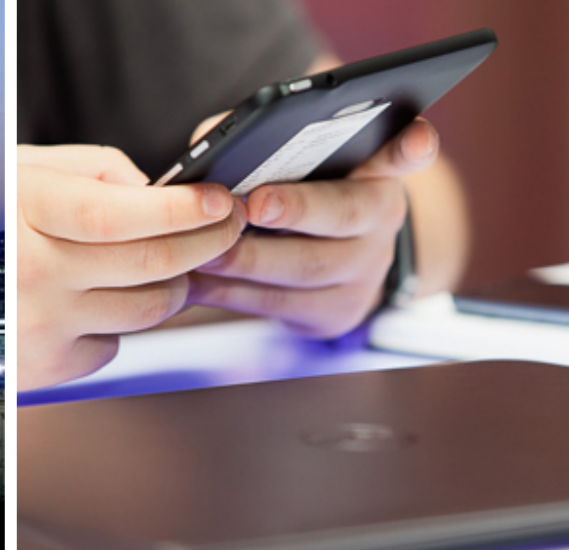


# *GOVDELIVERY*



**20 Tips to Boost Your Engagement**

# HOUSEKEEPING

---

1

TWEET WITH US: #GOVD16

2

SUBMIT YOUR QUESTIONS VIA 'ASK A QUESTION' BOX

3

TECHNICAL DIFFICULTIES? CLICK THE 'HELP' BUTTON

4

DOWNLOAD RECOURCES IN THE 'RECOURSES' MODULE

# TODAY'S SPEAKERS

---



**Lauren Cleary**

Digital Engagement Strategist  
**GovDelivery**

[lauren.cleary@govdelivery.com](mailto:lauren.cleary@govdelivery.com)



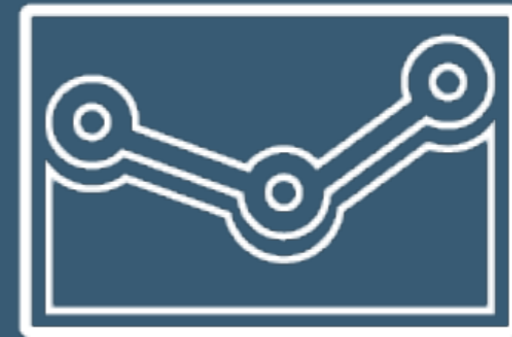
**John Simpson**

Digital Engagement Strategist  
**GovDelivery**

[john.simpson@govdelivery.com](mailto:john.simpson@govdelivery.com)

# 20 Tips

## To Boost Your Engagement



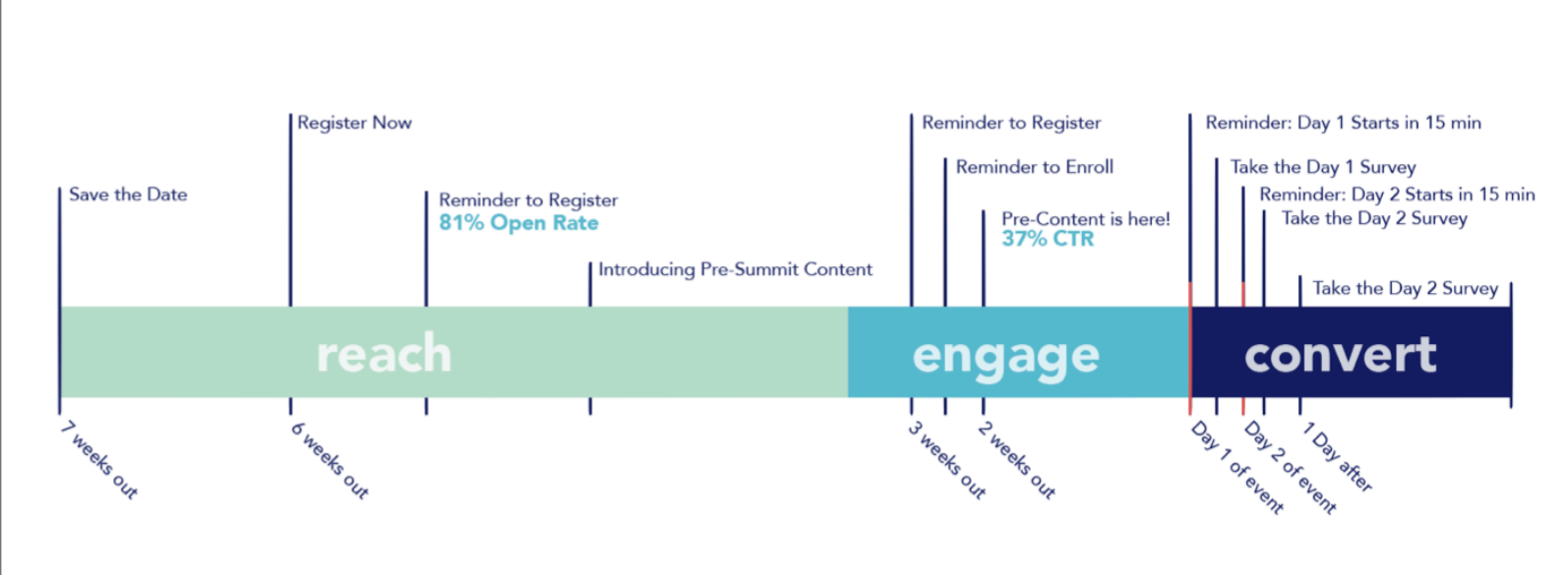
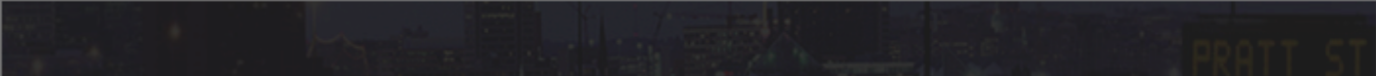


# Tip 1:

# Define Your Strategy and Goals



U.S. Department of Transportation  
Federal Highway Administration

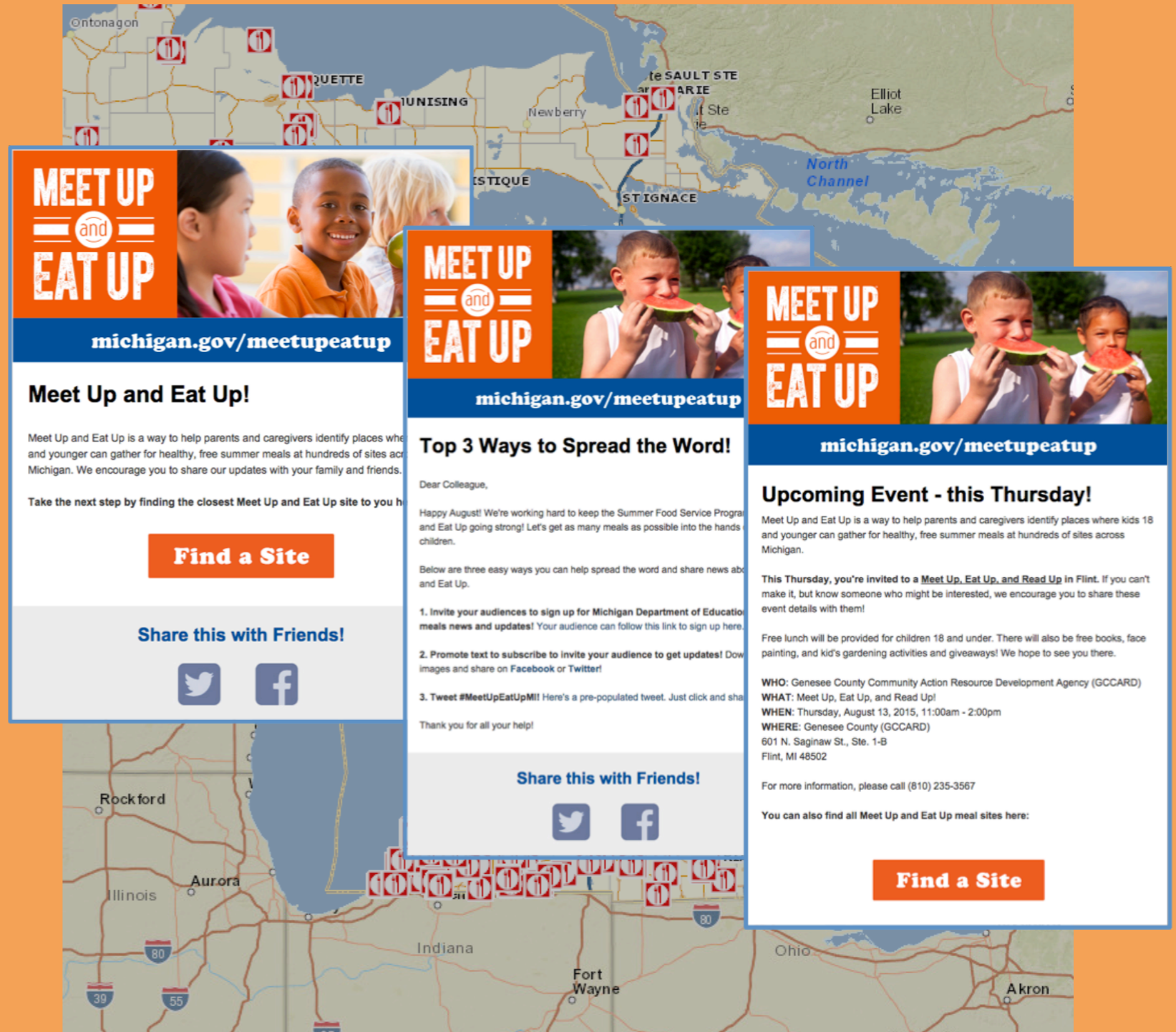


[Practice logging in now so you are ready to go when the sessions are live.](#)

If you have any trouble, reach out to [learnsupport@govloop.com](mailto:learnsupport@govloop.com).

Log-in Now

# Tip 2: Know Your Audience



**MEET UP and EAT UP**  
michigan.gov/meetupeatup


### Meet Up and Eat Up!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at hundreds of sites across Michigan. We encourage you to share our updates with your family and friends.

Take the next step by finding the closest Meet Up and Eat Up site to you here:

[Find a Site](#)

Share this with Friends!



**MEET UP and EAT UP**  
michigan.gov/meetupeatup

### Top 3 Ways to Spread the Word!

Dear Colleague,


Happy August! We're working hard to keep the Summer Food Service Program and Eat Up going strong! Let's get as many meals as possible into the hands of children.

Below are three easy ways you can help spread the word and share news about Meet Up and Eat Up.

1. Invite your audiences to sign up for Michigan Department of Education's Summer meals news and updates! Your audience can follow this link to sign up here.
2. Promote text to subscribe to invite your audience to get updates! Download images and share on Facebook or Twitter!
3. Tweet #MeetUpEatUpMI! Here's a pre-populated tweet. Just click and share!

Thank you for all your help!

Share this with Friends!



**MEET UP and EAT UP**  
michigan.gov/meetupeatup

### Upcoming Event - this Thursday!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at hundreds of sites across Michigan.

This Thursday, you're invited to a **Meet Up, Eat Up, and Read Up** in Flint. If you can't make it, but know someone who might be interested, we encourage you to share these event details with them!

Free lunch will be provided for children 18 and under. There will also be free books, face painting, and kid's gardening activities and giveaways! We hope to see you there.

**WHO:** Genesee County Community Action Resource Development Agency (GCCARD)  
**WHAT:** Meet Up, Eat Up, and Read Up!  
**WHEN:** Thursday, August 13, 2015, 11:00am - 2:00pm  
**WHERE:** Genesee County (GCCARD)  
601 N. Saginaw St., Ste. 1-B  
Flint, MI 48502

For more information, please call (810) 235-3567

You can also find all Meet Up and Eat Up meal sites here:

[Find a Site](#)

# Tip 3: Focus Their Attention

The screenshot shows an email header from the U.S. Department of Veterans Affairs with the subject line "Filing is easier. Learn more." and a link "Can't see this? View online." The main body of the email contains the following text:

The Department of Veterans Affairs (VA) is working to make it easier to file claims and appeals starting Tuesday, March 24, 2015, claims and appeals must be filed by this date. This change will reduce frustration among claimants, make claims processing more efficient, and improve the overall VA experience.

There are three major actions that will require a specific form and Notice of Disagreement.

When filing a formal claim, the following forms should be used (eBenefits.va.gov) or the [Stakeholder Enterprise Portal](#):

- For disability benefits, applicants must now use the [Standardized Form for Related Compensation Benefits](#).
- To apply for needs-based pension, use [VA Form 21-534EZ](#), Application for DIC, Death Pension, and Indemnity Compensation (DIC), survivor's pension, and Dependency and Indemnity Compensation (DIC).

Applicants who are not ready to file a claim for disability benefits and completing the necessary application form should be able to file a claim to VA:

- 1) electronically via [eBenefits](#) (eBenefits.va.gov)
- 2) mailing VA Form 21-0966, *Intent to File a Claim for Disability Compensation, DIC, or*
- 3) over the phone with a [VA call center](#) representative.

Finally, Veterans filing a Notice of Disagreement with a VA Decision on a claim for Disability Compensation, DIC, or Indemnity Compensation. Veterans and their representatives currently filing a Notice of Disagreement on or after Tuesday, March 24, 2015, Veterans must use this form when VA provides a decision on a claim for Disability Compensation, DIC, or Indemnity Compensation (not be required to use a standardized notice of disagreement form (eBenefits) at this time).

If you are unable to download these forms from va.gov, you can also request a copy of the form by calling 1-800-828-0838.

The graphic features the U.S. Department of Veterans Affairs logo and the text "Filing is easier. Learn more." and "Can't see this? View online." The main headline reads "Claims and appeals just got faster, easier, and more efficient." Below this is a "Go to VA.gov" button. The text "Online Tools, Standardized Forms, and More" is followed by "Effective March 24th, 2015, VA is implementing improvements to make it easier for you to apply for benefits." Below this is "Online application tools, standardized forms, and a new *intent to file* process will create faster and more accurate decisions on your claims and appeals." This is followed by "See how the changes affect you:" and another "Go to VA.gov" button. The final section asks "What does it all mean?" and states "As part of the VA's full-scale transformation in 2015, these new changes".

**Online Tools, Standardized Forms, and More**

Effective March 24th, 2015, VA is implementing improvements to make it easier for you to apply for benefits.

Online application tools, standardized forms, and a new *intent to file* process will create faster and more accurate decisions on your claims and appeals.

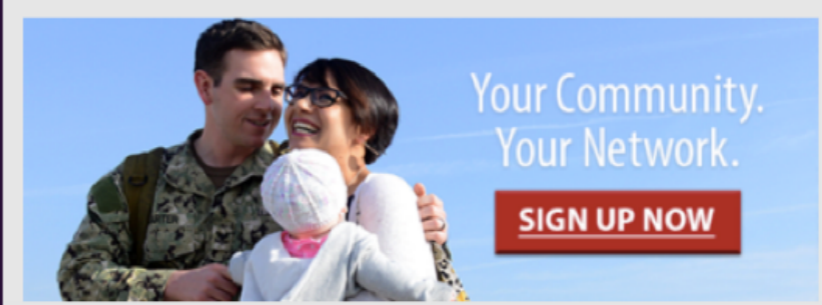

**See how the changes affect you:**

[Go to VA.gov](#)

**What does it all mean?**

As part of the VA's full-scale transformation in 2015, these new changes

# Tip 4: Focus on the Value





**We're reaching out to continue our support.**

Sign up today, and become a part of the Guard and Reserve Support Network. You'll get information about:

- Finances
- Employment
- Veterans Affairs
- Healthcare
- Counseling
- YRRP events

You were there when we needed you, so let us be there when you need us.

[Sign Up Now](#)





# Tip 5:

# Personalize Your Content

**THE 2015 U.S. ARMY SOLDIER SHOW**

**The Army's top show**

It's Army entertainment like you've never seen before. Live Broadway-style variety performance.

Now is the time to mark your calendar for the Army's top entertainment talent. Be there!

- Sunday, August 2 - Fort Campbell
- Sunday, August 2 - Fort Campbell
- Monday, August 3 - Fort Campbell

**Learn more**

While you're there, be on the lookout for our crew. Click below to find out more about our part of the U.S. Army Soldier Show!

**Kentucky's Hero**

Princess Threatt  
Ft. Campbell

**WEST**

Tell us what you think

armymwr.com/soldiershow No federal endorsement implied. #2015soldiershow

**HealthCare.gov**

## Stay safe with health coverage

John,

With Winter Storm Jonas here, please make safety your top priority this weekend. If you and your family are safe and the winter storm is keeping you indoors, make the most of this time by getting covered for 2016.

**ENROLL**

**The deadline for 2016 coverage is 8 days away. Enroll by January 31 for coverage starting March 1, 2016.**

Stay safe and warm!

The [HealthCare.gov](#) Team

This email was created and distributed by the Centers for Medicare & Medicaid Services. You're receiving this message because you signed up for email updates from the HealthCare.gov Team. You can update your preferences, [receive fewer emails](#) or [pause emails](#) until the next Open Enrollment period, or use our [1-click unsubscribe](#) to stop receiving messages from the HealthCare.gov Team. Please contact [support@subscriptions.cms.hhs.gov](mailto:support@subscriptions.cms.hhs.gov) if you have questions or problems with your subscriptions.

# Tip 6: Use Relatable Imagery



## **Social Security can help**

As someone who receives updates from the Social Security Administration, you know that Social Security is important, but how does it matter to YOU?

Stay up to date on everything that's happening in Social Security! Visit the new *Social Security Matters* blog to learn about your benefits, now and in the future.

[Find out more today!](#)

# Tip 7: Illustrate Your Point

HealthCare.gov

4 days left: Enroll now

Use your Enroll To-Do List:

- ✓ Track your progress
- ✓ Explore your options
- ✓ Confirm your coverage

Lauren,

**Don't miss the deadline.** January 31 is your last chance to get quality, affordable health coverage this year.

**It's easier than ever to get health coverage.** We'll even help you through the process. Now that you've submitted your application, your "Enroll To-Do List" will track your progress, help you explore your plan options and confirm your coverage once you've selected a plan.

You're almost finished! Come back to [HealthCare.gov](https://www.healthcare.gov) today and pick the best 2016 plan for you.

[Pick a Plan](#)

**Remember: January 31 is your last chance to avoid the penalty for 2016.**

The [HealthCare.gov](https://www.healthcare.gov) Team



# Tip 8: Leverage Existing Resources

**THE 2015 U.S. ARMY  
SOLDIER  
SHOW**

**The Army's top show is almost here**

It's Army entertainment like you've never experienced before. The Soldier Show is a live Broadway-style variety performance featuring our best talent.

Now is the time to mark your calendar for this free event filled with singing and dancing from the Army's top entertainment talent. Below are the upcoming events in your area:

- Thursday, August 20 - Fort Rucker, AL at 7:00 PM
- Friday, August 21 - Fort Rucker, AL at 7:00 PM

**Learn More**

\*\*\*  
**WE SERVE**

? Tell us what you thought of the show

armymwr.com/soldiershow No federal endorsement implied. #2015soldiershow

# Tip 9: Prioritize Calls To Action



NATIONAL PREPAREDNESS COMMUNITY  
CONNECT COLLABORATE  
EDUCATE EMPOWER  
<http://community.fema.gov>

[FOLLOW](#) [LIKE](#) [WATCH](#) [View as web page](#)

February 27, 2014

The National Preparedness Community

## Be a Force of Nature: Get the Toolkit!



NATIONAL SEVERE WEATHER PREPAREDNESS WEEK  
March 2 - 8, 2014

Severe weather can happen anytime. In May 2013, tornadoes devastated parts of central Oklahoma. This outbreak included the deadliest tornado of the year on May 19 in Moore, Oklahoma. At least 70 tornadoes spanned seven Midwestern states in November 2013.

During National Severe Weather Preparedness Week, March 2-8, 2014, NOAA and FEMA will highlight the importance of preparing for severe weather before it strikes.

We invite you to download the media toolkit below to promote National Severe Weather Preparedness Week in your community. The toolkit includes: background information on how to take the next step, talking points, a blog post template, an Op-Ed, and a Social Media toolkit including content to share on Twitter and Facebook.

[GET THE SEVERE WEATHER TOOLKIT →](#)

Also, check out [tips from Ready.gov](#) to know your severe weather risks, how to take action, and more on how to Be a Force of Nature.

# Tip 10: Engage on Their Level



## Message from the Administrator

Hi GSA,

Earlier in August, I shared with you my vision for the agency - to be an economic catalyst, a proactive federal partner, and provide operational excellence. Today, I want to focus on that second piece.

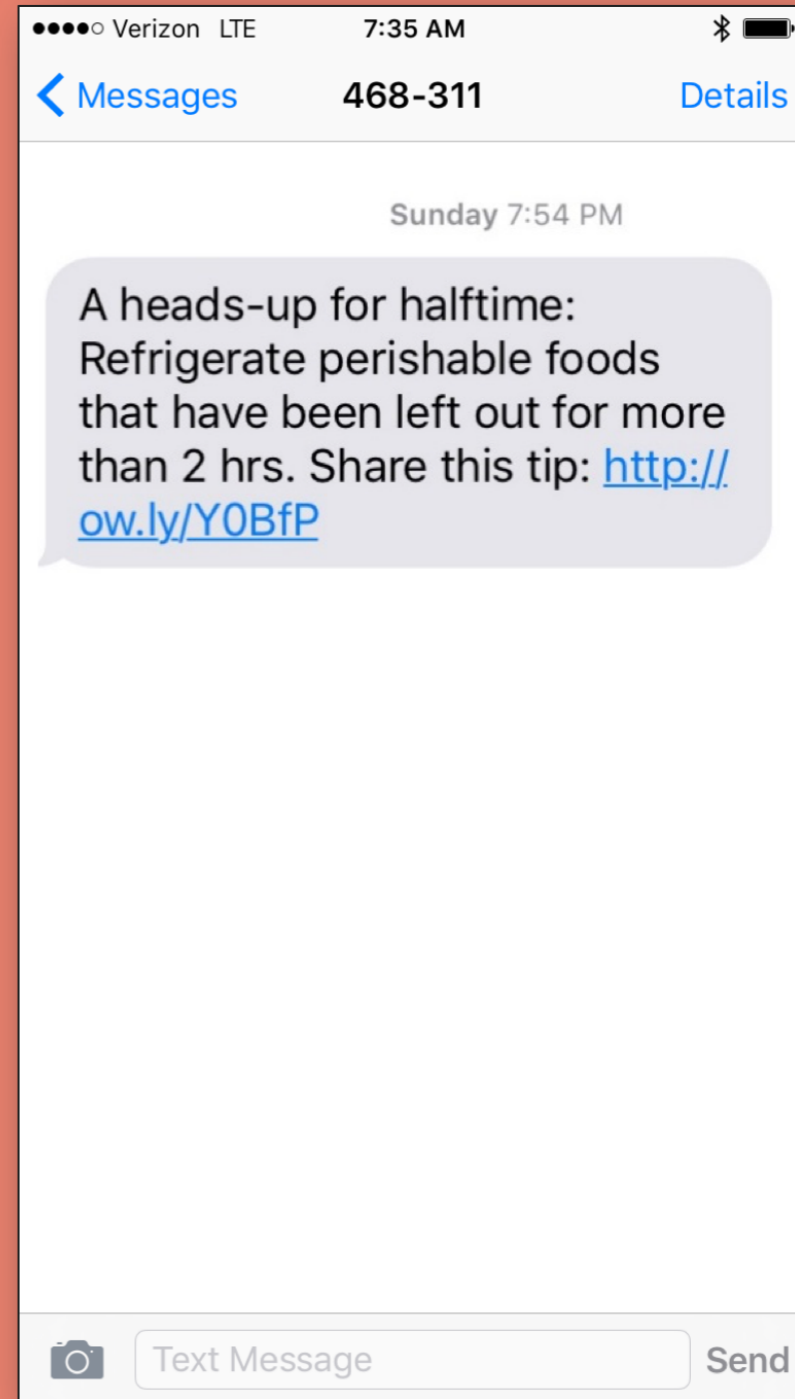


Watch the [video](#) as I share this important part of my vision for GSA

I'm determined to give all of our stakeholders and the federal agencies we serve the outstanding and tailor-made level of service that each one of them needs.

GSA manages more than 375 million square feet of government real estate and tens of billions of dollars in acquisitions. We work to help agencies better serve the American people, but there is always more to do, and ways to do it better.

# Tip 11: Reach Them Where They Are





# Tip 12: Activate New Audiences



# Welcome!

## Discover how Social Security Matters

Thank you for signing up for updates through one of our partners. You know Social Security is important, but how does it matter to YOU? Visit the new "Social Security Matters" blog to learn more.

[Learn More →](#)

# Tip 13: Invigorate Existing Audiences




## How can it benefit YOU?

As someone who receives updates from the Social Security Administration, you know that Social Security is important, but how does it matter to YOU?


If you are a Medicare beneficiary, you may be eligible for Extra Help with prescription drug costs. For more information on this and to sign up for updates about other benefits, visit the new *Social Security Matters* blog.

[Find out more now!](#)

# Tip 14: Grow a Targeted Audience



U.S. Department  
of Veterans Affairs

 Email Updates

Welcome [test@govdelivery.com](mailto:test@govdelivery.com)

**Subscriptions** | **Preferences** | **Questions**

### Questions

Please tell us who you are.

- Veteran
- Active Duty
- Family Member / Friend
- Volunteer
- Health Care Professional (MD, RN, etc.)
- Health Care Trainee (Student, Resident, Intern, etc.)
- Job Applicant
- Media
- VA Employee

Please select your gender:

Please select your age range:

Please choose the state in which you live.

If you receive care from the VA, from which medical center do you receive the majority of your care?


Do you use any of these social networking tools?

- Facebook
- Twitter



# Tip 15: Segment Your Audience

LOGIN • REGISTER • CONTACT US • FOR LENDERS • NEWS




Grants Contracting Learning Center




BU

Stay Connected

SBA Buffalo District Office



SBA & KENMORE-TONAWANDA CHAMBER OF COMMERCE  
PRESENTS



## BROWN BAG LUNCH SERIES

Lunch Series Trainings held from 12 PM to 1 PM at the Ken-Ton Chamber of Commerce

**[FEBRUARY 23, 2016: HOW TO UTILIZE SBA & SCORE](#)**

What resources do you need to make your next move? Entrepreneurs will learn how SBA & SCORE help business with business planning, access to capital, counseling, and contracting.

**[MARCH 29, 2016: TURN NETWORKING INTO SALES](#)**

Networking is important in sales, whether your selling products, services, or yourself. In this training learn how making the right connections with the right people will help you to expand your business.

**[APRIL 26, 2016: INTRODUCTION TO GOVERNMENT CONTRACTING](#)**

A general overview of how the government buys products and services. In this session you will also learn how to prepare for SBA's upcoming Business Matchmaker on May 11, 2016.

**[MAY 31, 2016: CREATIVE WAYS TO LEVERAGE YOUR BRICK & MORTAR LOCATION](#)**

In this workshop you will learn about the advantages of running your brick and mortar business. Entrepreneurs will hear about ways to leverage technology and provide outstanding customer service and personal experiences.

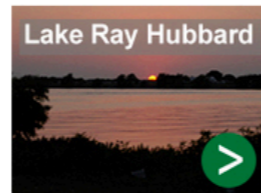
FOR MORE INFORMATION, PLEASE CONTACT KELLY LOTEMPIO AT  
[KELLY.LOTEMPIO@SBA.GOV](mailto:KELLY.LOTEMPIO@SBA.GOV) OR BY PHONE (716) 551-4301

# Tip 15: Segment Your Audience



Looking to go fishing this spring – without traveling miles and miles to get there? You're in luck! From large reservoirs to small neighborhood lakes, Dallas offers some of the best fishing spots in Texas. Here are just a few lakes with great fishing in the Dallas area. [Find more fishing spots near you](#) and check out our [weekly fishing reports](#) to find out what's biting.

## Where to Fish



Are you looking for a way to take the kids in your life fishing — without traveling miles to get there? You're in luck! There is a [Neighborhood Fishin'](#) lake close to your home. Starting in April, we'll be regularly stocking these lakes with catfish.

- Neighborhood Fishin' lakes are safe, fun places to introduce children to fishing.
- The fish are fun to catch, and big enough to keep (and eat).
- Lakes are stocked every two weeks, so lots of fish are available to take your bait.

There are 18 Neighborhood Fishin' lakes. Find the one(s) close to you:

- [Abilene](#)
- [Amarillo](#)
- [Austin](#)
- [Bryan-College Station](#)
- [Dallas-Fort Worth](#)
- [Houston](#)
- [San Angelo](#)
- [San Antonio](#)
- [Tyler](#)
- [Waco](#)



+28%

Open Rate

+125%

Click Rate

# Tip 16: Test for Best Practices

## Veteran-specific Appeal

Subject Line: "Attention Veterans and Survivors"



## General Appeal

Subject Line: "Making it Easier for You to Receive Benefits"



VS

+3%

Open Rate

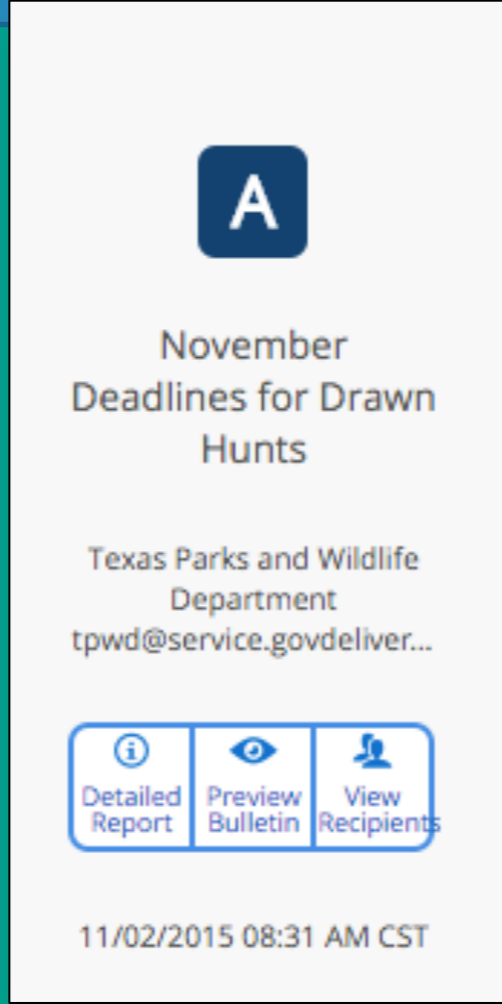
+47%

Click Rate



# Tip 16: Test for Best Practices

## “November Deadlines for Drawn Hunts”

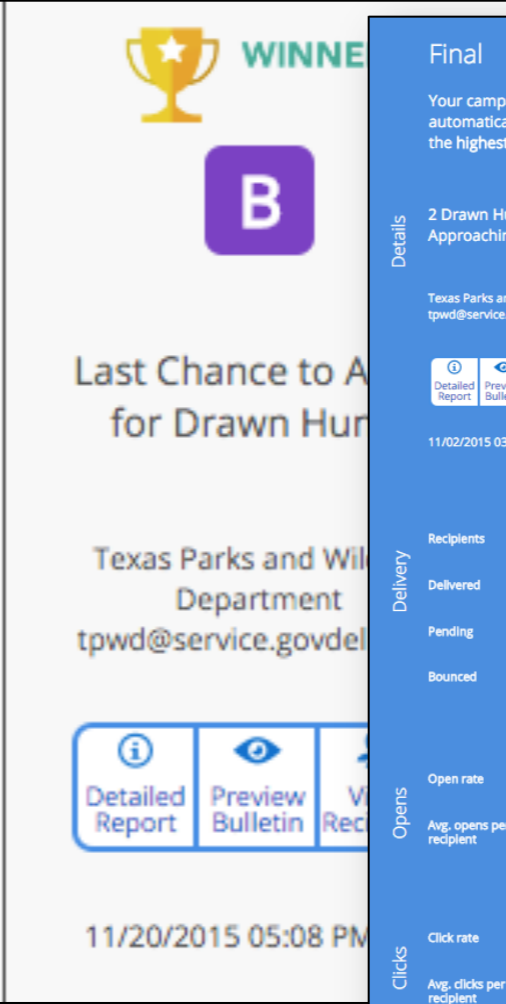


**A**

November Deadlines for Drawn Hunts

Texas Parks and Wildlife Department  
tpwd@service.govdeliver...

11/02/2015 08:31 AM CST



**B**

Last Chance to Apply for Drawn Hunts

Texas Parks and Wildlife Department  
tpwd@service.govdel...

11/20/2015 05:08 PM

**Final** Final Send

Your campaign was sent automatically to the bulletin with the highest calculated score.

2 Drawn Hunt Deadlines Approaching

Texas Parks and Wildlife Department  
tpwd@service.govdelivery.com

11/02/2015 03:49 PM CST

	Version 'A'	Version 'B'
<b>Delivery</b>	90,863	10,205
Delivered	98.18% ▲ + 0.16%	98.02%
Pending	0	0
Bounced	1.82% ▼ - 0.16%	1.98%
<b>Opens</b>	21.03% ▲ + 2.34%	18.69% ★
Avg. opens per recipient	0.21 ▲ + 0.02	0.18 ★
<b>Clicks</b>	3.25% ▼ - 1.67%	4.92% ★
Avg. clicks per recipient	0.03 ▼ - 0.02	0.05 ★
<b>Opt-Out</b>	42 ▲ + 39	3

**Version 'B' is the winner!**

# Tip 17: Integrate with Other Channels



## URL builder form

Step 1: Enter the URL of your website.

Website URL \*

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source \*

(referrer: google, citysearch, newsletter4)

Campaign Medium \*

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name \*

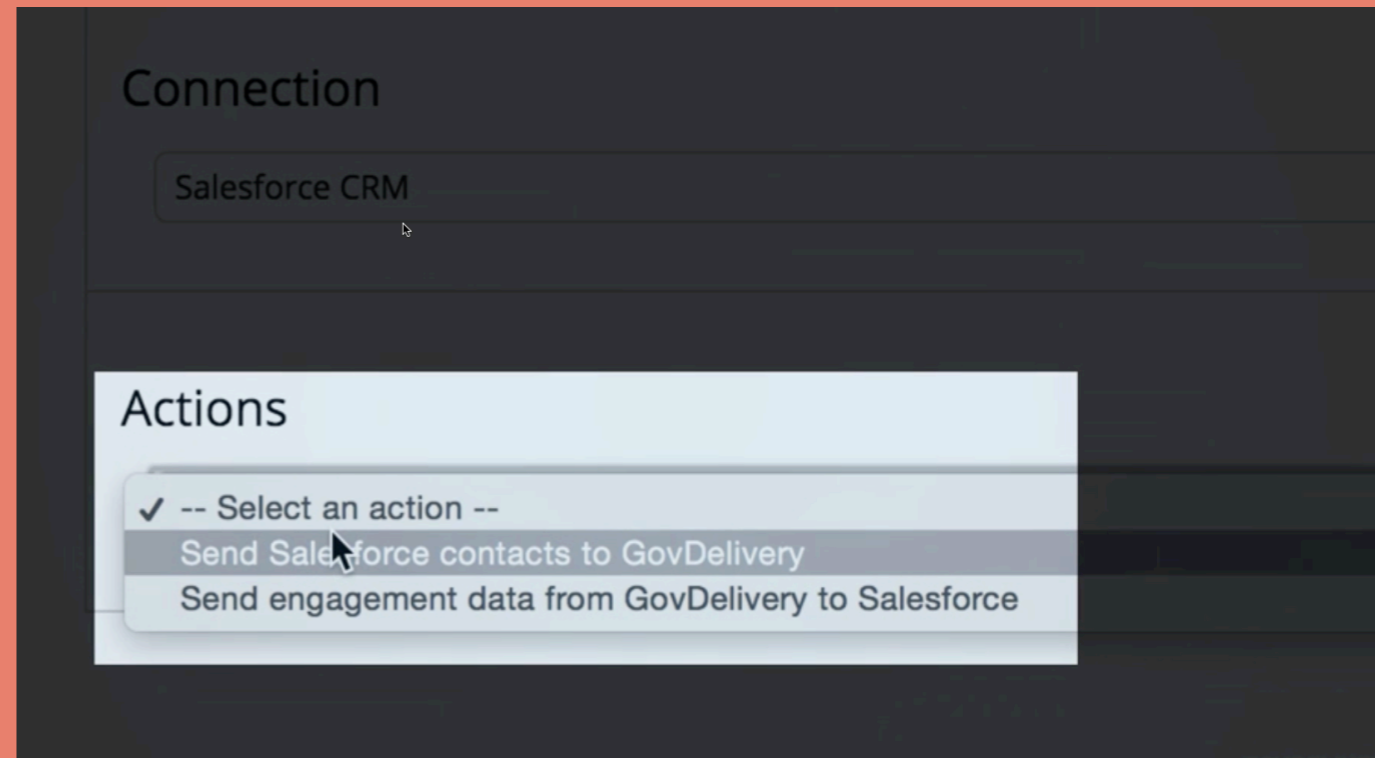
(product, promo code, or slogan)

[GENERATE URL](#)

<http://www.benefits.va.gov/transFORMATION/profiles.asp?>

[utm\\_source=govdelivery&utm\\_medium=email&utm\\_campaign=backlog%20profile%20promotion](http://www.benefits.va.gov/transFORMATION/profiles.asp?utm_source=govdelivery&utm_medium=email&utm_campaign=backlog%20profile%20promotion)

# Tip 17: Integrate with Other Channels



# Tip 18: Connect the User Experience



The screenshot shows the top portion of a website. On the left is a circular logo for the National Preparedness Community with the text 'CONNECT', 'COLLABORATE', 'EDUCATE', and 'EMPOWER' around a central figure of people holding hands. To the right of the logo are social media buttons for 'FOLLOW' (Twitter), 'LIKE' (Facebook), and 'WATCH' (YouTube), along with a 'View as web page' link. Below these is a banner for 'National Preparedness Month' dated 'September 11, 2014'. Three orange arrows point upwards from the date. Underneath the banner is the text 'The National Preparedness Community'. The main content area features a large image of firefighters at a disaster site. The URL 'www.ready.gov/September' is overlaid on the top left of the image. The text 'Be Aware Take Action to Prepare' is overlaid on the bottom left of the image. A 'Ready' logo is in the bottom right corner of the image. Below the image is a paragraph of text: 'Every day, our public safety officials protect and serve our families and communities – putting their lives at risk to save ours. They are our nurses, EMTs, police officers, firefighters, emergency managers, public utility workers, and other first responders. Their bravery helps citizens and communities stay safe before a disaster – and also helps us rebuild when things have been destroyed. During National Preparedness Month, we want to sincerely thank all public safety officials that work hard every day to'.



The screenshot shows a tweet from the user 'jsimpsonftw'. The tweet text is: 'Before you put on your badge, prepare your family for a disaster. Tips: <http://go.usa.gov/5e7Q> #NatlPrep'. The tweet has 36 replies and a 'Tweet' button.



# Tip 18: Connect the User Experience

Sheriff's Office Updates & Alerts - Stearns County, Minnesota  
View in browser: <http://content.govdelivery.com/accounts/STEARNS/bulletins/133ae57>



**STEARNS COUNTY  
SHERIFF'S OFFICE**

SUBMIT A TIP:

 **PHONE**       **EMAIL**       **WEB**

### Mississippi River Death Investigation

On January 31st at approximately 12:45 pm the St. Cloud Police Department notified the Stearns County Sheriff's Office of a body lying on the ice near the Granite City Crossing Bridge (Division Street). Patrol deputies and investigators responded to the scene. By Minnesota statute the Sheriff's Office is responsible for incidents on the water, including when it's frozen.

The incident had been reported to the St. Cloud Police Department by a walker at approximately 12:20 P.M. Stearns County investigators arrived on scene and conducted an investigation into the death. The body of a 21 year old white female was recovered from the ice surface. Her remains were sent to the Ramsey County Medical Examiner's office for an autopsy.

The Stearns County Sheriff's Office is working closely with the St. Cloud Police Department in this investigation. The St. Cloud Police Department had taken a missing person's report earlier in the day that may be related. The matter remains under investigation by both agencies. Further information will be released at a later date.

---

[sheriff@co.stearns.mn.us](mailto:sheriff@co.stearns.mn.us) | Dispatch 320.251.4240 | Records/Info 320.259.3700

# Tip 19: Gather Stories and Feedback



“ I don't know where we would be were it not for SS Disability. -Paula ”

## Share your Social Security story

Social Security has a lot to be proud of this year. Over the last eight decades, our programs and services have helped create better lives for millions of Americans.

That's why we want to hear from you! How has Social Security made a difference in your life and the lives of your family and friends?

Share your story 

# Tip 19: Gather Stories and Feedback



[FOLLOW](#) [LIKE](#) [WATCH](#) [View as web page](#)

October 10, 2014

The National Preparedness Community



Thanks to you, this year's National Preparedness Month was our most successful yet! Millions of American's took action to be disaster aware and helped us spread the word about the importance of preparedness in our homes, workplaces and communities at large. Here are just a few examples of the great things that happened last month!

**What did you do for National Preparedness Month?  
Let us know here!**

[SHARE YOUR NPM STORIES WITH US](#)

# Tip 20: Measure Your Outcomes



[michigan.gov/meetupeatup](http://michigan.gov/meetupeatup)

### Summer Meals Now Available

We're excited to announce the availability of the Summer Food Service Program and Meet Up and Eat Up events for children and teens across the state. Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at thousands of sites across Michigan.

This program is crucial for the hundreds of thousands of Michigan students who rely on the federal school meals program during the school year. Last year, less than 1/5 of Michigan kids who depend on getting free meals during the school year ate a summer meal at approved sites in their neighborhoods.

Show your support  
You can include  
**word about Me**  
[www.michigan.gov](http://www.michigan.gov)

---

**Check Out these**

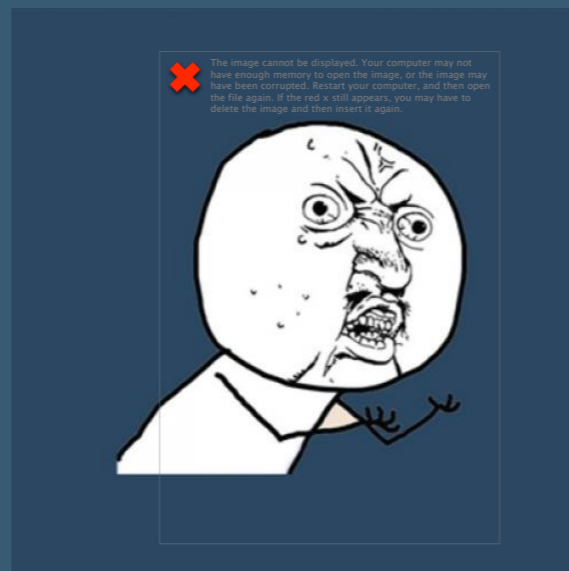
**Meet Up and Eat Up**  
Date: July 7  
Where: Boys and Girls Club  
4315 Pleasant Court  
Time: 11:00am - 1:00pm

**4.1 million  
meals served**

**7% increase over 2014**

# Bonus Round!

There is no  
secret sauce



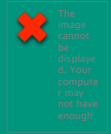
# DIGITAL SERVICES



## Audience Acceleration

We'll provide ways for you to reach more people and identify and connect with them in a targeted manner.

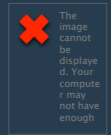
- ✓ Prominent placement in the GovDelivery Network
- ✓ Outreach acceleration
- ✓ Digital Ads Integration



## Digital Campaign Management

We'll help you compel people to take action through proven email and mobile technologies.

- ✓ Email Design/Formatting
- ✓ A/B Testing & Analytics
- ✓ Message Strategy & Configuration
- ✓ Campaign Effectiveness Reporting



## Managed Services

We'll provide a complete team of digital communication and technology experts for your monthly initiatives.

- ✓ Strategic Planning
- ✓ System Admin Optimization
- ✓ Subscription Management
- ✓ Monthly Progress Reports



# Q&A

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**Lauren Cleary**

Digital Engagement Strategist  
**GovDelivery**

[lauren.cleary@govdelivery.com](mailto:lauren.cleary@govdelivery.com)



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