



# Granicus govDelivery



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# Get Started



# What is govDelivery?

*The way we communicate is changing. The use of digital communication has grown at a staggering rate.*

This means, in order to reach the public most effectively, the DC government must conduct digital outreach efforts.

**govDelivery's Communications Cloud (often referred to simply as govDelivery) is the District's electronic outreach tool for sending email and text messages.**

Currently the District has over 2,395,715 email and text message subscribers and sends over 33 million messages per year.

The remainder of this document will walk you through your GovDelivery responsibilities in detail, provide step-by-step instruction on how to use the system, and show you where you can get more information. You can use the navigation bar at the bottom of each slide to quickly access the sections you need.

**The average person checks their phone a staggering 47 times per day. What gets checked most often? Email and text messages.**

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# Getting Started

## Account Setup

When you are added as a user, or administrator, you receive an email with a link to log in. Click that link, set your password and security information, and you're in business.

To log in again, go to <https://admin.govdelivery.com/>.

To request an account, reach out to the Web Team at [webteam@dc.gov](mailto:webteam@dc.gov)

All new Administrators should register to attend the two live [live Training sessions](#) that Granicus offers.

# Who Are You?

## Types of Administrators

### Topic Administrator

Responsible for sending emails and communications as well as the day-to-day maintenance of email subscriptions for one or more topics.

[Download Topic Administrator PDF quick guide at the bottom of this page.](#)

### Group Administrator

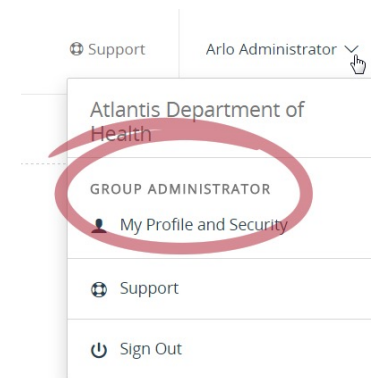
Responsible for overseeing the maintenance of several subscription topics or categories. Assigns and manages topic administrators, who use the tool to send emails and messages.

[Download Group Administrator PDF quick guide at the bottom of this page.](#)

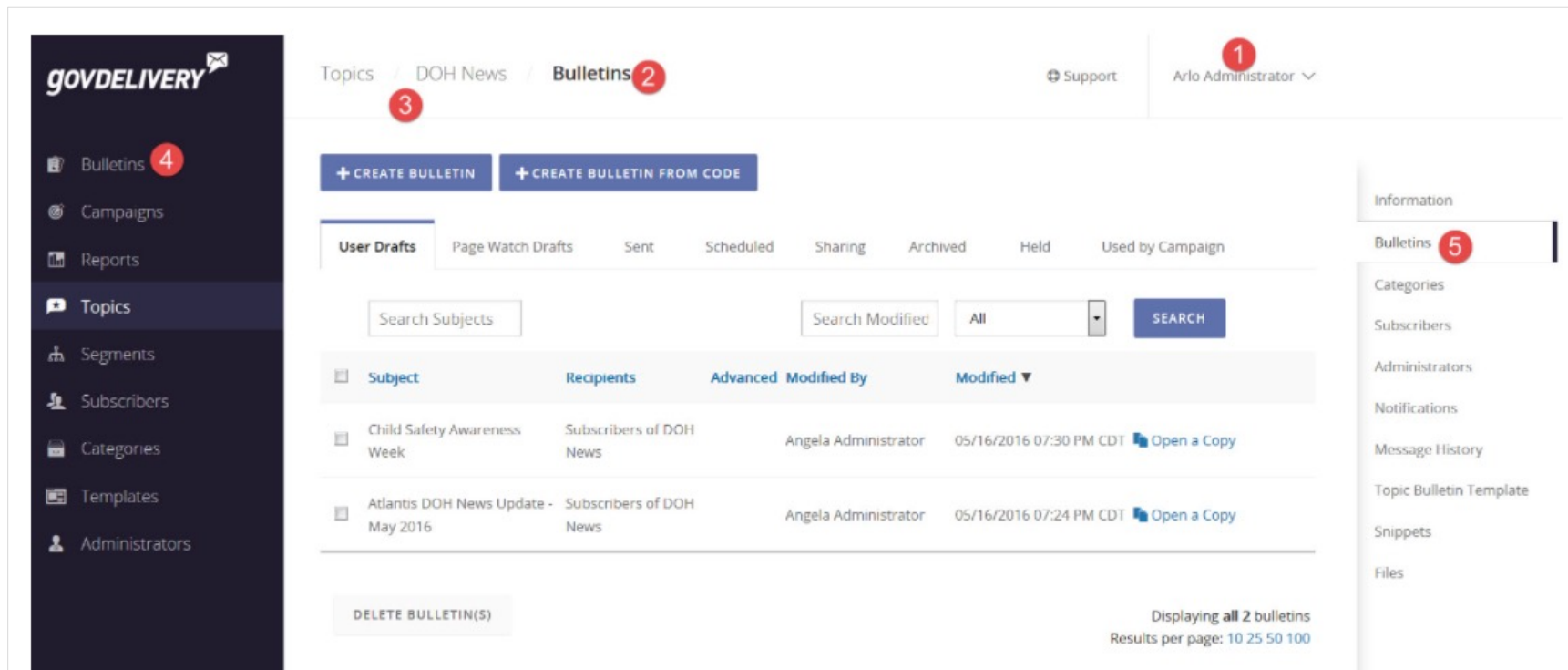
### Account Administrator

Has the highest level of access and is most often the Project Manager responsible for supervising the overall account.

[Download Account Administrator PDF quick guide at the bottom of this page.](#)

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# Getting Around

## Navigating the Home Screen

The following information provides a basic framework for navigating the govDelivery's Communications Cloud platform:

- 1 **User Menu:** provides you with information about your account.
- 2 **Page Title:** shows the section you are currently in.
- 3 **Navigational Links:** take you back to previous pages (when you have drilled down into a section).

- 4 **Left Navigation Menu:** allows you to switch between main sections .
- 5 **Right Menu:** allows you to switch between subpages, specific to the area you have selected in the left navigation.

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# Key Components of govDelivery

## What is a bulletin?

The word Bulletin is used to refer to any message you send.

You can send email-only bulletins, or you can accompany emails with text messages to wireless subscribers and also post to social media channels.

**Topic Administrators** most commonly send bulletins, though Group and Account Administrators can also do so.

Topics / DOH News / **Bulletins**

[+ CREATE BULLETIN](#) [+ CREATE BULLETIN FROM CODE](#)

User Drafts

Page Watch Drafts

Sent

Scheduled

Sharing

Archived

Held

Search Subjects

Search Modified

All

| <input type="checkbox"/> | Subject                             | Recipients              | Advanced | Modified By          | Modified ▼       |
|--------------------------|-------------------------------------|-------------------------|----------|----------------------|------------------|
| <input type="checkbox"/> | Child Safety Awareness Week         | Subscribers of DOH News |          | Angela Administrator | 05/16/2016 07:30 |
| <input type="checkbox"/> | Atlantis DOH News Update - May 2016 | Subscribers of DOH News |          | Angela Administrator | 05/16/2016 07:24 |

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# Key Components of govDelivery

## What is a Topic?

Topics are individual lists of people who have specifically chosen to receive information about that particular issue.

Categories are groupings of Topics that assemble similar lists of information. For example, your organization might have a Category titled "Traffic Alerts," with individual Topics underneath it regarding specific roads or highways.

*All new Topics must be approved by DC government.*

*If you need a new Topic, reach out to your Account Administrators on the Web Team at [webteam@dc.gov](mailto:webteam@dc.gov).*

*You should have a use case and new content in mind. Make sure you have evaluated the current topic list to make sure no existing Topics meet your needs.*

### Topics

+ CREATE TOPIC




Category: 

All Categories

Search Names

Search

All

|                          | Name ▲   | Code      | Subscriptions | Visibility |
|--------------------------|--|-----------|---------------|------------|
| <input type="checkbox"/> |  Air Quality Alerts         | k00000_5  | 9,092         | Listed     |
| <input type="checkbox"/> |  DOH News                   | K00000_HP | 10,002        | Listed     |
| <input type="checkbox"/> |  General Community Health | k00000_12 | 5             | Listed     |

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# Key Components of govDelivery

## What is a category?

Categories are groupings of Topics that assemble similar lists of information. For example, your organization might have a Category titled "Traffic Alerts," with individual Topics underneath it regarding specific roads or highways.

The approved District categories are:

- Newsletters
- City Services (DPW, DDOT, DPR)
- Grants and Funding
- Licensing and Regulation (DCRA, DISB)
- Public Safety (MPD, FEMS)
- Health and Wellness (DOH)
- Education (DME, MySchool, OSSE)
- Child and Youth Services (CFA, DCYAC)

### Quick Subscribe Page Categories

- Most Popular
- Newsletters
- City Services
- Grants and Funding
- Licensing and Regulation
- Public Safety
- Health and Wellness
- Education
- Child and Youth Services

Any new Topics must be assigned to an approved category to appear on the District subscription page.

To add a category, first get permission from your Account Administrators on the Web Team at [webteam@dc.gov](mailto:webteam@dc.gov).

To appear on the subscription page, new categories must be cross listed in one of the approved categories.

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# Key Components of govDelivery

## What is a subscriber?

Subscribers are the individuals who have signed up to receive updates via email or text message from your organization.

**Topic and Group Administrators** can manage the subscriber lists for the topics and categories they manage.

**Account Administrators** can manage subscribers across the whole account and also customize the subscription/sign-up experience for your organization's content.

Atlantis Department of Health offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.  
Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions.

### Subscription Topics

- ☐ City Council
  - ☐ Testing
    - ☐ Website Updates
- ☐ Health-Conscious
  - ☒ Nutrition Initiatives
  - ☒ Get Pumping Program
  - ☒ Air Quality Alerts 📶
  - ☒ General Community Health
- ☐ Police Department
  - ☐ Alerts
    - ☐ Influenza Alerts 📶
    - ☒ Air Quality Alerts 📶
    - ☐ Health Text Updates 📶
    - ☐ Don't send to this if you're not Kate 📶

Your contact information is used to deliver requested updates or to access your subscriber preferences.

[Privacy Policy](#) - [Help](#)

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# Key Components of govDelivery

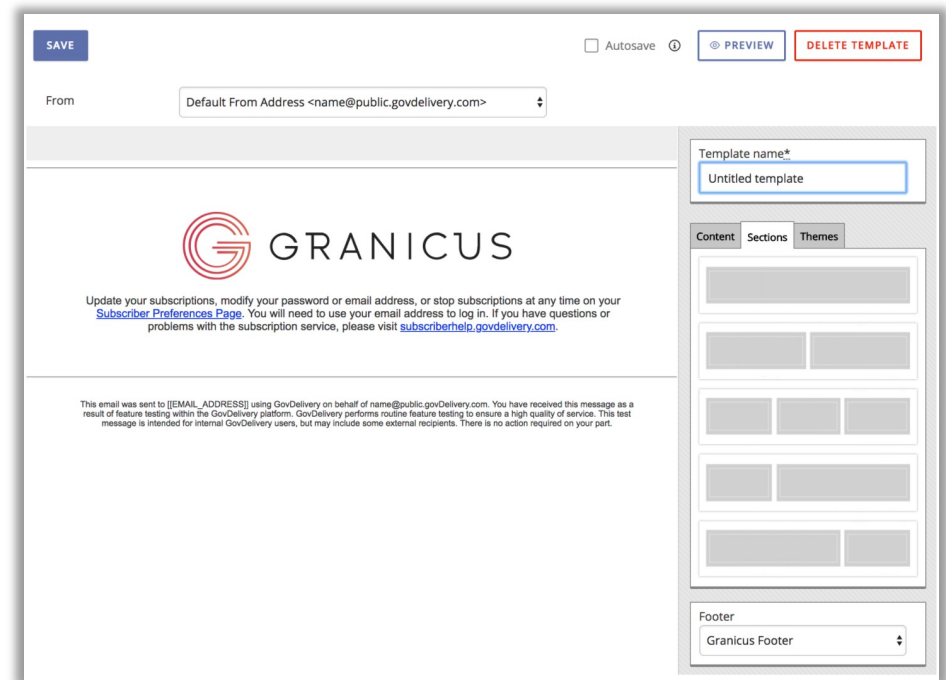
## What is a template?

Bulletin Templates enable you to more quickly and efficiently create messages for your subscribers and establish a consistent layout and look and feel which helps your subscribers visually recognize your content.

### New Templates

Your organization has several existing templates, but if needed there are several starting points for creating a new template:

- **From scratch:** govDelivery offers Flexible Template editor, the best option when you need to create a new template from scratch. Flexible Templates allow you to drag and drop blocks of content directly into the template to quickly preview and edit your communications. They also are more responsive for mobile users and don't require any coding. Flexible Template Editor also empowers you to include eye-catching buttons in your email that can support your call to action.
- **Copy a custom template:** If custom templates have already been created for your organization, you can also copy an existing template to create a similar template with some tweaks.

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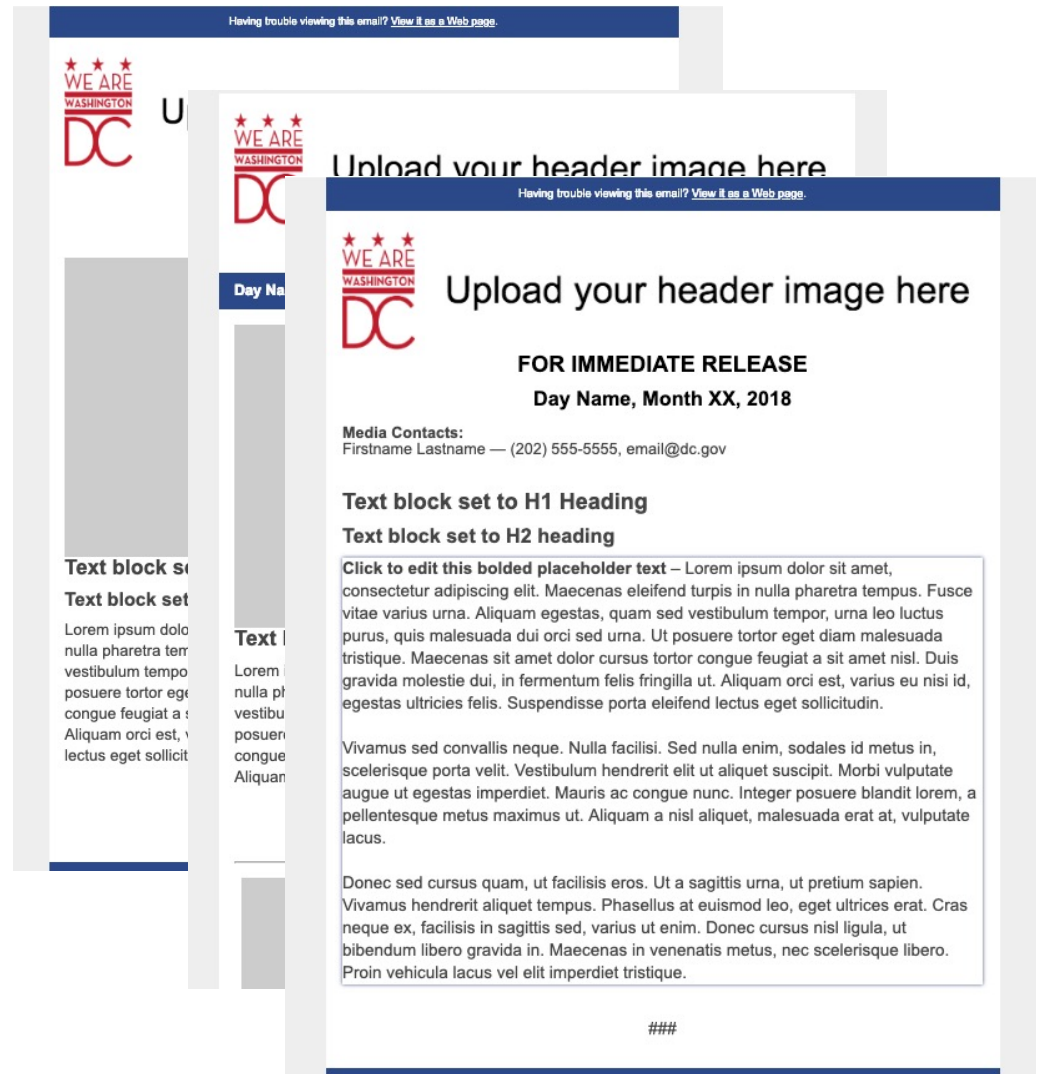
# Key Components of govDelivery

## Existing Templates

There are several pre-built, branded, mobile-responsive templates that are available in the system for you to use.

Pre-built templates:

- TEMPLATE – DC Gov Announcement
- TEMPLATE – DC Gov Event Invite
- TEMPLATE – DC Gov Newsletter
- TEMPLATE – DC Gov Press Release

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# Build an Audience



# Subscriber Sign-Up

*Subscribers can become registered for District emails several different ways:*

- **Website/Direct:** The subscriber signed up for your account through a sign-up form on your website.
- **Website/Overlay** The subscriber signed up for your account through an overlay on your website.
- **Network:** The subscriber signed up through another agency's subscription page and then signed up for your account through a network option that appears in the subscription process.
- **Upload:** The subscriber was added to your account by an administrator.



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# Website Sign-Up

There are numerous sign-up boxes available on DC.gov. Web visitors can enter an email address or phone number to sign up for updates.

The screenshot displays the website for the District of Columbia Fire and Emergency Medical Services Department. At the top, a navigation bar includes icons for Twitter, Facebook, Mobile, Maps, Webcasts, RSS, Data, and a 'Subscribe' button (highlighted with an orange box). Below this, a 'More Resources >' link is visible. The main content area features a navigation menu with links to Home, Services, Locations, Divisions, DC's Bravest, Performance, Inspections and Permits, and About FEMS. The 'Fire and Emergency Medical Services Department' section includes the department's logo, office hours (Monday to Friday, 8:15 am to 4:45 pm, except District holidays), and contact information (2000 14th Street, NW, 5th Floor, Washington, DC 20009; Phone: (202) 673-3320). A 'Listen' button and social media share options are also present. The 'Frequently Asked Questions Right Care, Right Now' section is highlighted with an orange box. It contains the text: 'Text DC RIGHTCARE TO 468311 For more Information', 'Sign up here to get information sent directly to your phone.', and a form with the example number 'ex: 202-121-2323' and a 'Submit' button. Below this, a paragraph introduces 'Right Care, Right Now' as a service providing every caller to 911 with the most appropriate and responsible path to improved health outcomes. A final paragraph states: 'Not every call to 911 necessitates transportation by an ambulance to a hospital's emergency department. Based on a caller's description of their symptoms, a caller may be transferred to a registered nurse in order to determine the most appropriate path for treatment.'

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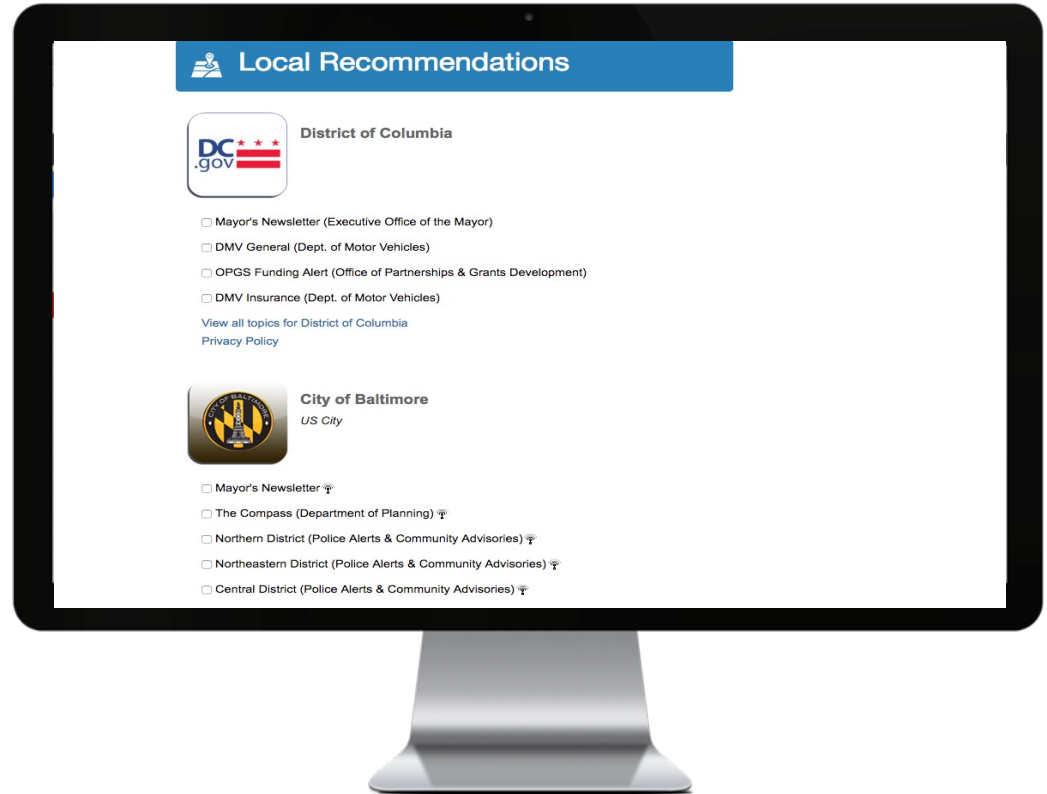
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# Network Sign-Up

Subscribers might also sign up for updates through the govDelivery Network. The Network pairs similar organizations so that subscribers signing up for one organization can sign up for others at the same time.

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# Uploading Your Own Subscribers

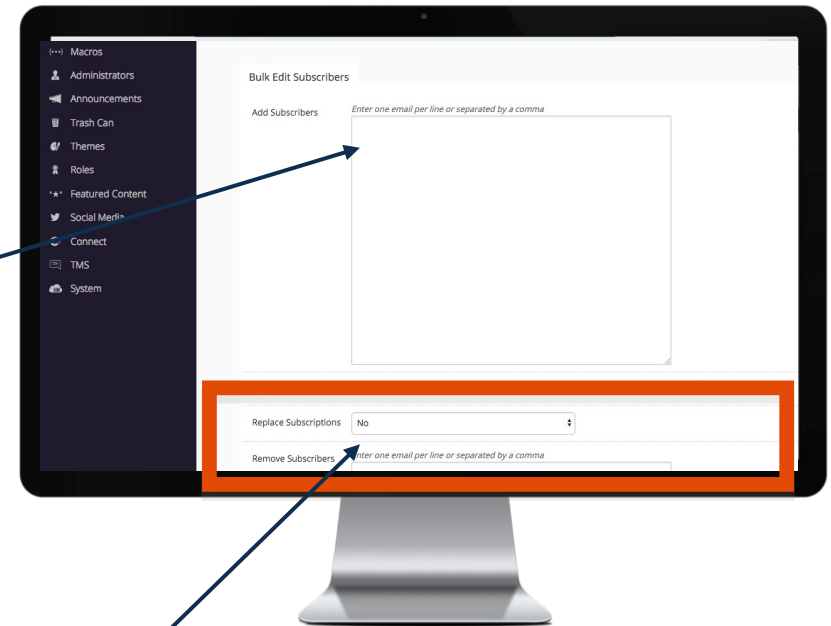
To upload subscribers in govDelivery, first navigate to the Topic you would like to add subscribers to. Then select the subscribers tab on the right.

Once there, Administrators have two ways they can upload subscribers. The first, and easiest, is to copy and paste email addresses into the “Add Subscribers” box. Then, scroll to the upload button and press it.

Once you have uploaded your subscriber list, you will receive email confirmation when it has finished processing. Some subscribers may be “suppressed.” This is normal and happens when a subscriber has unsubscribed from your communications or their address has resulted in permanent delivery failures.

Administrators can also add subscribers in bulk by uploading a .CSV file of email addresses and phone numbers. In cell A1, write the word Destination. Enter the email addresses and phone numbers below in Column A. Then, click “Choose File,” select the appropriate file, scroll down to the upload button and press it.

Find more detailed step-by-step instructions on [how to upload subscribers on our knowledge base here](#).



When uploading subscribers, the “Replace Subscriptions” box defaults to “No.” ***Do not*** change this if you are simply adding subscribers to a growing topic. Only change this to “Yes” if you intend to overwrite all subscribers in the topic with a new list.

## Best Practices for Growing Your Audience

Make sure you are sending relevant, timely and valuable information. Giving your audience great content will make them less likely to unsubscribe from your topics and reduce the natural decay of your lists.

### Make It Shareable

Use the “Share This” functionality to include buttons that allow your subscribers to share your bulletin with others in their network via social media or email.

### Website

Including a signup link on your website will make the signup process easier for subscribers, since they do not have to search for it or sort through topics.

### Events

Use a paper sign up sheet or collect business cards at in-person events.

### Timing

Good timing makes it more likely your audience will see and engage with your messages.

Schedule emails to be sent between 9am and 1pm on Mondays, Tuesdays or Wednesdays.

Schedule SMS-messages to be sent between 11am and 6pm. If you are sending a large volume of messages, it make take time before they are delivered to all recipients.

Don't overwhelm subscribers by sending too many messages in a short time frame or subscribers will unsubscribe. Consider content and urgency when scheduling messages.

### Signups on Social Media

Send a tweet once per quarter with a link to your sign up page.

### Leverage Partnerships

Work with other agencies to promote each other's subscription offerings.

### Reengagement Campaigns

Encourage your existing subscribers to update their preferences and sign up for your new topics.

### Topic Lists

Periodically audit your topics to make sure they align with your communication priorities. Often, topic names are vague, or certain topics are no longer used. Cleaning up your topic lists and limiting the number of topics will help provide new subscribers with a better signup experience.

### Email Signature

Place a link to your signup page beneath your email signature and encourage others in your office to do the same.

### Print Materials

Mentioning how to sign up for your email list in your print materials will encourage signups.

# Send an Email



# Send an Email

## Basic Components

Email messages consist of several key elements:

**Audience:** The list of email addresses and mobile numbers that will receive the email message. It is determined by the topic selection and any filtering criteria.

**From Address:** A From Address is the name and email address that your govDelivery bulletins are sent from. The From Address identifies to subscribers who is sending the email.

**Subject Line:** An introduction that identifies the emails intent. This is displayed in the preview pane of the subscriber's email program.

**Preheader:** The text that appears on the preview pane of the subscriber's email program after the subject line.

**Header:** The very top part of an email. Usually a graphic banner with agency branding.

**Body:** The main section of the email with the majority of the content.

**Footer:** The bottom section of an email. Usually contains website, social media and other contact links as well as unsubscribe options.

The screenshot displays the govDelivery email creation interface. At the top, there are two tabs: 'Send to Topics' and 'Send to Segment'. Below these, the 'To' field has a dropdown menu showing 'Partners (6721), Test Document DPR (3), Athletics (7619), Updates (9711)'. The 'Criteria' field has a dropdown menu with 'Apply criteria...'. Below these are two buttons: 'VIEW RECIPIENTS' and 'EXPORT RECIPIENTS'. The 'Email Message' section has four fields: 'From' (Department of Parks and Recreation <dpr@subscriptions.dc.gov>), 'Subject' (DC Hosts 33rd Annual Black History Invitational Swim Meet), 'Header' (a dropdown menu), and 'Body' (a rich text editor). The rich text editor has a menu bar with 'Edit', 'Format', 'Insert', 'View', and 'Table'. Below the menu bar are various formatting options like bold, italic, underline, link, unlink, text color, background color, bulleted list, numbered list, indent, outdent, and quote. The preview of the email content shows the 'WE ARE DC' logo, the title 'DPR Update', the address 'GOVERNMENT OF THE DISTRICT OF COLUMBIA · DEPARTMENT OF PARKS AND RECREATION', the date 'FOR IMMEDIATE RELEASE: February 1, 2019', and the main heading 'DC Hosts 33rd Annual Black History Invitational Swim Meet'.

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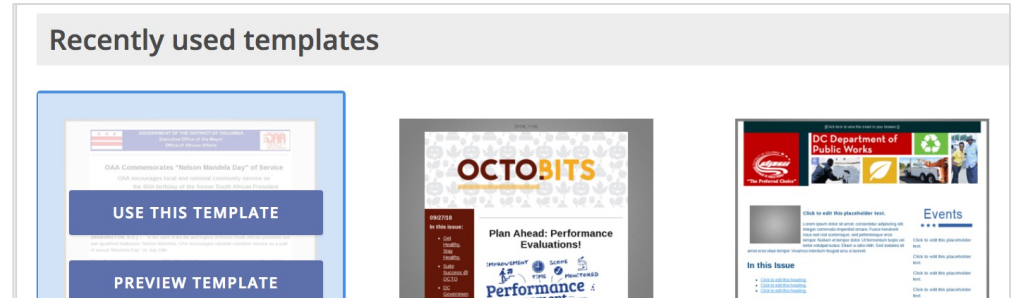
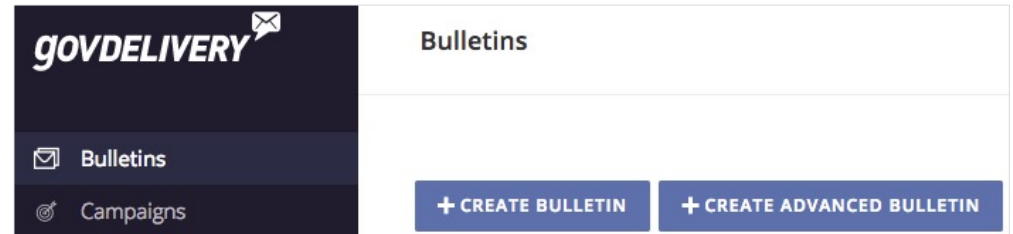
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## Creating Your Email

govDelivery has two Bulletin Editors to pick from when creating your email message.

The Standard Bulletin Editor is a single-page editor that allows you to quickly send a bulletin by dropping in content, but has limited formatting options and should only be used to meet a specific need, if approved by your Account Administrators on the Web Team at [webteam@dc.gov](mailto:webteam@dc.gov).

Both editors allow you to type or copy and paste text into content blocks that are similar to Microsoft Word. They have the same basic formatting options, such as bold, align center and insert a table.



# How To

## Start an Advanced Bulletin

The Advanced Bulletin Editor allows you to create sleek, professional bulletins without external software, or extensive HTML or CSS knowledge. Administrators can use branded templates developed by your organization, or take advantage of our library of stock templates.

Advanced Bulletin Editor components:

**Template Editor:** sets the layout and design of your emails. These templates can be used multiple times for a consistent look and feel.

**Bulletin Editor:** is used to add text, images, and links to your message.

To create an advanced bulletin:

1. On the left navigation menu, click "Bulletins."
2. Click "Create Advanced Bulletin."
3. You will see a list of available pre-built templates, which you can hover over to preview.
4. Once you have chosen your template, hover over it and click "Use This Template."

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# How To

## Create an Advanced Bulletin

For detailed instructions, watch our [Advanced Bulletin video](#).

There are three parts to creating an advanced bulletin:

**Content:** where you select the From Address, subject line, preheader text, and content for your bulletin. [Click Here](#) to learn more.

**Audience:** where you select your bulletin recipients and any additional channels that will publicize your bulletin. [Click Here](#) to learn more.

**Send:** where you review any missing components of your bulletin, and either send your email now or schedule it for sending in the future. [Click Here](#) to learn more.

The screenshot displays the 'Content' tab of the Advanced Bulletin Editor. At the top, there are three tabs: 'Content' (active), 'Audience', and 'Review & Send'. Below the tabs, there are four buttons: 'SAVE AND NEXT' (with a checkmark), 'Autosave' (with a refresh icon), 'SAVE NOW', 'SEND TEST', 'PREVIEW', and 'DELETE BULLETIN' (with a trash icon). The form fields include: 'From Address' (Office on African Affairs <aaa@subscriptions.dc.gov>), 'Subject' (African Beat), and 'Preheader' (Type up to 140 characters for the preheader here). A preview window shows a graphic for 'February 8, 2019' with the text 'District of Columbia MAYORS OFFICE ON AFRICAN AFFAIRS' and a map of Africa. On the right, there are sections for 'Template Name' (OAA News, Events, and Annou...), 'Selected theme' (Modern - Graphite), and 'Footer' (Use account default: Social Media).

For more information, check out the Advanced Bulletin Editor section of our Insights portal.

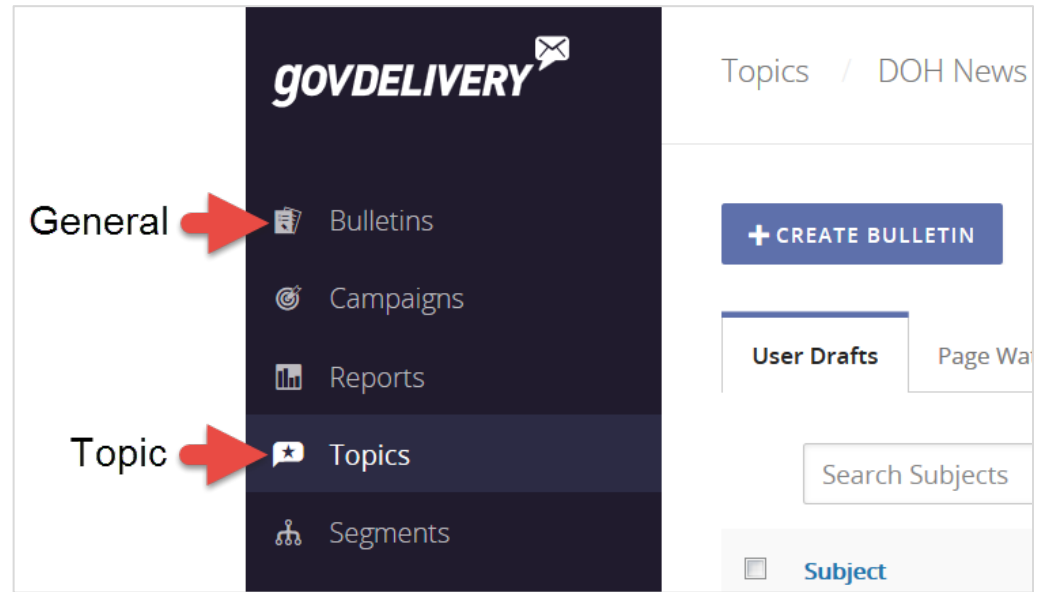
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# How To

## Create a Standard Bulletin

In some limited cases you may need to use the Standard Bulletin editor, but Advanced Bulletin Editor is almost always preferable.

Standard Bulletin editor allows you to create a basic text-based message with minimal design elements, but delivers a less polished and responsive message.

To create a general bulletin:

1. In the left navigation menu, click Bulletins.
2. Click Create Bulletin.

The Create Bulletin page is separated into several areas:

**Recipients:** where you build your bulletin recipients list.

**Email Message:** where you compose your bulletin content.

**Bulletin Channels:** where you choose to send your bulletin to multiple channels.

**Send Options:** where you select options for sending your bulletin.

[Click Here](#) to learn more.

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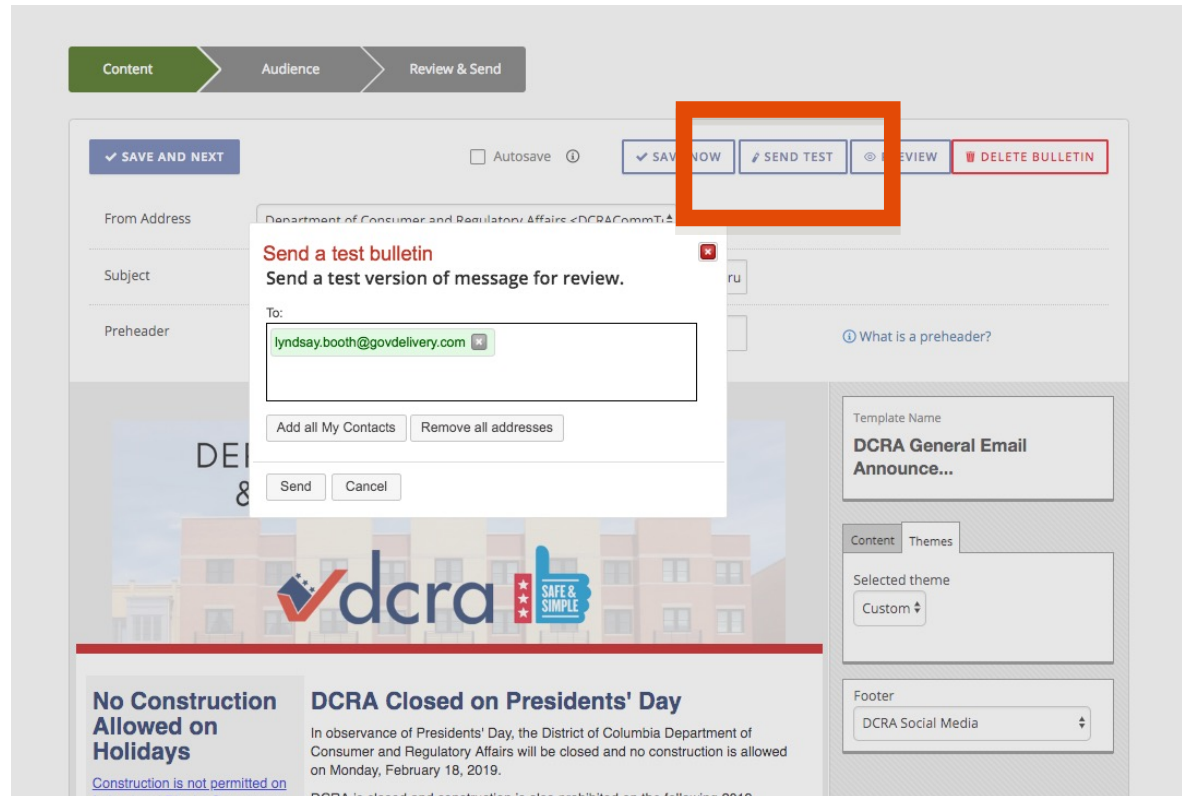
# Sending a Test

It is important to send yourself a test of every bulletin before you send it out. This will give you an opportunity to preview how the bulletin will look in inboxes and test links.

To send a test, scroll to the top and click the send test button. This will open a popup.

Your email address will automatically be populated. You can also add email addresses of colleagues who would also like to receive a test.

Once you click the send button, navigate to your inbox to view the preview.



# Posting to Other Channels



You can also use govDelivery to post to other channels including Twitter and Facebook.

If this featured has been enabled for your topics, Facebook and Twitter content boxes will be available on the Audience tab.

If this topic has not been enabled, contact your Account Administrators on the Web Team at [webteam@dc.gov](mailto:webteam@dc.gov) to discuss its availability for your use case.

|                     |                                     |
|---------------------|-------------------------------------|
| Bulletin Channels   |                                     |
| Message Visibility  | <div>Public</div>                   |
| Email               | <div>HTML, Plain Text</div>         |
| Publish to Facebook | <div>No</div>                       |
| Facebook Post       | <div></div>                         |
| Publish to Twitter  | <div>No</div>                       |
| Tweet               | <div>280 characters remaining</div> |
| Publish in RSS Feed | <div>Yes</div>                      |

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# How To

## Understand Your Results

There are multiple reports available to help you track audience growth and message engagement. The reports are all accessible by clicking on the Reports tab in the left-hand navigation menu.

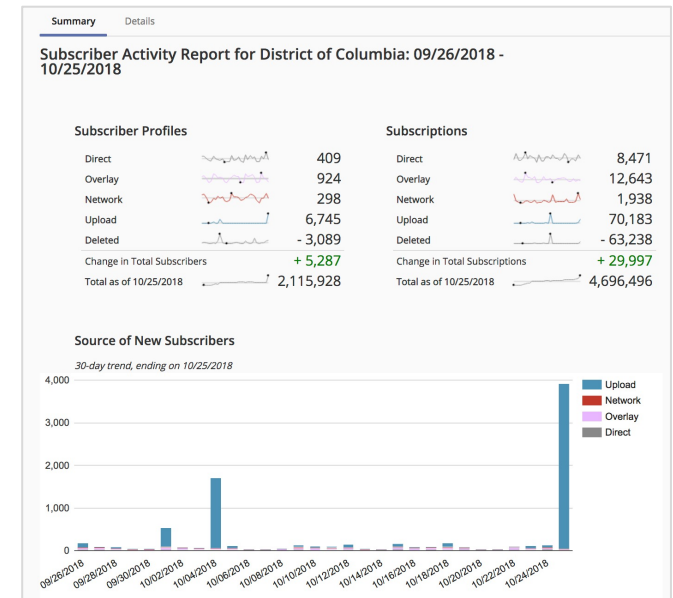
Visit [Granicus Support](#) for a detailed list of reports.

There are two main types of reports:

**Bulletin Detail Report:** metrics on the performance of an individual bulletin to show which content is the most engaging.

**Bulletin Analytics Report:** list of all bulletins sent by your organization and detailed delivery and response tracking metrics.

| Bulletins   |  |          |                      |                         | Support                                      | Brady Smithsund                            |
|---|--|----------|----------------------|-------------------------|--|--|
| <a href="#">+ CREATE BULLETIN</a> <a href="#">+ CREATE ADVANCED BULLETIN</a> <a href="#">+ CREATE BULLETIN FROM CODE</a>  |  |          |                      |                         |  |  |
| User Drafts   | Page Watch Drafts                        | Sent     | Scheduled            | Send By Email Drafts    | Sharing                                      | Archived                                   |
| <input type="text" value="Search Subjects"/> <input type="text" value="Search Recipients"/> <input type="text" value="Search Seni"/> <input type="text" value="Last week"/> <input type="button" value="SEARCH"/> |  |          |                      |                         |  |  |
| Subject   | Recipients                               | Advanced | Sent By              | Sent ↓                  |  |  |
| Medical Orders for Scope of Treatment (MOST) program  | Subscribers of DOH - Physician Assist... |          | Jeffrey Butler       | 10/25/2018 11:59 AM EDT | <input type="button" value="COPY BULLETIN"/> | <input type="button" value="VIEW REPORT"/> |
| Announcement  | Subscribers of African Beat; OAA Quar... | ✓        | Mamadou Samba        | 10/25/2018 11:52 AM EDT | <input type="button" value="COPY BULLETIN"/> | <input type="button" value="VIEW REPORT"/> |
| Marcha y Vigilia contra la Violencia Domestica  | Subscribers of GOVDelivery TEST SMS m... |          | OLA Outreach         | 10/25/2018 10:41 AM EDT | <input type="button" value="COPY BULLETIN"/> | <input type="button" value="VIEW REPORT"/> |
| DCRA Closed Today for Training  | Subscribers of Active Barber Cosmetol... | ✓        | Laura-Celine Mueller | 10/25/2018 07:30 AM EDT | <input type="button" value="COPY BULLETIN"/> | <input type="button" value="VIEW REPORT"/> |



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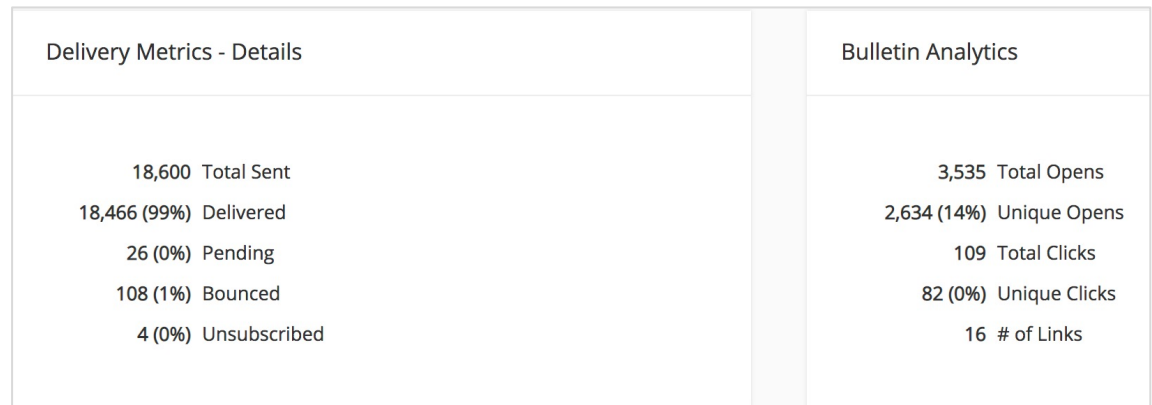
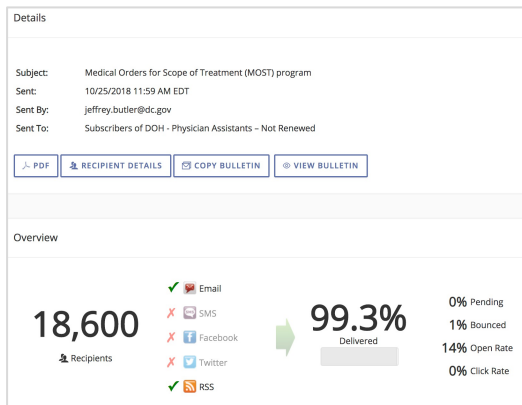
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## Bulletin Detail Report

By default, a Bulletin Detail Report will be emailed to you approximately four hours after you send a message. You can also access the report by clicking on the Sent tab under Bulletins, and then clicking the View Report link to the right of any bulletin.

[Click Here](#) to learn more.

The Overview includes:

**Recipient Number:** subscribers who received the bulletin.

**Channels:** a green check mark indicates if a channel was used.

**Pending:** percentage of bulletins that are pending delivery.

**Open Rate:** percentage of emails that were opened.

**Click Rate:** percentage of unique clicks.

The Delivery Metrics and Bulletin Analysis include:

**Total Sent:** number of bulletins.

**Delivered:** number of bulletins successfully delivered.

**Pending:** recipients whose bulletins are pending delivery.

**Bounced:** undelivered messages.

**Unsubscribed:** recipients who unsubscribed from a topic using the one-click unsubscribe link.

**Total Opens:** emails opened by immediate email recipients

**Unique Opens:** number of bulletins opened by recipients

**Total Clicks:** total number of links clicked by immediate recipients

**Unique Clicks:** the number of recipients who clicked a link included in the bulletin

**# of Links:** Number of links that were included in the bulletin.

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| Summary  | Details   |
|--|-----------|
| Bulletin Analytics Report for District of Columbia |           |
| PDF  |           |
| Summary  |           |
| Bulletins Sent                                     | 283       |
| Total Recipients                                   | 2,287,251 |
| Total Delivered                                    | 2,229,357 |
| Total Failed                                       | 57,044    |
| Percent Delivered                                  | 97.5      |
| Unique Email Opens                                 | 381,729   |
| Unique Email Open Rate (%)                         | 19.9      |
| Average # of Links per Bulletin                    | 16.4      |
| Unique Bulletin Link Clicks                        | 25,026    |
| Click Rate (%)                                     | 1.3       |
| Unique SMS Clicks                                  | 84        |
| Total SMS Clicks                                   | 102       |

SummaryDetails

Bulletin Analytics for the period 09/26/2018 through 10/25/2018

COLUMNSPDFCSV

Topic Subscriptions

TopicsNone

FILTER

Search Subjects

All

All

SEARCH

| SENT DATE               | BULLETIN SUBJECT   | TO                                       | DELIVERY STATUS | TOTAL RECIPIENTS | PERCENT DELIVERED | BULLETIN VISIBILITY |
|-------------------------|--|--|-----------------|------------------|-------------------|---------------------|
| 10/25/2018 03:40 PM EDT | ABC Board Decisions Issued Oct. 24, Notices Posted Oct. 26, Calendar for Oct. 31 | Subscribers of ABC Board Calendar, Ag... | Sending         | 2,806            | 0.0               | Public              |
| 10/25/2018 03:03 PM EDT | The Daily Briefing, Thursday, October 25, 2018                                   | Subscribers of DISB Daily Briefing       | Succeeded       | 118              | 100.0             | Public              |
| 10/25/2018 01:43 PM EDT | Vision Zero  | Subscribers of Mayor's Newsletter        | Sending         | 67,755           | 94.7              | Public              |

## Bulletin Analytics Report

The Bulletin Analytics Report is a complete listing of *all* bulletins sent by your organization and detailed delivery and response tracking metrics.

To access the Bulletin Analytics Report:

1. In the left navigation menu, click Reports.
2. Under Bulletin Reports, click Bulletin Analytics.
3. Select a Start Date and an End Date.
4. Click Show Report.

This report includes two tabs:

**Summary Tab:** is an overview of the report's contents.

**Details Tab:** provides metrics for each bulletin sent during a specified time frame.

[Click Here](#) for more information about Bulletin Analytics Reports.

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 GRANICUS

# Best Practices

## Designing Engaging Emails

The average person's attention span for an email is between 8 and 15 seconds. With this in mind, we suggest creating concise, clean and clear designs to make your content easier to digest.

### Consistent Branding

The standard District of Columbia templates in your account are consistent with current branding guidelines. Search for them in the Advanced Bulletin Editor by looking for the TEMPLATE label.

### One-Column Layouts

One-column emails generally perform better than multi-column emails, because they are more mobile-friendly.

### Call-to-Action

Your Call-to-Action (CTA) is an important part of your email. We suggest [creating a large, colorful button](#) to grab the subscribers' attention and keeping your language short and direct. For example, "Sign Up Today," or "Learn More."

### Simple Imagery

Using simple photos that only focus on one or two objects will make your images more impactful. Studies show that people are more likely to connect with an image if it only features one or two faces.

### Professional Graphics

We suggest using related and professional graphics. If you have trouble finding images, take a look at the image library available in govDelivery. The Census Bureau website is also a source for approved images.

### Integrate Images

Upload JPG or PNG files that are a minimum of 72 DPI and no wider than the width of your columns.

### Integrate Videos

Create a clear CTA that drives your subscribers to your hosted video by linking a screenshot of the video. [Learn More](#) on Insights.

### Test It

Use the Send Test button at the top of the bulletin editor page to see how well your bulletin adapts to a desktop, tablet or mobile device. Also, try sending a test to different types of email addresses, like Outlook or Gmail.

### 508-Compliance

[508-Compliance regulations](#) require emails to be widely accessible to all subscribers. For a better user experience, include alt-tags to assist people using screen readers.

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# Engaging Email Snapshot

## Layout

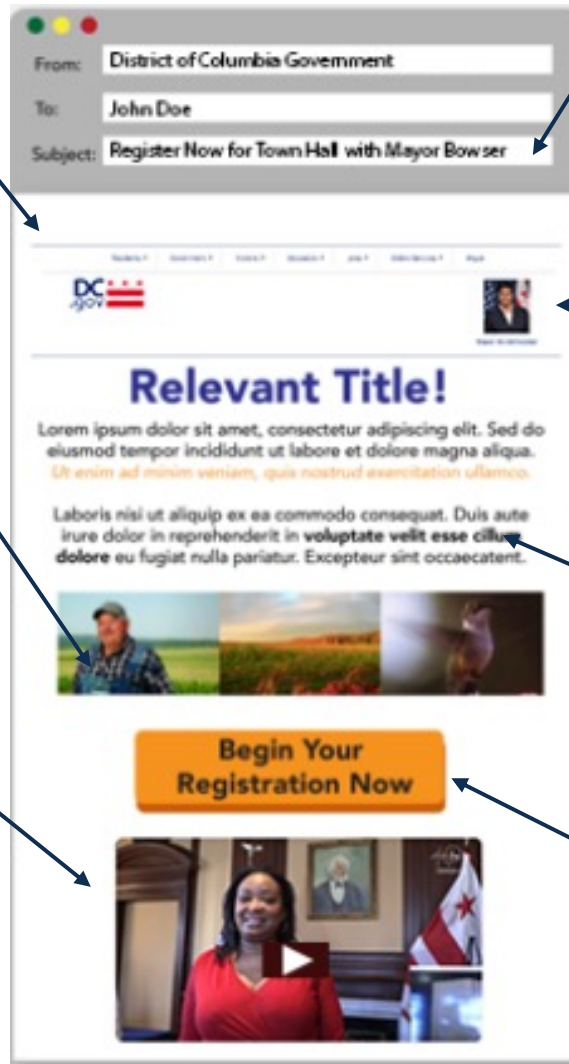
- One column works best, particularly on mobile devices.
- Keep your email body no more than 600 pixels wide. This will help your email render better on smartphones.

## Images

- Select simple photographs. Focusing on one or two objects works best. Photos with one or two faces have been proven to resonate better with audiences than photos with a group.
- Use JPG and PNG files at 150-200 dpi for best results.
- Make sure your images are not wider than your columns.
- Add good descriptions in the Alt Tags. This helps both subscribers using screen readers and subscribers whose inboxes don't show images by default.

## Video

- Few email clients will play videos. Instead, embed a screenshot from your video in the email and link the image to your video hosting site.
- Pick an enticing screenshot for your image (Hint: Happy faces = clicks).
- Consider including a "Watch Now" bulletin beneath the image to generate even more clicks.



## Subject Line

- Limit subject line to 50 characters, 8 words or fewer.
- Avoid using excessive punctuation or all caps.
- Reflect email content using words like alert or video. Also consider using keywords from your email.

## Header

- Include agency or office branding. This will help readers identify who is sending them the information.
- Select a single, enticing image for a cleaner header.

## Body

- Keep it short. Try for no more than 1-4 sentences per paragraph and 3 paragraphs per article.
- Keep it simple. Use simple language and sentences.
- Use copy formatting such as italics, underlining, color and bolding to emphasize important points.

## Call to Action

- Think beyond the link. Consider using a button. Buttons do a better job of grabbing the reader's attention and are easier to click on a mobile device.
- Use words like "Now" to create a sense of urgency.
- Use strong colors to grab the reader's attention.
- Personalize it. Try "Begin Your Registration" instead of "Register Now."

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## Writing Engaging Content

Writing for email is different than other types of writing. Use our best practices to make sure you get your message across quickly and effectively. When you write an email, keep in mind who you are trying to reach and their interests.

### Subject Lines

Create a subject line that is clear, catchy and brief. Make sure it speaks to your specific audience and tells them what is important about your message. If you are sending to an audience who receives frequent emails, use the subject line to differentiate your new message from the last one.

### Preheader Text

Preheader text is the snippet of text that shows up bellow a subject line in many email servers. Preheader text typically complements the subject line and is used to convince your audience to open the email.

## Headlines

Once a subscriber opens an email, the headline is one of the first things they see. Typically, a headline is 4-8 words and sums up the theme of your message. You want to make sure your headline text is large and bolded. This way, your subscribers won't be able to miss it.

### Short and Sweet

The shorter your email is, the more likely people are to read it. Paragraphs should be no more than three or four sentences each and include a maximum of four paragraphs.

### Bullets and Lists

Lists are brief, clear, and easy to digest. So when it makes sense to write your content in bullets or numbered lists, consider doing so.

## Grammar and Spelling

Take a minute to check for spelling or grammar mistakes before sending.

### Read It Aloud

After you have written your email and checked your work, take a moment to read it aloud. Make sure the email is coherent and fix anything that doesn't sound quite right.

### Use the Buddy System

Always have a District of Columbia team member look at your email draft before you send it. Make sure any links you've included are linking correctly. This will help catch and correct any errors.

## Writing Engaging Content Continued

### Plain Language

The Plain Language Act of 2010 requires federal agencies to employ “clear Government communication that the public can understand and use.” To make sure you are writing in Plain Language, avoid government jargon and use easily understandable words. Granicus suggests using this [Plain Writing Tool](#).

### Call-to-Action

Your subject line, preheader text and headline should all reinforce your Call-to-Action (CTA). Your CTA should be three to five words that tell people what you want them to do. We suggest [using a large, colorful button](#) to grab the subscribers’ attention and keeping your language direct. For example, “Sign Up Today,” or “Learn More.”

### Hyperlinks

We recommend linking to keywords or using a CTA button instead of writing “click here.” To avoid confusion or being flagged as spam:

- do *not* use link shorteners,
- do *not* spell out entire URLs and
- do *not* underline text.

*Note:* Spelling out dc.gov will sometimes automatically turn the text into a hyperlink for some email clients on mobile phones.

### Newsletters

If you are using a newsletter style template, it is okay to link to multiple destinations. However, we do not recommend including too many links or competing CTAs, because you may risk lowering the action rate.

### Spam

If your deliverability rate falls below 95 percent or you encounter high bounce rates, it is possible that your messages are being flagged as spam.

When crafting your subject line and preheader, avoid the excessive use of:

- exclamation points (!) and dollar signs (\$), and
- words like free, sale, dollars, and warning.

Also, do not use ALL CAPS, or say Hello or Hi.

### Honesty

Keep in mind that using your subject line to trick recipients into opening your message may cause them to file a complaint or flag your messages as spam.

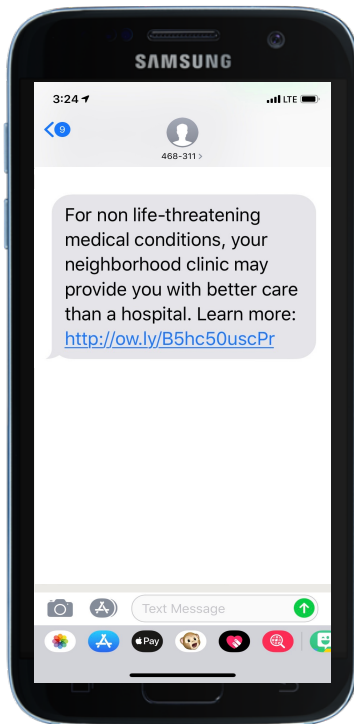
# Send a Text Message



# Sending SMS

## Engaging Text Messaging

In addition to sending email updates, GovDelivery offers wireless or short message service (SMS) alerts for cell phones, pagers, and other text message enabled devices.



### Permission for SMS

Text messages incur an additional cost to the District. In order to ensure that text messages are being use appropriate, prior permission from the OCTO is required.

For permission to use text messages, submit a request with your use case by sending an email to Mike Rupert ([Mike.Rupert@dc.gov](mailto:Mike.Rupert@dc.gov)) and cc Liz Brooks ([Elizabeth.Brooks@dc.gov](mailto:Elizabeth.Brooks@dc.gov)).

Please include your business case, as outlined on this page, and any additional information necessary for your request. A representative from OCTO will be in touch with questions and clarifications if needed and to let you know if your request is approved.

### SMS Business Case

When submitting your business case, at a minimum please provide the following:

- Name of office
- Number of mobile numbers the office currently has
- Intended capture methods for increasing mobile numbers (overlay, physical sign-up forms, text to subscribe, etc)
- How does each office intend to utilize SMS messaging?
  - To promote events?
  - To promote Mayoral initiatives?
  - To drive behavior change?
  - For general awareness?

Please also include any other details you feel are relevant to your request.

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# Sending SMS

## Engaging Text Messaging

Text message communication is different from email communication.

Follow these steps and best practices to ensure a good experience for your subscribers when sending a text message.

### SMS Character Limit

Wireless updates are limited to 160 characters. The 160-character limit includes the additional length of any supported SMS macros that might be in your template. For example, if your bulletin includes the macro, the message subject is included in the message body and counts towards the message's character limit.

**Note:** Because your subscribers' carriers may choose to add information to the message, Granicus can't control the final SMS length. There is risk that some carriers may add enough information to push your message over its character limit.

### Sending SMS

Text messages are sent in conjunction with email bulletins. When sending a General bulletin or a bulletin for a wireless-enabled topic:

1. Compose the bulletin.
2. In the **Text Message** field, enter your wireless update. Wireless updates are limited to 160 characters.
3. Preview your message. The wireless alert displays at the bottom of the preview, after the HTML and Plain Text bulletins.
4. Click **Send Now** to send the email bulletin and wireless alert.

**Note:** Wireless alerts do not display in Courtesy Copy messages sent to administrators.

# Sending SMS

## Wireless Alerts Templates

If you have wireless alerts enabled for your account, you should create wireless template text for your General Bulletins and Topic Bulletins. This is especially important if you are using Page Watch Auto Send for wireless-enabled topics.

### General Bulletin Template

To set the default wireless text on the General Bulletin Template:

1. Click your user name in the upper right corner of the site.
2. From the drop-down user menu, click **Account Settings**.
3. On the page menu to the right, click **General Bulletin Template**.
4. In the **SMS Message** field, enter your default wireless text.
5. Click **Save**.

### General Bulletin Template

1. To set the default wireless text on the General Bulletin Template:
2. Click your user name in the upper right corner of the site.
3. From the drop-down user menu, click **Account Settings**.
4. On the page menu to the right, click **General Bulletin Template**.
5. In the **SMS Message** field, enter your default wireless text.
6. Click **Save**.

### Sending SMS

Text messages are sent in conjunction with email bulletins. When sending a General bulletin or a bulletin for a wireless-enabled topic:

1. Compose the bulletin.
2. In the **Text Message** field, enter your wireless update. Wireless updates are limited to 160 characters.
3. Preview your message. The wireless alert displays at the bottom of the preview, after the HTML and Plain Text bulletins.
4. Click **Send Now** to send the email bulletin and wireless alert.

**Note:** Wireless alerts do not display in Courtesy Copy messages sent to administrators.

# Sending SMS

## SMS Reporting

The Wireless Messages report provides details on bulletins sent to your wireless subscribers. To access the Wireless Messages report:

1. On the menu to the left side of your screen, click on **Reports**.
2. Under the **Bulletin Reports** section, click on **Wireless Messages**.
3. Select a **Start Date** and an **End Date**.
4. Click **Show Report**.

## Summary

The summary section provides an overview of the report's contents. Fields in the summary include:

**Bulletins Sent** - The total number of recipients/messages sent (including email and wireless) from your account in the selected time-frame.

**Wireless Recipients** - The total number of wireless messages sent to subscribers from your account in the selected time frame.

**Successful Deliveries** - The number of wireless messages successfully delivered to recipients.

**Failed Deliveries** - The number of wireless messages the system failed to deliver to recipients.

## Details

The details section incorporates the following fields:

**Date/Time** - The date and time the bulletin was sent.

**To** - The recipients of the bulletin, identified by the topic.

**Subject** - The subject line of the bulletin.

**Bulletins Sent** - The total number wireless messages sent to recipients for the listed bulletin.

**Successful** - The number of wireless messages successfully delivered to wireless recipients.

**Pending** - After a bulletin is sent, the number of wireless messages that are neither successfully delivered to recipients nor failed to be delivered.

**Failed** - The number of wireless messages the system failed to deliver to wireless recipients.

# Sending SMS

## FAQ

**Q. Why are wireless alerts limited to 160 characters?**

**A.** Most wireless carriers limit SMS messages to 160 characters or less. govDelivery follows this guideline to prevent your messages from being truncated.

**Q. Can I send a wireless alert without a corresponding email bulletin?**

**A.** No. All wireless alerts must be sent out with an email bulletin.

**Q. Do I have to send a wireless alert every time I send a bulletin for a wireless-enabled topic?**

**A.** Yes. Anytime you send an email bulletin to a wireless-enabled topic, you must send both an email bulletin and a wireless alert.

**Q. Can I preview a wireless alert before I send it?**

**A.** Yes. When you click Preview, the wireless alert displays at the bottom of the preview, after the HTML and Plain Text bulletins.

**Q. My courtesy copy email does not include a wireless alert. Does this mean that no wireless alert was sent?**

**A.** Wireless alerts are not included in transactional messages such as courtesy copies.

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# Help & Training



# Help & Training

Our **Support Portal** is your first stop for all of your govDelivery questions. There, you can find guides and best practices on subscriber management, bulletin creation, message analytics and more.

## Want to speak to a real person?

Our support team is available to assist with everything from designing a new template to providing step-by-step instructions for sending a bulletin. Please cc the Web Team at [webteam@dc.gov](mailto:webteam@dc.gov).

## You can contact them:

- by submitting a **support ticket online**
- via email at **support@granicus.com**
- by phone at (800)-314-0147

You can also follow them on Twitter for **tips and tricks**.



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