



Kitsap County, Washington

How the County Grew Its Audience by 25% with Trusted Communications During COVID-19

25%

Growth

40.6%

Open Rate

50K

Subscribers

1

Small Team

OVERVIEW

Kitsap County faced challenges that many governments experienced during the COVID-19 pandemic: the rapid spread of misinformation and a surge in citizen demand for constant updates. To deliver reliable messages and build trust with residents, the County used govDelivery to scale communications efforts – with limited staff and resources.

SITUATION

The County knew it was imperative that residents receive consistent, reliable messaging from government leaders as part of their coronavirus response.

SOLUTION

From the beginning of the pandemic, the County distributed a daily bulletin across key communication channels via govDelivery.

RESULTS

The County sent 372 coronavirus-related bulletins that reached 3.9 million people, with an outstanding open rate of 40.6%. Their SMS messages reached a record-breaking 830,000 recipients. The County's Twitter and Facebook both saw 10% growth.

MUST HAVE SOLUTION

govDelivery

“Using the metrics and data in govDelivery, we can effectively craft and tailor messages to reach our audience the way they want to be reached with the information they want to know.”

-Doug Bear,
Communications
Manager