Your 2017 Digital Communications STRATEGIC ROADMAP
Early and thorough planning at all levels of government is essential for starting the year on the right foot - especially if your agency will have new leadership. What can you do to position yourself, your team, your program and the very important work you do for success next year? Use this workbook to help your team plan for the changes in 2017.

**Step 1:**
Assess Digital Engagement Efforts

**Step 2:**
Align Digital Communications With Strategic Priorities for 2017

**Step 3:**
Execute Digital Communications Strategies to Impact Outcomes

**Step 4:**
Report on Your Success
### Step 1: Assess Digital Engagement Efforts

**Where is your organization on the digital engagement scale?**

<table>
<thead>
<tr>
<th>People</th>
<th>Audience</th>
<th>Solutions</th>
<th>Data</th>
<th>Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging: 1</td>
<td>Proficient: 2</td>
<td>Experienced: 3</td>
<td>Expert: 4</td>
<td></td>
</tr>
</tbody>
</table>

- **People:** The appropriate amount of resources to implement digital engagement strategies is crucial.
- **Audience:** Measured by your ability to reach your audience with your message.
- **Solutions:** Engage people how, where, why, when they want.
- **Data:** Continuously improve by collecting, defining, and reporting on key metrics.
- **Security:** Understanding security risks and needs will ensure that all platforms are used effectively.

**What communications strategies worked well this year at your organization?**

**Are you reaching your audience?**

- How many subscribers do you have?
- What was your subscriber growth this past year?
- What was your overall engagement rate?

**Which pieces of content saw the highest engagement?**

1. 
2. 
3. 

**Outcomes**

What specific channels are working to reach your audience and impact your outcomes?

- Email
- Open Data
- Website
- Online Learning
- Social Media
- Blog
- Text Messaging
- Advertisements

**YOUR 2017 DIGITAL COMMUNICATIONS STRATEGIC ROADMAP**
Step 1: 
Assess Digital Engagement Efforts

Present your findings

Make your case for what digital communications strategies have worked to incoming leadership.

- Summarize channels that are working to reach your audience
- Gather analytics on channels that have worked best
- Compile a recommendation for future strategies based on analytics
- Set up a meeting with incoming leadership
- Present on findings

Other Notes

What are your key takeaways?

Sneak Peek from 2017 Trends Survey

What channels are working to reach your audience?

- #1 Response: Website
- #2 Response: Email
Step 2: Align Digital Communications With Strategic Priorities for 2017

Do you know if your organization’s strategic priorities will change in 2017?

- Yes
- No
- Not sure yet

What do you know about your organization’s strategic priorities for 2017?

Define Your Objectives: Audience

- In 2017, will your audience change?
  - Yes
  - No

- Do you need to increase your reach?
  - Yes
  - No

If so, what audience groups are you targeting?

How will you reach new audience members?

What are your engagement goals in 2017?
Step 2: Align Digital Communications With Strategic Priorities for 2017

Define your objectives: Tools

What digital communications tools are you planning to use in 2017 that will help you achieve your outcomes?

Any new communications tools that you’re planning to use in 2017?

What are you missing?

While it may not be in the 2017 plan, what digital solutions are you interested in learning more about in the upcoming year?

- A/B Testing
- Segmentation
- SMS/text messaging
- Overlays
- CRM Database
- Email Communications
- Reengagement Campaigns
- Informed Digital Metrics

Sneak Peek from 2017 Trends Survey

What is your primary digital communications goal for 2017?

#1 Response: Increase engagement with our content
Step 3: Execute Digital Communications Strategies to Impact Outcomes

**REACH**
- Increase Subscriber Rates by a Median Rate of 174 Percent
  - Freshen up Your Overlay
- Give Your Bulletin Headers a New Look
  - Swap out Digital Message Templates
- Try New Subscriber Sign Up Locations
  - Add Subscriber Signup to 10 Most Highly Visited Pages on Your Website

**ENGAGE**
- Target Your Audience With Segmentation
  - Slice and Dice Your Subscriber Lists for More Relevant Updates
- Engage Your Audience With Campaigns
  - Build a Re-engagement or Drip Campaign
- Connect with New Audience Members
  - Try Using Text Messaging to Drive Your Audience to an Event or Survey

**CONVERT**
- Drive Your Audience to Action With Custom Messages
  - Create Custom Messages to Increase Enrollment in Your Programs or Reduce Churn
### What has changed?

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many new subscribers do you have?</td>
<td></td>
</tr>
<tr>
<td>What was your subscriber growth since 2016?</td>
<td></td>
</tr>
<tr>
<td>What is your overall engagement rate?</td>
<td></td>
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<tr>
<td>What outcomes that matter most have increased?</td>
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</tbody>
</table>

### Which pieces of content saw the highest engagement?

1. 
2. 
3. 

### Additional Resources

- GovLoop Presidential Transition Booklet: [bit.ly/2fLPoRf](bit.ly/2fLPoRf)
- 12 Awesome Public Sector Emails: [bit.ly/2fVBluH](bit.ly/2fVBluH)
- 10 Steps to Increase Your Subscribers: [bit.ly/2fQN3H](bit.ly/2fQN3H)