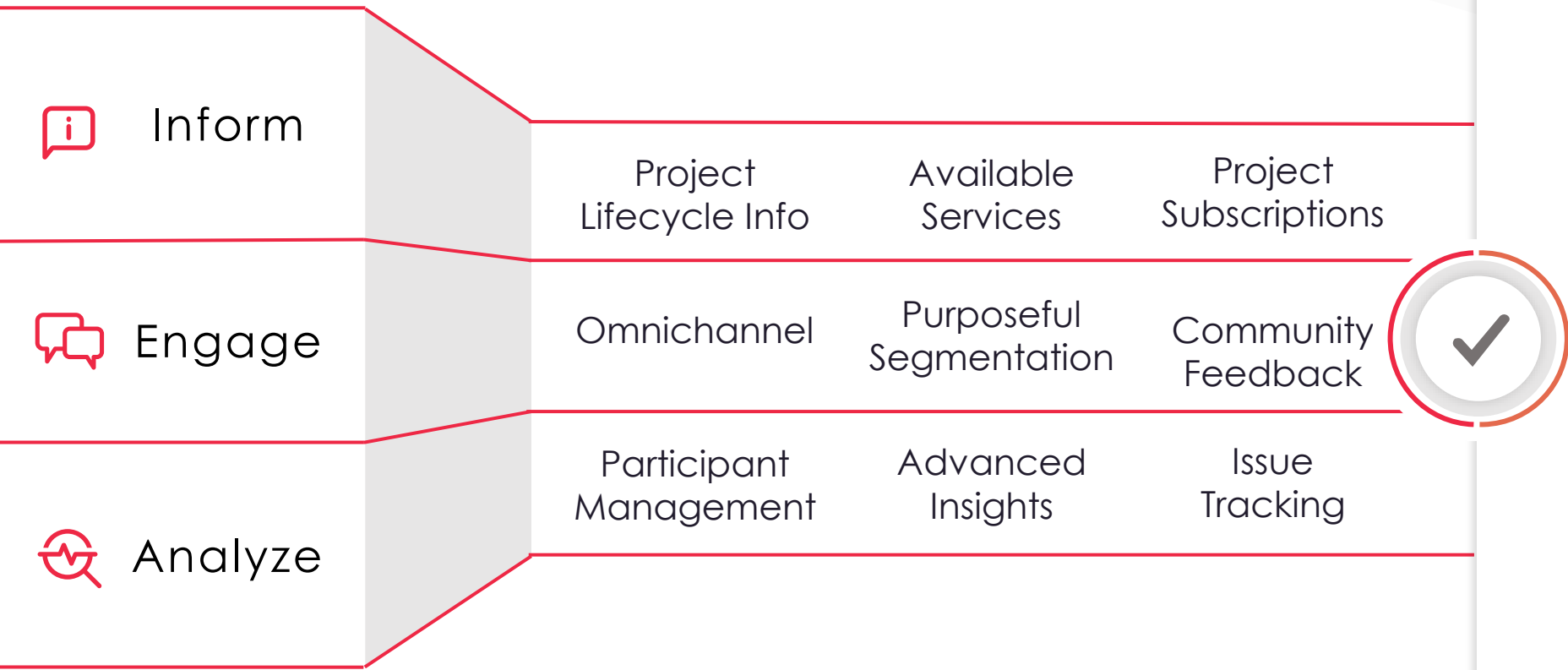


Poll: What strategies do you use to communicate with your stakeholders?

1. Post on website
2. General communications like a newsletter and social
3. Customized text/email messaging based on interests
4. Other (share in the chat)

360 Degree Approach to Navigating Community Engagement

Centralized solutions for changemakers



- Scale and future investment
- Improved risk management
- Increased community satisfaction
- Empower productivity
- Informed strategy
- Relevant communications
- Include more perspectives

When government is a trusted information center



Increase your community network



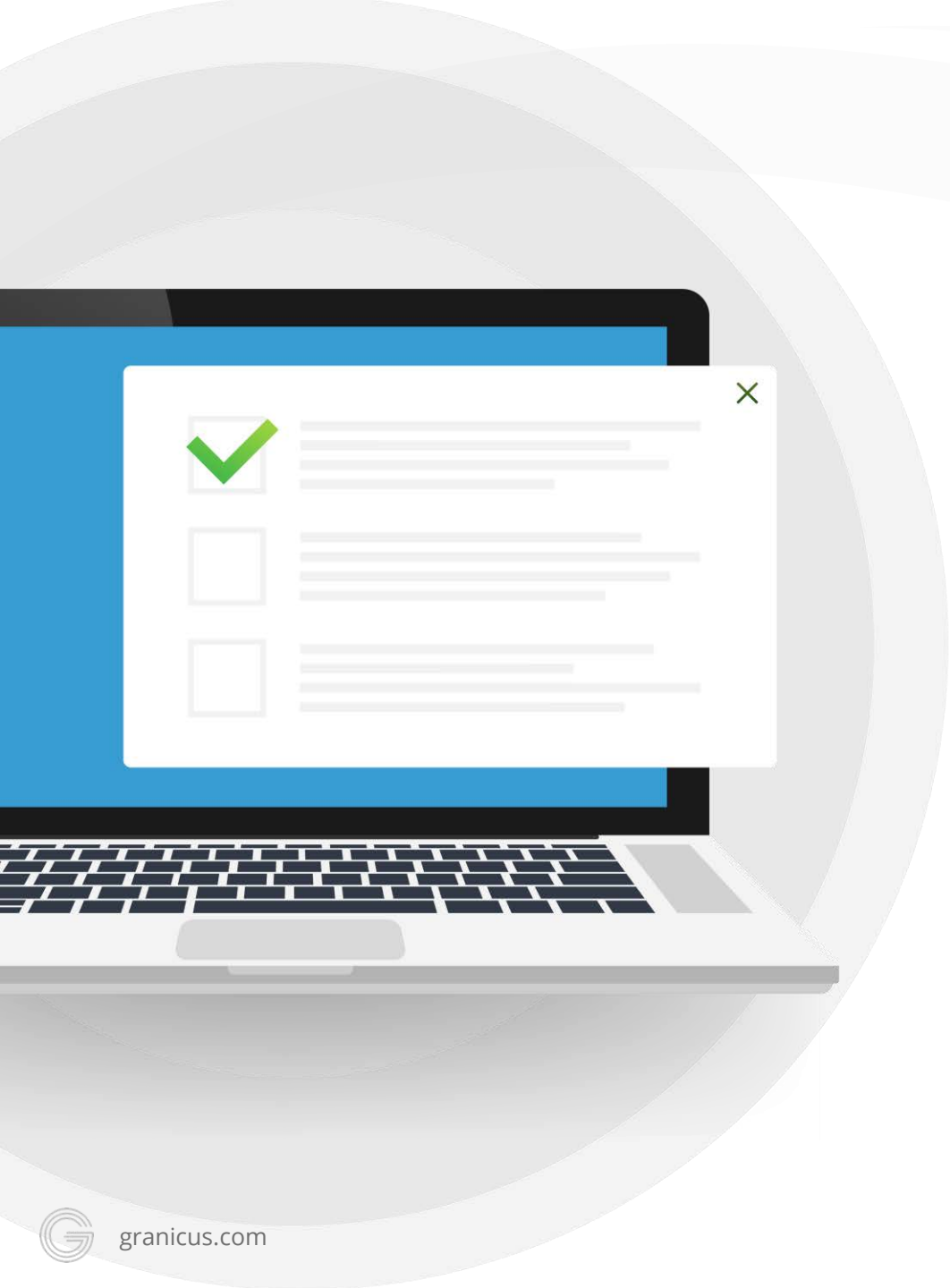
Participation better represents the diverse community



Report back to the community



Effective and equitable decision making



Poll: Why do you want to improve your communications strategy?

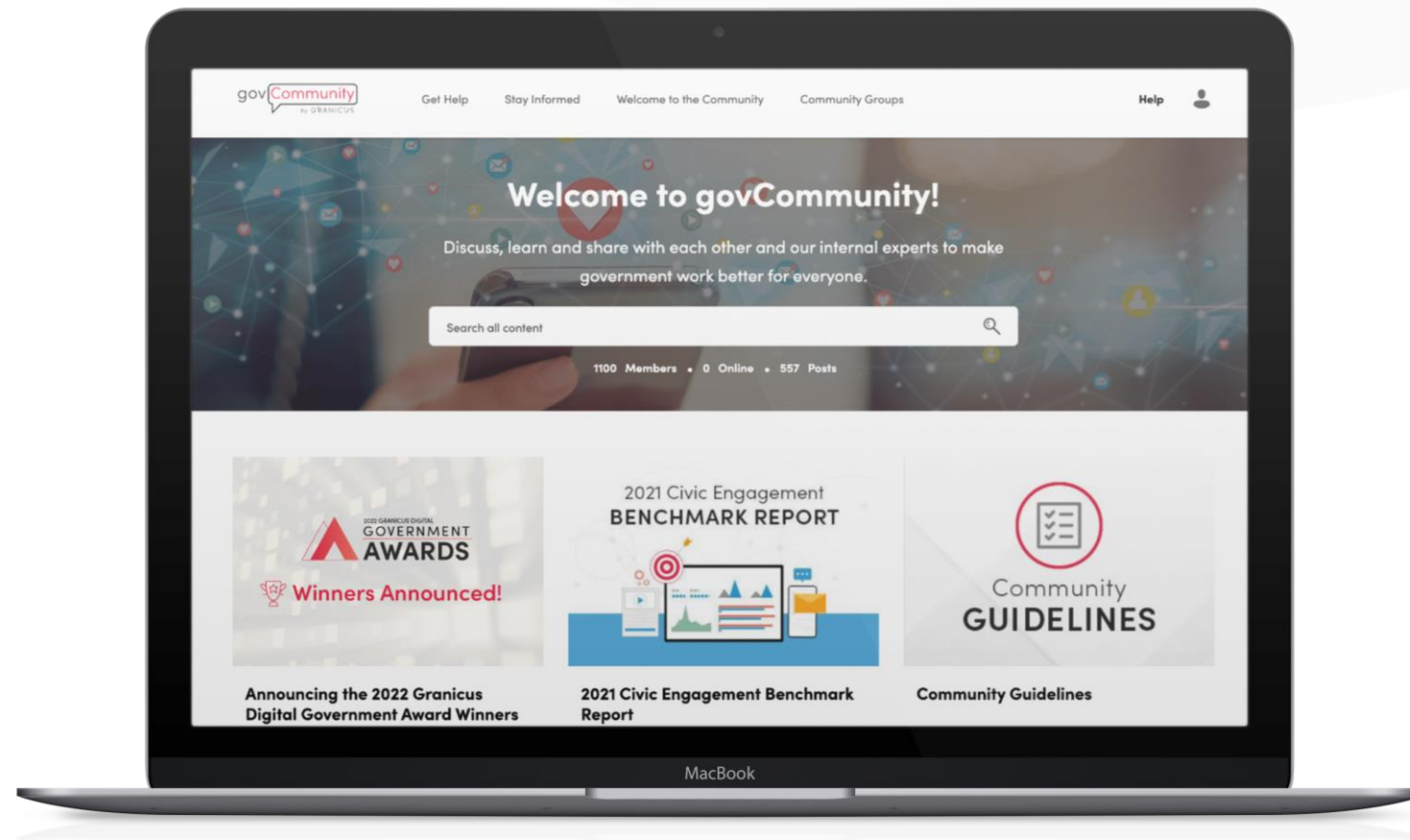
1. Involve more voices on projects
2. Engage with groups who are hard to reach
3. Improve transparency
4. Other (share in the chat)

Continue the Conversation

Join your peers on govCommunity

- ✓ Access additional resources
- ✓ Ask questions about today's session
- ✓ Brainstorm ideas with your peers
- ✓ Share best practices

community.granicus.com





Thank you

Questions? Contact info@granicus.com