

GovDelivery

E-Newsletter Communications



Background

- ▶ In use since late 2012
- ▶ Changed over from state's central ListServ
- ▶ We looked briefly at similar services:
 - ▶ Constant Contact, Salesforce, MailChimp.
 - ▶ GovDelivery was already being used by some other WA state agencies and Oregon Legislature
 - ▶ State has since developed a master contract for it, but we still negotiate separately
- ▶ Price is based on public website page views, not number of accounts, topics, or bulletins (actual messages) sent

Numbers

- ▶ Five enterprises (groups of accounts)
- ▶ 179 accounts
- ▶ 3,624 topics. Most of those are for bills
- ▶ 1,930,982 subscriptions
- ▶ Between 100,000 and 150,000 subscribers
- ▶ Our current contract is about \$26,000 per year
 - ▶ More expensive than the ListServ, but we get many more features
 - ▶ Price is based on public website page views

Current Uses

▶ Committee Agenda and Schedule Updates

- ▶ We use a GovDelivery API to integrate with our committee meeting application
- ▶ Updates to daily, weekly, or monthly committee meeting schedules and sends to subscribers in the same manner
- ▶ Public and staff subscribe to individual committee topics to receive those updates

▶ Member Communications

- ▶ Majority of Member offices send out their newsletters via GovDelivery
- ▶ Many members have multiple topics
- ▶ The four caucuses all have variations in their processes, including which editor they use

▶ **Bill Action Updates**

- ▶ We use a different GovDelivery API and Page Watch to automatically send updates about bills
- ▶ Users can subscribe to Email updates on a specific bill
- ▶ GovDelivery checks for updates on that bill *every* 30 minutes
- ▶ When it finds an update, it automatically sends a message to subscribers
- ▶ Subscribers can elect to receive those updates immediately or in a daily or weekly digest format

▶ **General Information From Legislative Agencies**

Key Features

- ▶ Reporting: The Bulletin Analytics reports are particularly helpful to staff
- ▶ Page watch: It works in conjunction with an RSS feed on a web page to detect changes and either send messages automatically or feed them into an approval process
- ▶ Multiple ways to compose messages
- ▶ When you call, you get a person- *not a recorded menu tree!* 😊

Lessons Learned, Pros & Cons

- ▶ Structure
- ▶ Editing Environment
- ▶ Message quirks

Let's check it out!



Bulletin Analytics Report for Washington State Legislature



Summary

Bulletins Sent	26
Total Recipients	59,056
Total Delivered	58,754
Total Failed	302
Percent Delivered	99.5
Total Immediate Email Recipients	45,762
Total Digested Email Recipients	13,294
Unique Email Opens	9,602
Unique Email Open Rate (%)	16.3
Average # of Links per Bulletin	77.3
Unique Bulletin Link Clicks	321
Click Rate (%)	0.5
Unique SMS Clicks	0
Total SMS Clicks	0
Facebook Clicks	0
Twitter Clicks	0

User Interface:

<http://andrewbarkis.houseRepublicans.wa.gov/>

Subscribers

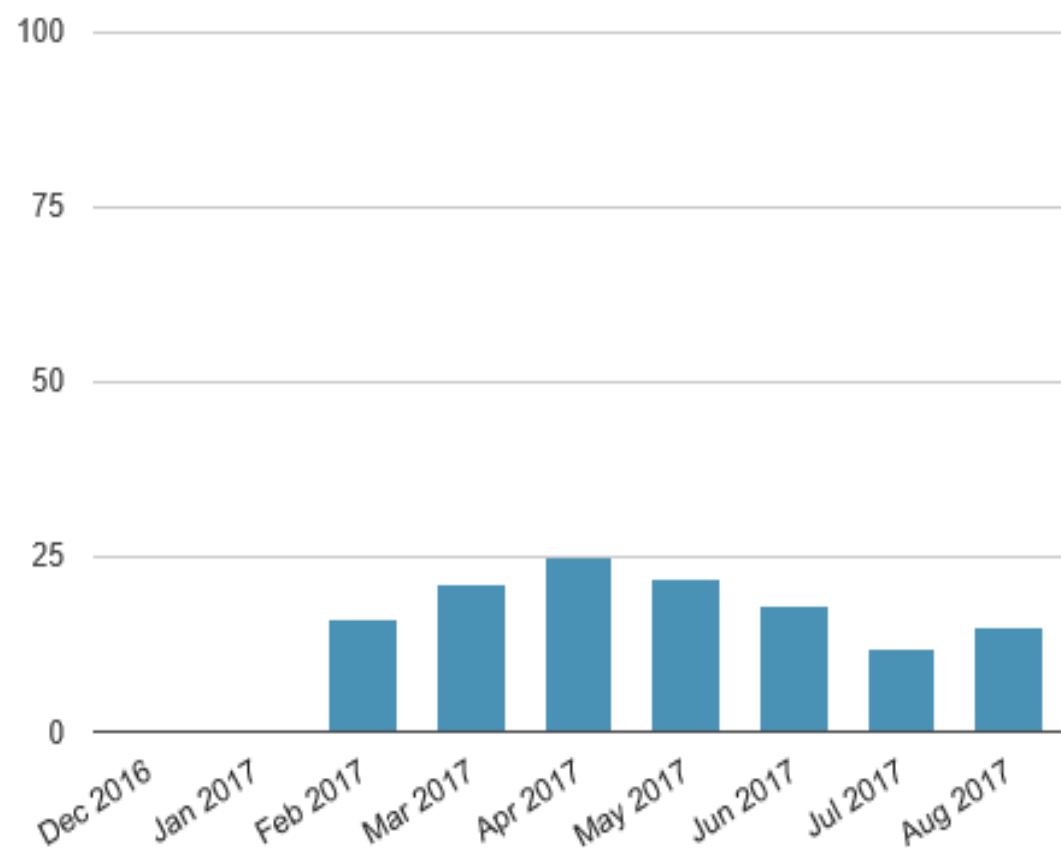
Source of New Subscribers



SUBSCRIBER PROFILES

Direct		92
Overlay		0
Network		41
Upload		42,185
Other		0
Deleted		1,803
Change in Total Subscribers		+ 40,515
Total subscribers as of 08/2017		40,515

Engagement Rate Percentage



Engagement by Month

MONTH	UNIQUE RECIPIENTS	ENGAGEMENT RATE *
08/2017	39,208	15.93%
07/2017	39,318	12.61%
06/2017	40,746	18.98%
05/2017	41,102	22.34%
04/2017	41,606	25.92%
03/2017	41,534	21.31%
02/2017	41,169	16.03%

Questions?

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