GovDelivery Soil and Water Conservation District Training Manual

MISSOURI
DEPARTMENT OF
NATURAL RESOURCES

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Table of Contents

Using GovDelivery

GovDelivery Emails and Texts
Soil and Water Conservation Districts (SWCD) are being provided with GovDelivery as a way to send electronic messages to subscribers. Anyone can subscribe to receive messages from a SWCD. GovDelivery is a service used by the Missouri Department of Natural Resources to send messages to subscribers interested in specific natural resources topics and to notify subscribers about updates to web pages. Under the department's license, a subscriber group will be created for SWCDs to send out notifications. These guidelines will help you learn how to use GovDelivery to send messages.

GovDelivery Security
On occasion, the Missouri Department of Natural Resources will lock down the ability of SWCDs to send messages through GovDelivery. This will happen when the Missouri Office of Administration Information Technology Services Division notifies the program that hackers are trying to access government servers. This is done to keep servers secure from hacking attacks. When it is safe to send out messages, the system will be unlocked and SWCDs will be able to start using the system again. The system might also be offline for maintenance or other updates. The Soil and Water Conservation Program will send out an email notification when the system is offline and when it becomes available again.

Administrators
The Board of Supervisors in each SWCD will be responsible for assigning a person or persons to send messages to subscribers. This administrator will be the person given a password to access the GovDelivery website. Do not share the username or password. Notifications to subscribers are sent through the GovDelivery website. To participate as the administrator in your SWCD, send the name and email of the person(s) responsible for sending GovDelivery messages to van.beydler@dnr.mo.gov in the Soil and Water Conservation Program. The program will create a subscription page for that SWCD. A link for people to subscribe is located on your SWCD Internet home page.

SWCDs will only be able to edit their own messages. If SWCDs agree to assign one person across county lines to be the GovDelivery administrator, such as in the case of shared SWCD staff, that person will be assigned administrator accounts to send messages specific to each SWCD. A template created by the program in GovDelivery ensures messages are designed to look like they come from each specific SWCD office. Only subscribers for your county will receive messages from that county.

How the Public Can Subscribe

Subscribers will receive alerts via email or text. The icon below has been added to SWCD webpages by the program.

The icon is linked to a subscription page for people to sign-up to receive messages from your SWCD. Email addresses or phone numbers are loaded into GovDelivery automatically after the information is submitted by the subscriber. There is also a way to manually enter and remove names from the subscribers list, which will be described later in these guidelines. District coordinators will be added to the subscribers list so they will receive messages being sent from their SWCDs.

Usage
The GovDelivery system is for distributing information, announcements and deadlines from the SWCD to those who have subscribed to receive this service. GovDelivery is not to be used for personal business.

Email vs. Text Content
When a SWCD employee enters a message to be sent through GovDelivery, they have the option to send both a text version and an email version. You should include the message in both the text window and email window so that all subscribers will receive the message. Email messages can have more characters than a text message.

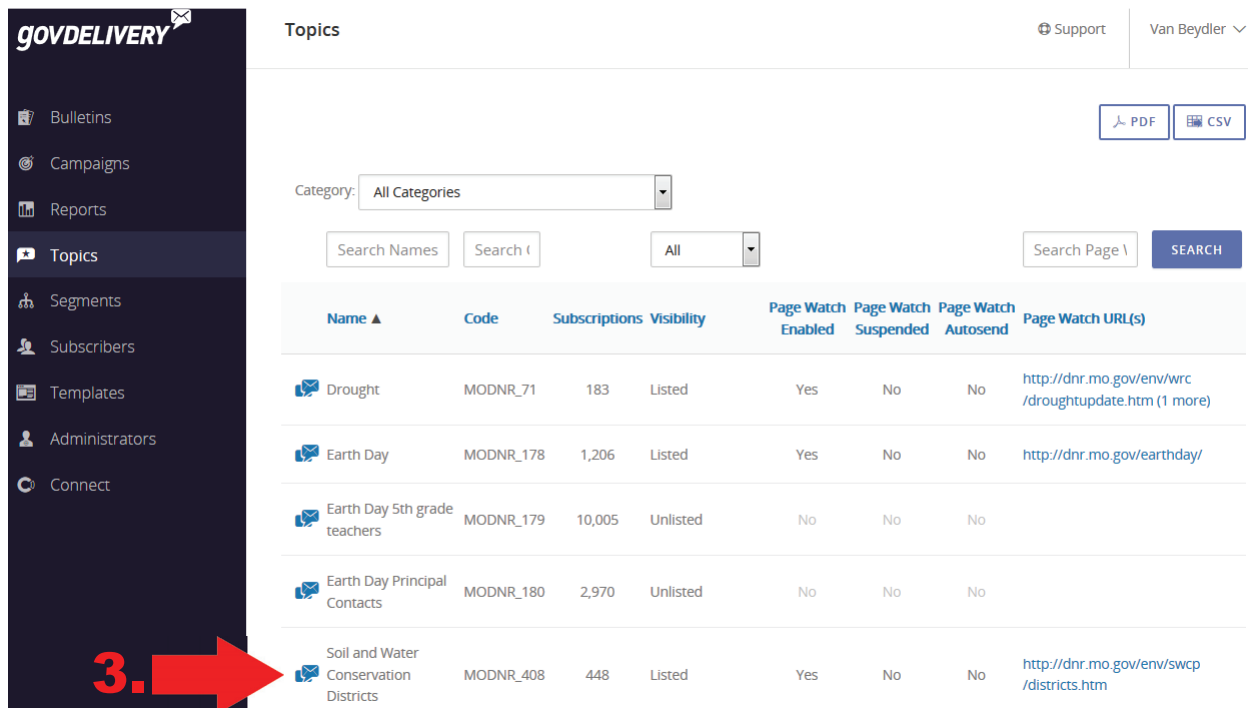# Steps to send Email and a Text Message through GovDelivery

1. Go to the following website and log in. **http://admin.govdelivery.com/session/new**
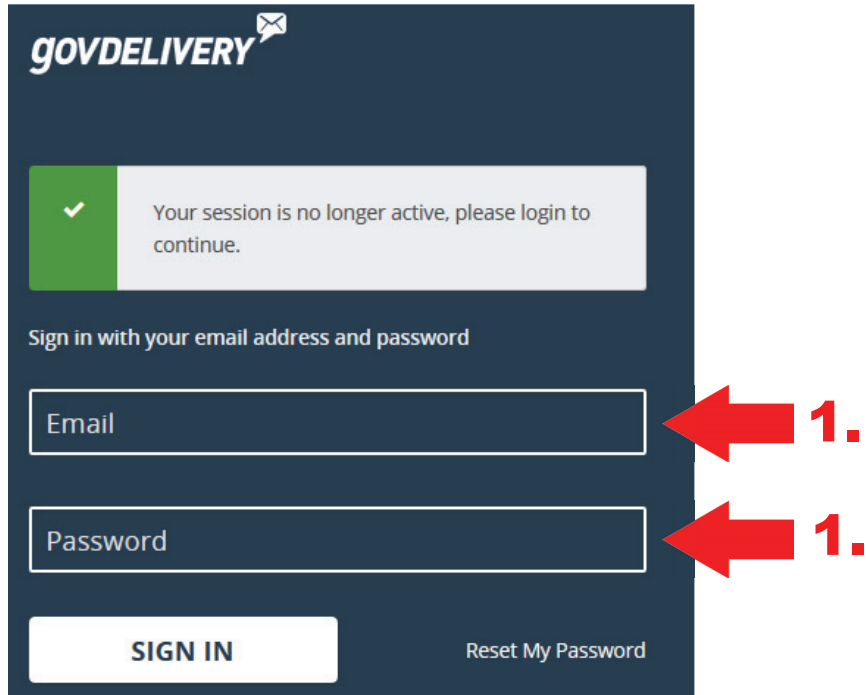
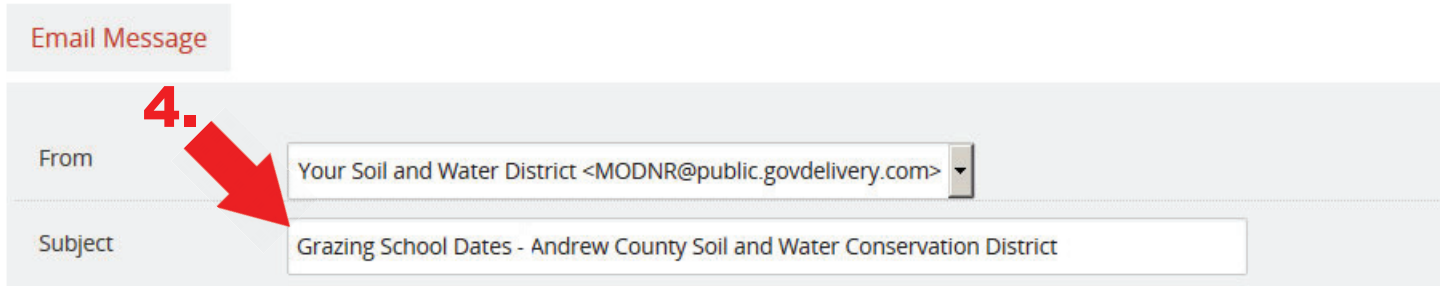2. Click on the topics button on the left navigation pane.
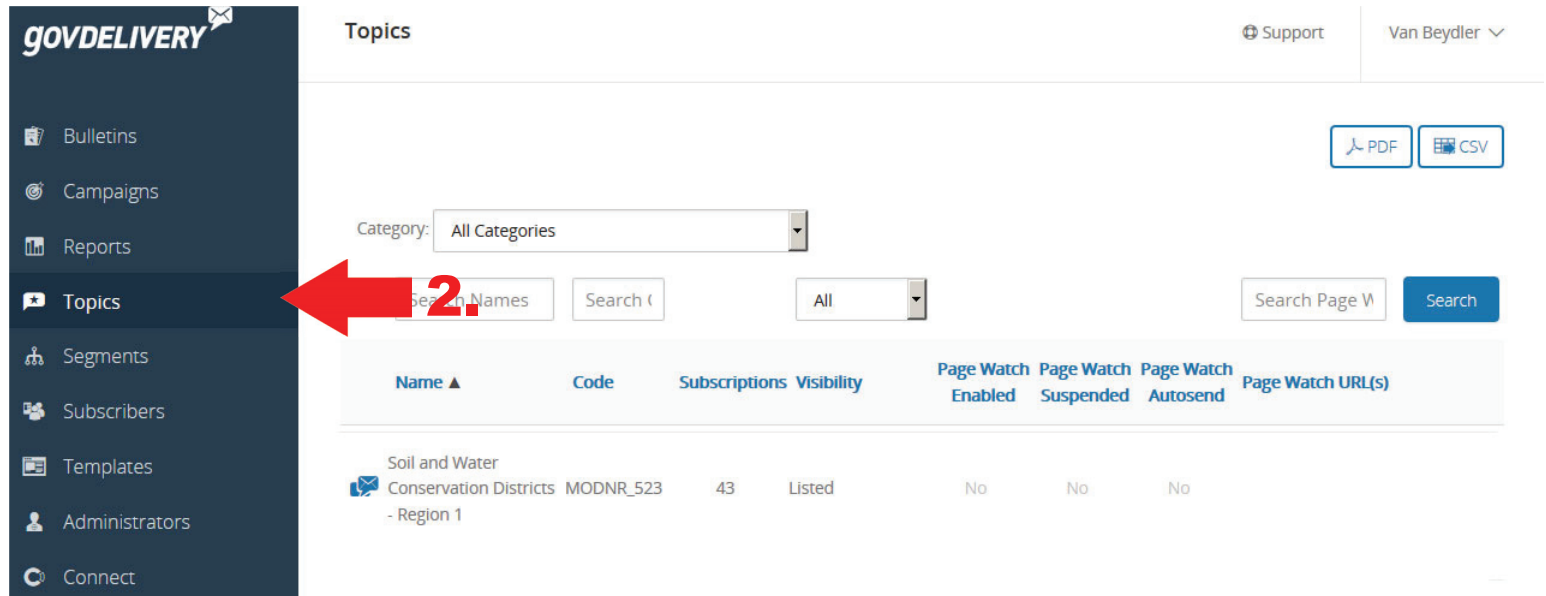
3. Click directly on top of the blue envelope for your topic. For this example, we are choosing the Soil and Water Conservation Districts. Clicking the blue envelope will open a page to create your message.

4. The Subject line is blank. Fill in a message topic and spell out the name of your SWCD. That way, when your subscribers receive the email, the subject line will include the topic of the message you are sending and be able to know which SWCD sent it. Following is an example of a message topic and the SWCD name in the Subject line:
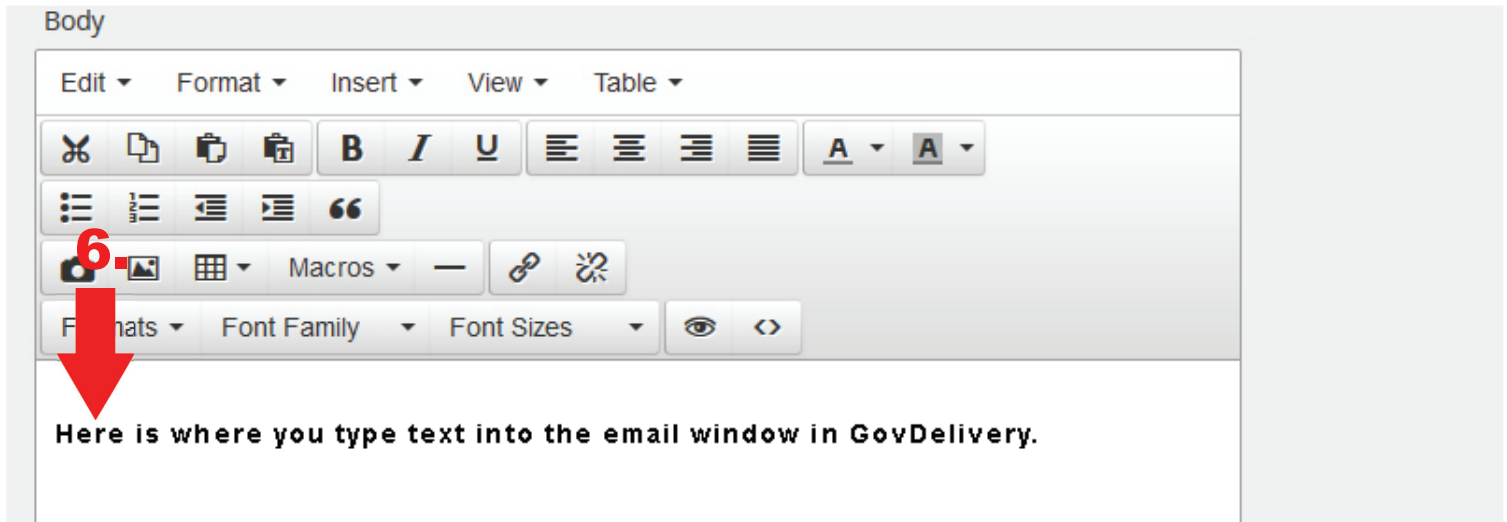

5. The language included in the body of the message is template wording. [[TOPIC_NAME]] displays as (in this case) Soil and Water Conservation Districts and is pre-set in the template.

6. Start typing your message before the template body language.

7. Steps on how to insert text. Go to your document - click and hold the Ctrl button and click the A button to select all of the text. Click and hold the Ctrl button and click the C button to copy the text. Go to GovDelivery. Click directly within the message and click and hold the Ctrl button and click the V button to paste the text or you may cut and paste using the mouse.

8. You can format the text by using the tool bar.
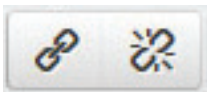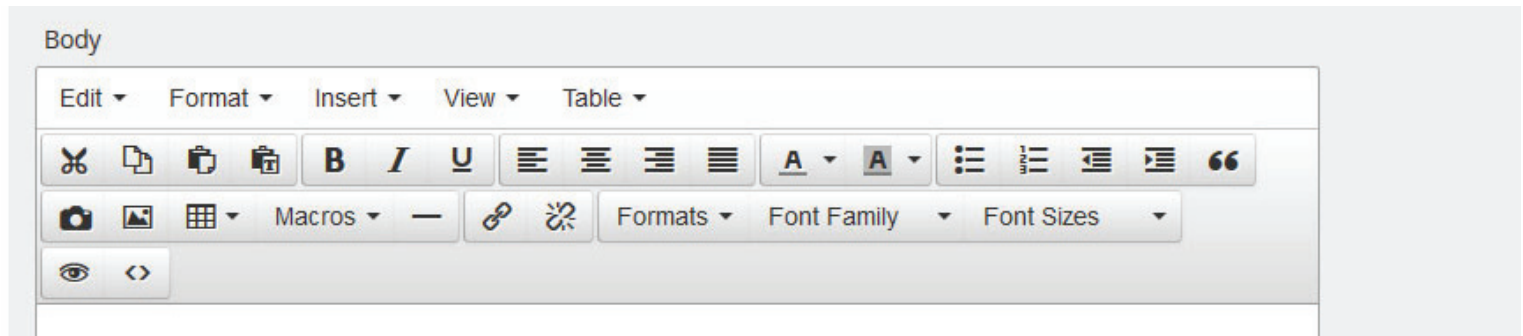
You may click on these buttons to add or delete links to a URL address. You also can use this button to add an email address link by typing in the following format example: mailto:captain.kirk@dnr.mo.gov.

9. You can attach a file document under the main text box by clicking on the Add File button.
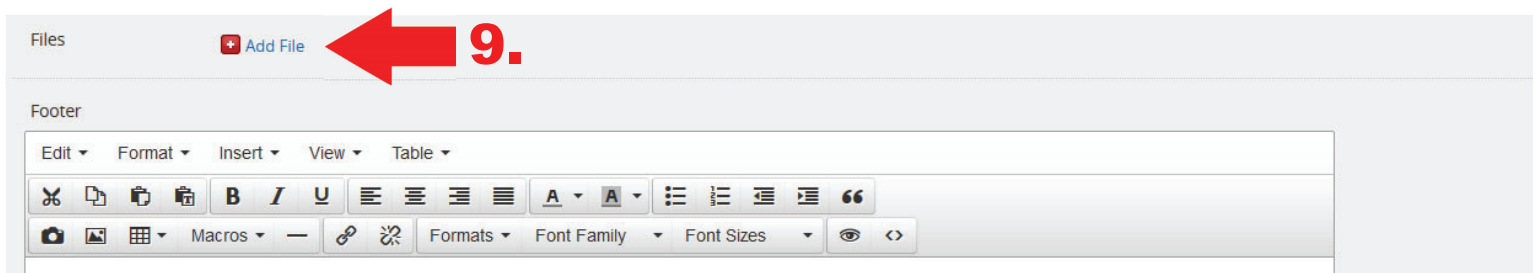
10. Do not change the following fields Footer, Bulletin Channels-Message Visibility or Email.
11. You will not be able to post the message to Facebook or Twitter through GovDelivery.

12. You are encouraged to use photos in your messages where appropriate. To add an image click the Insert tab and scroll to choose "Select an Image." A good standard size image is 480 pixels wide x 293 pixels tall. Images can be larger as long as they are less than 600 pixels wide. You can also add an image by clicking the camera icon on the taskbar.
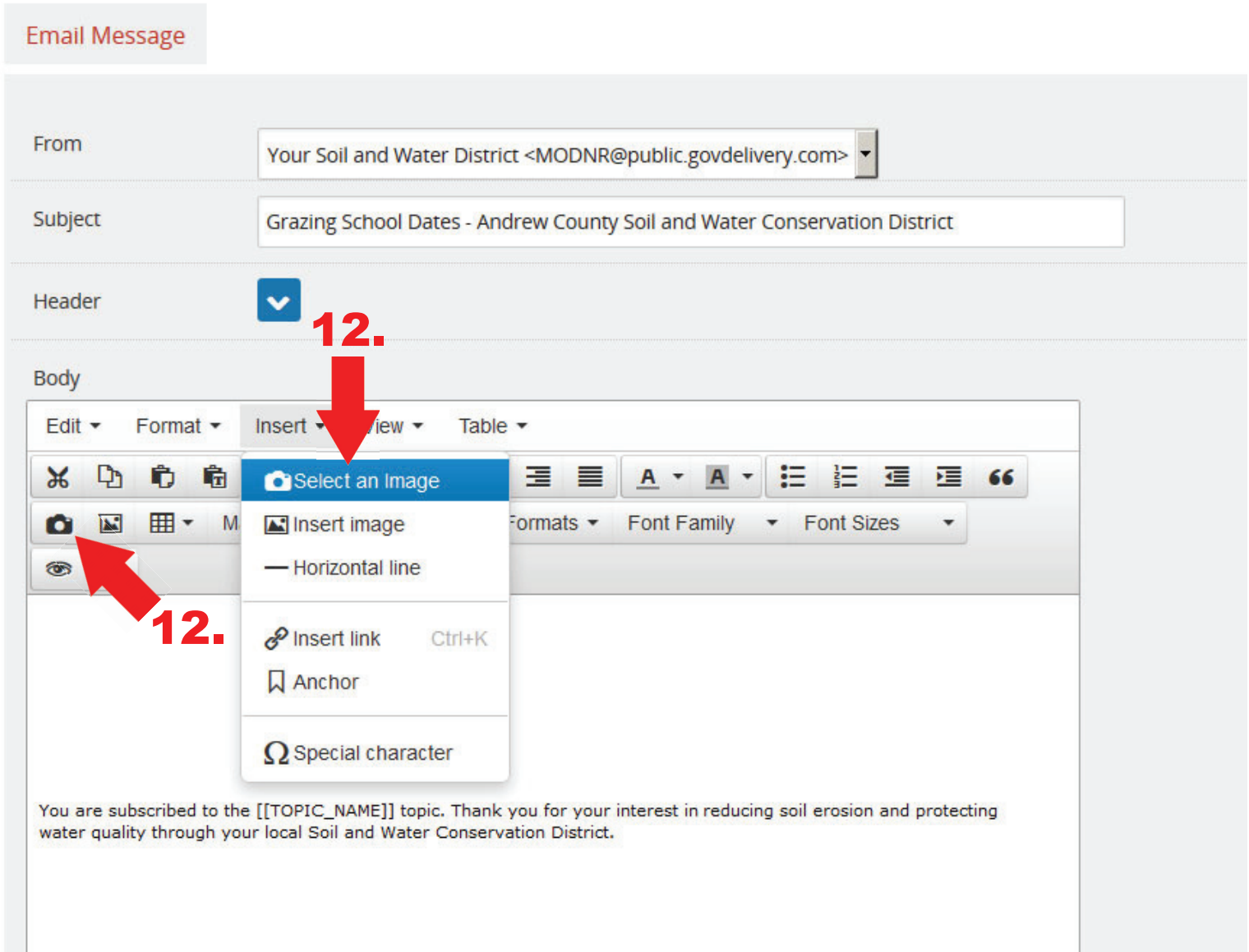
Signature Blocks
Signature blocks at the end of emails are recommended to clarify return contact information such as phone number and email addresses.

The following is only a sample and is not required at this time.

_____ County Soil and Water Conservation District
Phone Number
Email Address

13. Scroll down and enter a summary of the message in the "Text Message" window.
Note: Text messages are limited to 160 characters. When you type in the "Text Message" window it will count down the remaining characters you can use. An email can have more characters but a text should be a summary of the email message.

Text messages need to be brief. You can remove the [[SMS_PWCHANGE]] and [[SUBJECT]] lines to allow you more characters. The [[SUBJECT]] is populated by what you type in the SUBJECT line of the email message (see page 5). A short subject line uses fewer characters in the text message. A good solution is to send a text with a link to a webpage created by the SWCD giving subscribers more in Go ahead and recycle them. We have several thousand in stock. formation than is available in the character-limited text message.

All emails should include information about how the recipient can contact the SWCD - either with an email address or the phone number for the SWCD. All messages shall also be double-checked for accurate spelling, correct dates and deadlines, and procedures in this document prior to submission.

14. Messages usually are not marked Urgent, but you can if necessary, such as a deadline.

Do not Include Decorations in Messages
Extraneous and distracting decoration is not permitted on any email or signature blocks, including logos, shaded, colored or toned backgrounds, artwork, animations, motivating quotes or slogans. This includes backgrounds available through the Microsoft® Outlook® program, which should not be used.

How to Shorten a Web Address
Use the website https://bitly.com to shorten web addresses to make better use of fewer characters in email and text messages. Paste the link on the Bitly website to shorten the web address then copy the shortened address into your message.

Etiquette Hints

Every effort should be made to ensure that communication to external customers, as well as between colleagues, is professional and a positive reflection. The following hints are provided as tools to improve GovDelivery communication:

- Use sentence case (meaning not all capital letters or all lowercase letters). Using all capital letters looks as if you're shouting. To emphasize key words, use bold formatting.
- Use abbreviations and emoticons sparingly. In business emails, try not to use abbreviations, such as BTW (by the way). The recipient might not be aware of the meanings of abbreviations. The same goes for emoticons, example :-).
- Use proper sentence structure. Using multiple instances of !!! or ??? could be perceived in a manner other than what you intended. Your tone cannot be heard in email.
- Email is not private. It is always possible your email can be forwarded to unintended audiences. Keep content professional. Inappropriate words are prohibited.
- Avoid using acronyms. Spell it out.
- You can set up a "Scheduled Send Time" to send out your bulletins. Just click on the "Set a send time" button and change the date and time.

15. You should ALWAYS "Send Test" to yourself before sending the bulletin for publishing. Sometimes there are odd returns in the content. Viewing the test will help you go back and clean up the bulletin. Once you click on "Send Test" the system will automatically bring up your email address.

16. You can also see a preview by clicking the preview link.

17. Example of a preview message:

Bulletin Preview ✕

From: Missouri DNR <MODNR@public.govdelivery.com>

Subject: Soil and Water Conservation Program Update - The November 2016 Soil and Water Resources Newsletter is now available

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HTML Version

Your Soil and Water Conservation District

brought to you by the Missouri Department of Natural Resources

Having trouble viewing this email? View it as a Web page.

[SHARE]

The November 2016 Soil and Water Resources newsletter is now available online at http://dnr.mo.gov/env/swcp/docs/swr11-16.pdf.

In this issue:

- Voters Renew Missouri's Parks, Soils and Water Sales Tax through 2026
- Soil and Water Districts Commission Holds October Meeting in Jefferson City – New Incentives
- Sign Up to Receive Email and Text Messages from Soil and Water Conservation Districts
- Soil and Water Conservation Program Starts Process to Update Rules
- Spotlight on Soil and Water Conservation Practices: Irrigation Management
- Dates to remember

Back issues of previous newsletters are available at http://www.dnr.mo.gov/env/swcp/publicat.htm.

You are subscribed to the Soil and Water Conservation Program topic for Missouri Department of Natural Resources. Thank you for your interest in the Soil and Water Conservation Program.

Questions? Contact Us

MISSOURI DEPARTMENT OF NATURAL RESOURCES

Subscriber Services:
Manage Subscriptions | Unsubscribe All | Help

STAY CONNECTED:

This email was sent to Email Address using GovDelivery, on behalf of: Missouri Department of Natural Resources · PO Box 176 · Jefferson City, MO 65102 · 1-800-361-4827

powered by **govDELIVERY**

Text Version

📶 Short Message

The Nov. 2016 Soil & Water Resources newsletter is now available online at http://dnr.mo.gov/env/swcp/docs/swr11-16.pdf.

18. You can "Save as Draft" and come back to it later to do more edits if you like.

19. Administrators should review the content of the message for accuracy prior to sending it to be distributed. After you have saved your draft - notify Van Beydler via email (van.beydler@dnr.mo.gov) and cc: JakeWilson (jake.wilson@dnr.mo.gov), so he can publish the message if Van is out of the office. Please send GovDelivery messages between the hours of 9 a.m. to 3 p.m. Monday through Friday to ensure the messages will be sent in a timely manner. Messages sent after 3 p. m. may not go out until the next working day.

Frequency to Send Messages
It is recommended that SWCDs send out a weekly message. If multiple topics need to be addressed, summarize and include a link to information you have posted on your website, rather than several short one-topic emails.
Example: Visit (website address) for information about cover crops.

The frequency of sending messages should be prioritized to avoid overloading customers with numerous emails or texts. SWCDs should consider there may be an increase in the number of phone calls after messages are sent out, so time sending messages accordingly.

Do's and Don'ts
Please use this service for items you would typically have sent postcards, or would have included in newsletters.
Messages SHOULD BE used for:

- Board meeting announcements
- Reminding subscribers about deadlines
- Telling subscribers about updates to web pages
- New information from the SWCD
- Announcing office closure hours for holidays
- Job announcements

- Field days
- Grazing schools
- Training
- Meetings
- Notifications about elections
- Annual meetings

Messages SHOULD NOT be used for:

- Internal personnel issues
- One on one contacts
- Recipes

- Soliciting votes in any election
- Birthdays
- Baby arrivals
- Retirement

Promotion and Marketing
You are encouraged to promote and market the availability of GovDelivery messages to people in your county. Some ways to do this include:

- Countertop or tent cards
- Email notifications
- Flyers

- Phone messages
- Newsletter articles
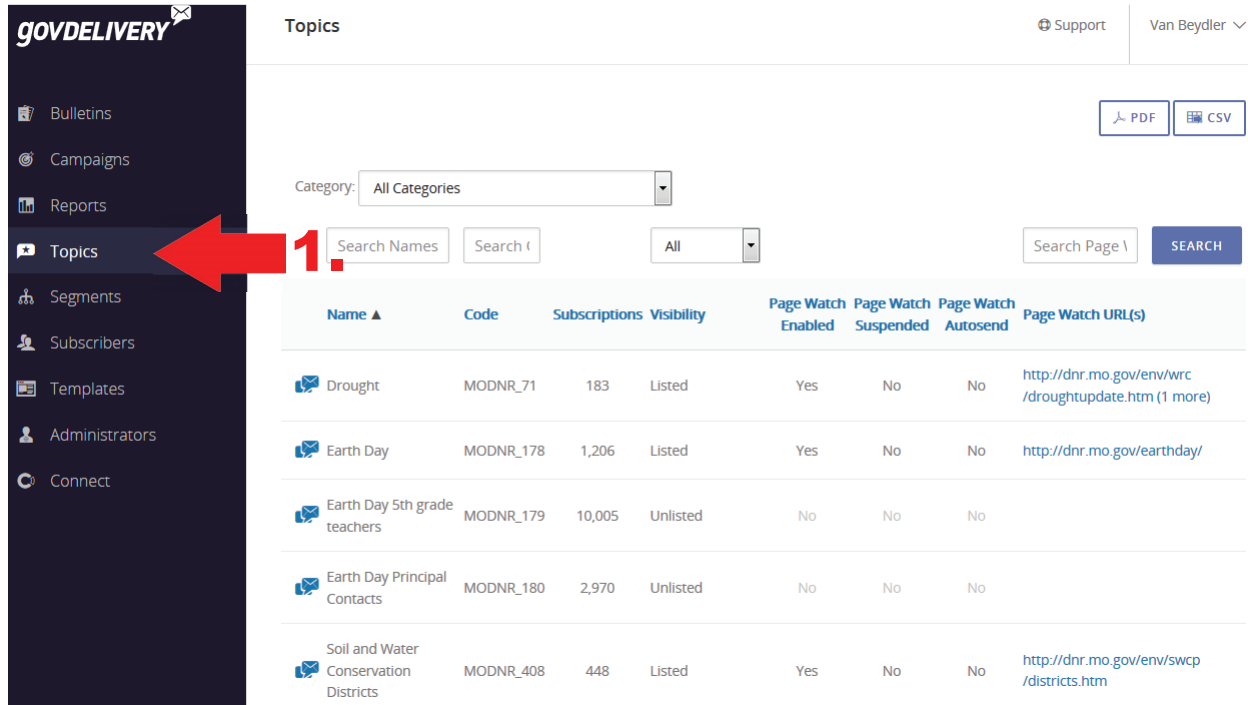- Posters
- Sign-up sheets

Manually Adding Subscribers to a Topic List

The SWCD can manually add a subscriber if a person asks but does not want to subscribe themselves.

A good way to add subscribers is to have a sign-up sheet at the front desk where the public comes to visit the office.

A sign-up sheet should ask for their email address and cell phone number with area code. Subscribers can sign up to receive both an email and a text message if they enter both on the sign-up sheet. If they wish only to receive email then they should only enter the email address. If they only want to receive text messages, they should only enter their cell phone number with area code. The GovDelivery administrator in each SWCD has the ability to manually add these to the subscription list by opening the GovDelivery website. Follow these steps to manually add subscribers for your county.

Step 1 - Click topics button on left.
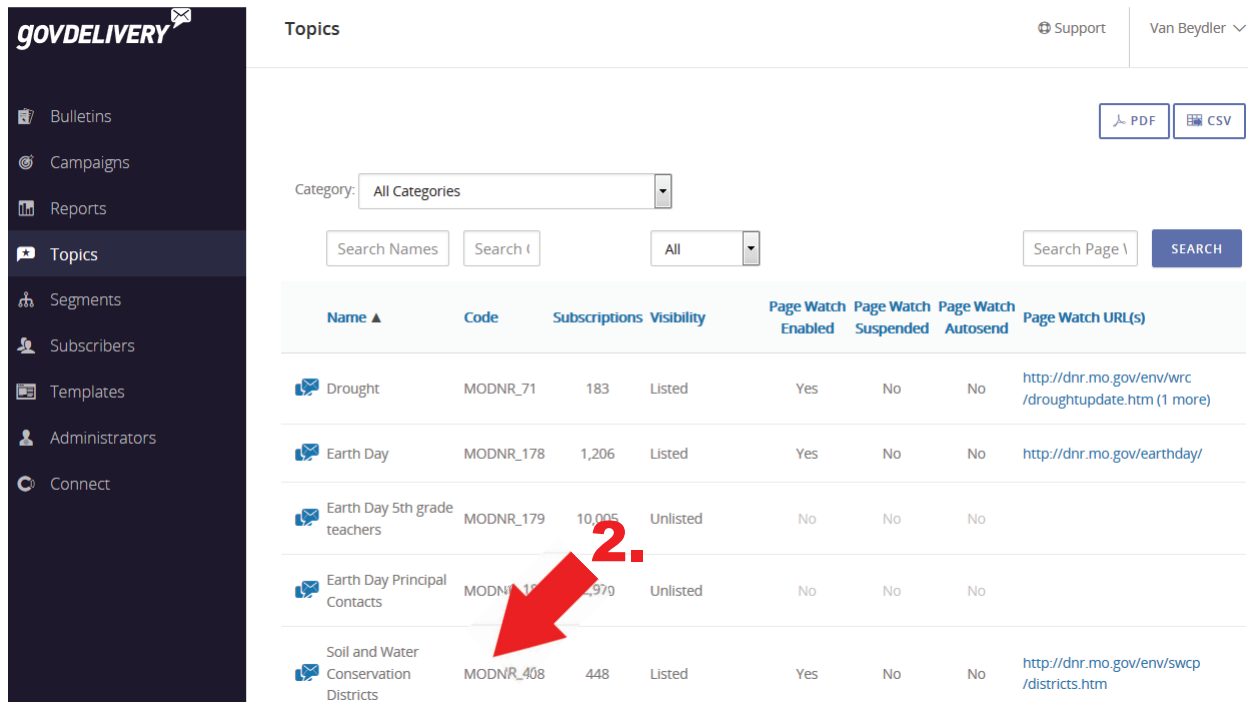

Step 2 - Click anywhere on the topic line except do not click the envelope (the envelope opens a new bulletin for the topic - clicking anywhere else on the line will go into the details, subscribers, etc. about the topic).

13

Step 3 - Select subscribers button on the right.

Step 4 - Scroll down to Add Subscribers. Type the email address in the box. Be sure to add a comma at the end of each email address and enter or return. Once you have entered all of the email addresses, click SAVE (5) at the bottom of the screen.

You will receive an email confirmation to let you know if the subscriber was successfully added. The message will also tell you if there are any invalid records and which ones are invalid.

The subscription upload for _____ Soil and Water Conservation District has completed.

Upload Details

- Uploaded by van.beydler@dnr.mo.gov
- Started at 08/27/2016 12:17 PM CDT
- Completed at 08/27/2016 12:18 PM CDT
- Elapsed time was 42 seconds

Subscription Details

- 288 new topic subscriptions were added
- 0 topic subscriptions already exist and were ignored
- 4 records were invalid

We were unable to process the following records: email, captain.kirk@dnr.mo.gov, mister.spock@dnr.mo.gov

The notification email will show you if you were successful or not in adding new subscribers.

Electronic Newsletters
GovDelivery has the ability for you to create and send an electronic newsletter.

Questions and Help
If you have questions about these guidelines or need help, contact Van Beydler in the Soil and Water Conservation Program at 573-522-2343 or send an email to van.beydler@dnr.mo.gov.

7 STEPS TO BETTER DIGITAL ENGAGEMENT

BOOSTING DIGITAL ENGAGEMENT

was rated as the highest communications objective among more than half of Federal, State, Local and UK government organizations surveyed.

TOPICS — ✓ ENGAGEMENT ★ BEST PRACTICES

Identifying your audience, capturing their attention and nurturing their interest makes all the difference when it comes to creating real change for the people you serve.

But getting your audience's attention isn't just about pressing send - it's part art and part science.

From building your brand to formatting your messages, this checklist has the tips and tricks that public sector organizations need to drive real engagement with their messages, and create better lives for more people.

1 Identify and Align Measurable Objectives With Communications

2 Identify and Segment Your Audience

3 Build the Power of Your Brand

4 Send Messages that Get Read

5 More Channels, More Engagement

6 Engage, Then Re-engage

7 Analyze, Rinse, Repeat

1 IDENTIFY AND ALIGN MEASURABLE OBJECTIVES WITH COMMUNICATIONS

Take a step back and consider how you, your team and your organization define success. Even if you don't have a number tied to your objectives, setting a baseline gives your organization a measurable outcome to benchmark against. The success of your objectives hinges on the effectiveness of your communications and how they engage your audience, but you can't outline a communications strategy if you aren't clear on "why" you're communicating.

2 IDENTIFY AND SEGMENT YOUR AUDIENCE

Public sector organizations have to communicate with a wide variety of audiences: the public, businesses, the media, non-profits, internal employees, and more. You're also likely communicating with people of varying ages, locations and cultural backgrounds. The more you know about each of these groups, the more engagement you'll drive by aligning your communications strategy to their demographics. Ask questions of your audience when they sign up while their interest is highest, and the information will be invaluable later on.

3 BUILD THE POWER OF YOUR BRAND

A brand embodies what people think of an organization. Your brand is your image. For the private sector a strong brand translates to profits. But in government, branding comes down to trust. Trust comes from perception and those perceptions can be difficult to shift when your audience doesn't have a unified experience across your organization. While transparency and proactive communications increase trust, any interaction you have with your audience is an opportunity you can use to promote and strengthen your organization's brand. Use your organization's logo and color palette throughout your subscription process and all outbound messages.

7 ANALYZE, RINSE, REPEAT

As the old saying goes, "without data, you're just another person with an opinion." Data is the proof that shows how your communications are contributing to the success of your objectives. But how can you know if they are working if you can't measure the impact of what you are doing? Test your subject lines, your email content, the number of images you use—anything that may impact engagement with your messages. For an upcoming message, send to 50% of your audience in the morning and 50% in the afternoon to see which gets opened more.

4 SEND MESSAGES THAT GET READ

We live in a fast-paced digital world and your organization is trying to engage with audiences who read messages in between meetings, in line at the grocery store, or in their car at a red light. Considering you get one shot to get their attention, a short, clean, and clear design will make your content easier to digest. Cut down the text, increase the font size and use large links or buttons so calls-to-action are easier to "click" when read on a mobile device.

6 ENGAGE, THEN RE-ENGAGE

Your audience is most engaged when they initially sign up for information and receive your first welcome email or text message. Engagement can drop for a variety of reasons, but new communication touch points will remind your audience of why they interacted with you in the first place and win them back. Identify inactive audience members who haven't opened or clicked a recent message, and send a message promoting new information on a related topic of interest.

5 MORE CHANNELS, MORE ENGAGEMENT

While email is the most direct and effective method of communication, text messaging and social media also play a role. Your audience expects timely, relevant information when and how they want it. Using a multi-channel outreach and engagement strategy expands the number of people you reach and enhances the combined power of your message.

GovDelivery works with more than 1,000 government organizations that are using their communications to improve lives and make their organizations more successful.

Are your communications working?
Check out our website at www.govdelivery.com.