OANC QUICK TIPS

Using govDelivery for Constituent Outreach

Overview

The govDelivery platform is a communications technology from Granicus that helps Advisory Neighborhood Commissions and Commissioners keep their neighbors informed of upcoming meetings, announce community events, or even share out meeting minutes. This communication tool will help ANCs capture new subscribers and is transferrable to future Commissioners. In addition to email delivery, the OANC has added text messaging for ANCs in mobile-first communities to use as well.

This quick reference will go over the following topics:

- Creating Bulletins;
- Editing Your Bulletin;
- Composing your Bulletin Header, Body, and Footer; and,
- Bulletin Content Tips and Tricks.

No. 1 – Creating Bulletins

The type of bulletin you create mainly impacts the template used for that bulletin. In addition to the layout and starting text for a bulletin's content, a template might pull in other default settings, such as a from address, footer, header, etc. The OANC has worked with GovDelivery to prepopulate bulletin templates that are relevant to each ANC. To create a bulleting follow the steps below.

1. In the left navigation menu, click **Bulletins**.
2. After selecting the Bulletins option, click on the "**Create Advanced Bulletin**" option in the center of the screen.

NOTE: Never chose the "Create Bulletin" option for a newsletter or announcement. It does not include the preselected ANC templates that you will need. (See image below)
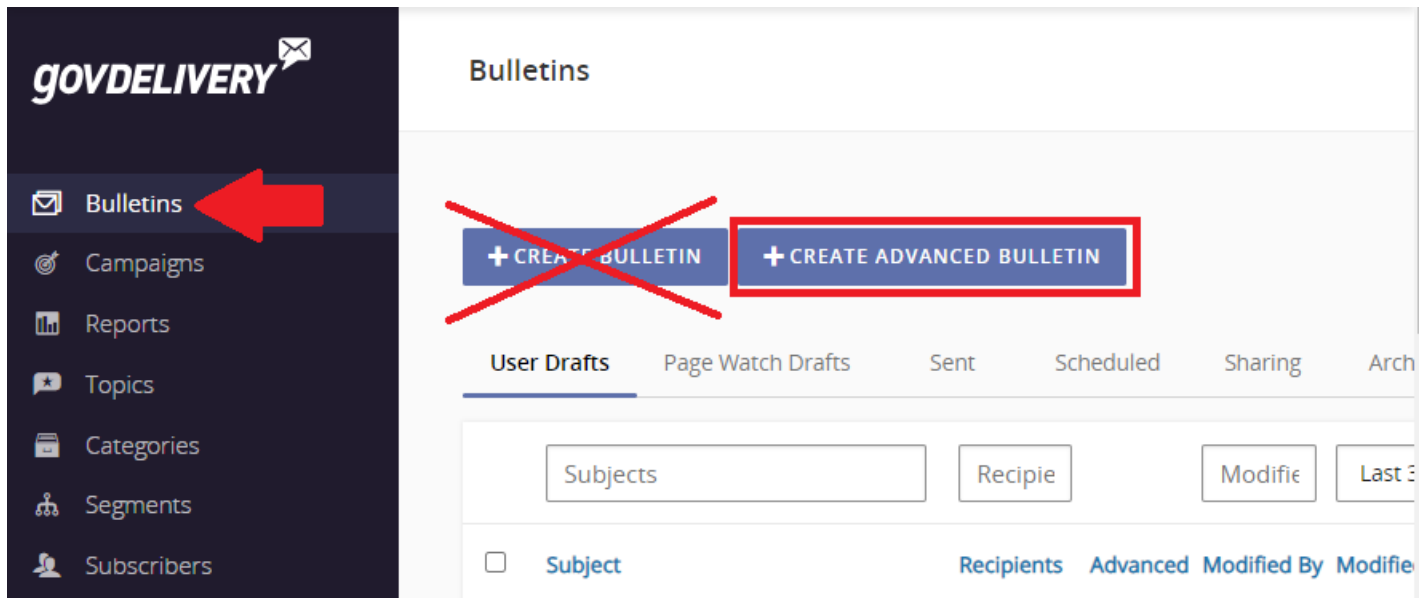
(NOTE: Only choose the Create Advanced Bulletin to access the templates set up for ANC use.)

No. 2 – Editing Your Bulletin.

The Create Advanced Bulletin page is separated into several areas:

- **Recipients** - In this section, you build your bulletin recipients list. For more information about selecting bulletin recipients, see Selecting Your Bulletin Audience and Channels.
- **Email Message** - In this section, you compose your bulletin content. Instructions for doing this can be found below.
- **Bulletin Channels** - In this section, you can choose to send your bulletin to multiple channels. For more information, see Selecting Your Bulletin Audience and Channels.
- **Send Options** - In this section, you can select options for sending your bulletin. For more information, see Sending or Scheduling Your Bulletin.

To create your bulletin content in the **Email Message** section:

1. Select a **From** address. Your From address is the name and email address that your govDelivery bulletins are sent from. The From Address identifies to your constituents who is sending the email. The From Address conveys credibility to your constituents as they skim their inboxes and encourages them to open and read your messages. You need to contact Amber Wright at amber.wright@dc.gov to get your personalized SMD "From" address.
2. Enter a short, descriptive **Subject** that will easily identify that the bulletin is from your organization. As a best practice, try to keep your subject line to 8 words or less. Note that curly braces: { and } can cause sending issues when included in subject lines, so these are not allowed. If curly braces are included in your bulletin subject line, you will receive an error message prompting you to remove these invalid characters.
3. Click the plus sign next to the **Header** field to expand the header section. The header can include text and/or graphics that support your organization's branding. For more information about this section, see below.
4. Use the **Body** section to create your bulletin content.

5. If you want to attach a file to this bulletin, do so in the **Files** section by clicking **Add Attachment**.
6. Use the **Footer** section to make any changes to the default footer. <u>Learn more about the Footer section.</u>
7. If you have multiple footers set up for your account and you want to select a new one, do so in the **Choose Different Footer** drop-down menu.

No. 3 – Composing your Bulletin Header, Body, and Footer.

The standard bulletin editor offers icons and menus for working with your bulletin content. To see a tooltip describing what any function does, hover over the icon.
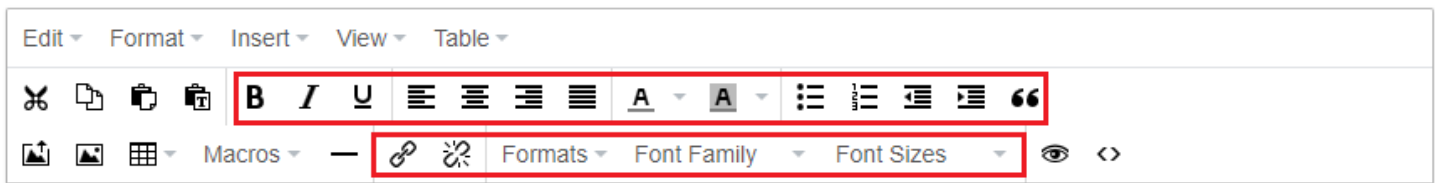
Edit Functions

When editing content, you can cut, copy, paste, and paste content as text, which strips out any formatting, leaving just the content. From the Edit menu, you can also Undo/Redo change and use Find and Replace functionality.
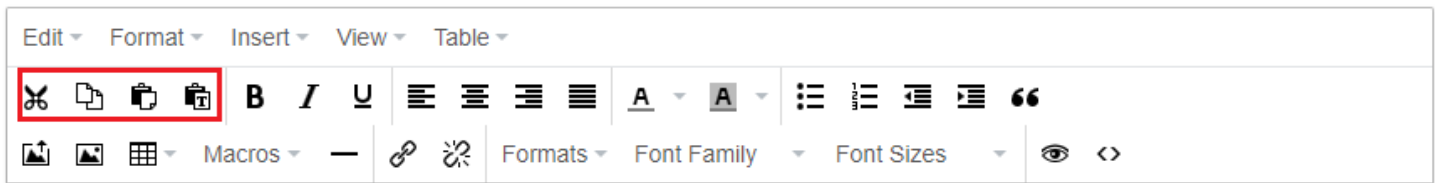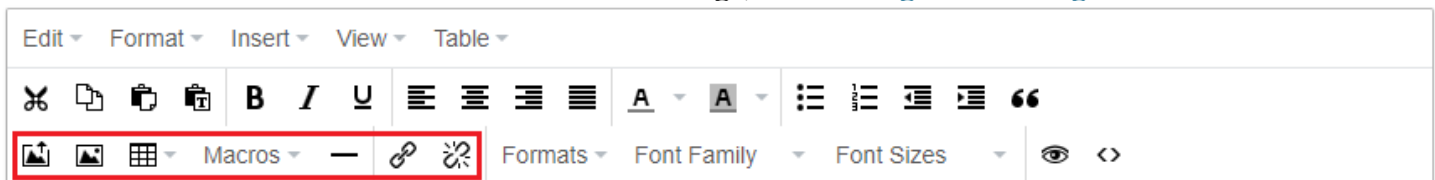

Format Functions

Common formatting options include styling selected text (adjusting font size, family, color, decoration, or making text bold, italics, superscript, etc.), choosing alignment of a text block, making lists, or surrounding content with HTML <div>, <pre>, <blockquote>, or <p> tags.
You can also navigate to **Formats > Headings** to apply heading levels to your text, which is very helpful in breaking your content into sections for easier navigation. And if your changes get out of hand, select **Clear Formatting** from the **Format** menu to strip your content, leaving bare text.

Insert Functions

You can insert images, files, horizontal lines, and hyperlinks into your content. From the **Insert** menu, you can also turn selected text into an anchor tag; then hyperlink to that place in the content. For more information about anchor tags, see <u>Adding Anchor Tags to Bulletins</u>.

<u>View Functions</u>

Use the viewing options to see blocks, invisible characters, and the HTML source code of your content. You can also preview this section to see how it will appear to subscribers.
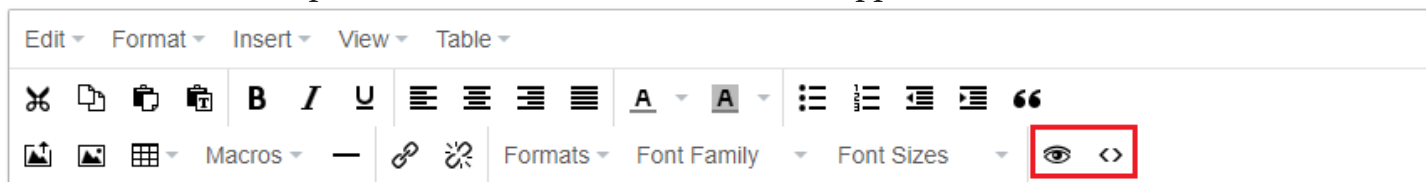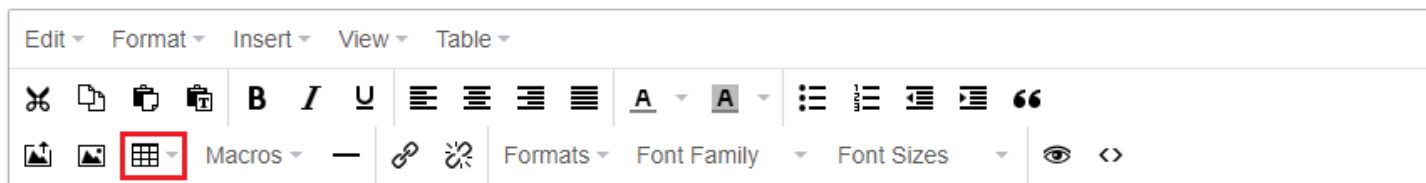

<u>Table Functions</u>

Tables help you to organize your content—especially if you want to put text in multiple columns. From the Table icon or menu, you can create a table, add rows or columns, merge and split cells, and adjust the table properties—like border style, thickness, and color, cell spacing and padding, or background color.

No. 4 – Bulletin Content Tips and Tricks.

- You can use macros in your subject line, header, or bulletin body. For more information, see <u>Using Macros in a Bulletin</u>.
- The **Autosave** feature lets you work on your bulletin without having to remember to save your changes. With **Autosave** on, if you lose Internet connection, you won't lose all your work. To make sure the feature is enabled, scroll to the bottom of the page and select the **Autosave** check box.
- Preview and test your bulletin prior to sending it to your subscribers to ensure that your content will appear as you intend. For step-by-step instructions, see <u>Testing Your Bulletins</u>.
- If you would rather create and edit your bulletin in HTML, you can do so directly from inside govDelivery. In the Header, Body, or Footer section, click the HTML button to open the HTML source editor. Within the HTML Source Editor, you can compose your bulletin in HTML format.