



Roadmap For Digital Communicators

SURVIVING IN TIMES OF CHANGE 2017/18



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Early and thorough planning and evaluation are essential for communications teams at all levels of government when navigating times of change. You'll want to demonstrate the value of your campaigns to secure the budgets you need for the new financial year, and you'll need to speak up about the great work your team has done (and will do) at moments of transition in your organisation such as a restructure or new leadership.

So what can you do to position yourself, your team and your initiatives for success over the next financial year? Use this workbook to help your team plan for change in 2017/18.



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 organisation on the digital engagement scale?

	Emerging: 1	Proficient: 2	Experienced: 3	Expert: 4
People The appropriate amount of resources to implement digital engagement strategies is crucial.				
Audience Measured by your ability to reach your audience(s) with your message.				
Solutions Engage people how they want, where they want, and when they want.				
Data Continually improve by collecting, defining and reporting on key metrics.				
Outcomes Your digital engagement strategies must be aligned with your business objectives to achieve outcomes.				
Security Understanding security risks and needs will ensure that all platforms are used effectively.				

? What communications strategies worked well last year at your organisation?

Are you reaching your audience?

How many subscribers do you have?

What was your subscriber growth last year?

What was your overall engagement rate?

Which pieces of content saw the highest engagement?

- 1 _____
- 2 _____
- 3 _____

Outcomes

What specific digital communications channels are helping you reach your audience and impact your outcomes?

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



Step 1:

Assess Digital Engagement Efforts

Present your findings

Make your case for the digital communications strategies that have worked before. Depending on the type of change you're facing, share results with incoming leadership, elected members, a new manager, and budget holders.

- Summarise 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

Identify key learnings from past experience to show your ability to adapt:



Snapshot of 2017 Digital Communications Trends Survey

What channels are working to reach your audience?



#1 Response: Website



#2 Response: Social Media



#3 Response: Email

[Download the full report now.](#)



Step 2:

Align Digital Communications with Strategic Priorities for 2017/18



Do you know if your organisation's strategic priorities will change in 2017/18?

Yes No Not sure yet



What do you know about your organisation's strategic priorities for 2017/18?



How will you measure success?

Define Your Objectives: Audience

In 2017/18, 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 2017/18?



Step 2:

Align Digital Communications with Strategic Priorities for 2017/18

Define Your Objectives: Tools

What digital communication tools are you planning to use in 2017/18 that will help you achieve your objectives?

Any new communication tools you're planning to use in 2017/18?

What are you missing?

While they may not be in the 2017/18 plan yet, what digital tactics are you interested in learning more about in the upcoming year?

- | | |
|---|---|
| <input type="checkbox"/> A/B Testing | <input type="checkbox"/> CRM Database |
| <input type="checkbox"/> Segmentation | <input type="checkbox"/> Email Communications |
| <input type="checkbox"/> SMS / Interactive Text Messaging | <input type="checkbox"/> Reengagement Campaigns |
| <input type="checkbox"/> Overlays | <input type="checkbox"/> 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, programmes and services.

[Download the full report now.](#)

REACH

Step 1: Reach

Increase subscriber rates by at least 174 per cent (median average for public sector organisations using a web overlay to capture subscribers)

- Freshen up your overlay

Update your email bulletin templates

- Give your bulletin headers a new look and add call-to-action buttons

Attract more subscribers from new contact points

- Add subscriber sign-up options to your 10 most popular web pages and cross-promote on other communications

ENGAGE

Step 2: Engage

Target your audience using segmentation techniques

- Slice and dice your subscriber lists to deliver highly relevant updates

Engage your audience with bespoke campaigns

- Build a reengagement or drip campaign to drive an action

Connect with new audiences

- Try using text messaging to lead more people to an event or survey

CONVERT

Step 3: Convert

Drive your audience to take action with optimised messages

- Use A/B testing to optimise your subject line, design and messaging for maximal engagement and action



Step 4:

Report on Your Success - Demonstrate the Return on Investment (ROI) of Your Efforts

What has changed?

How many new subscribers do you have?

What is your subscriber growth since 2016?

What is your overall engagement rate?

Which campaign/programme objectives have you managed to meet?

Which pieces of content saw the highest engagement?

1

2

3

Additional resources

10 Excellent Emails in the UK Public Sector: bit.ly/10ExcellentEmails

8 Terrific Text Messages: bit.ly/8TerrificTexts

10 Ways to Increase Subscribers: bit.ly/Subscriber-Checklist-UK

Digital Engagement Trends Report 2017: bit.ly/UkTrendsReport



Snapshot of 2017 Digital Communications Trends Survey

How does your organisation measure the success of its digital communications?



#1 Response: By monitoring digital engagement metrics

Download the full report now.



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