

STATE AGENCY USES DIGITAL COMMUNICATIONS TO INCREASE EMERGENCY FOOD ACCESS.

Q SITUATION

Serving a wide audience with differing needs.

The Florida Department of Children and Families (DCF) offers statewide residents a variety of aid for social services such as domestic violence, homelessness, child protection, childcare, food stamps, and other programs for children and families. This means DCF has a large and diverse set of audiences to communicate with about its programs.

To improve branding and become more transparent to the people it serves, DCF needed to rebrand. This included creating a new logo, colors, website and social media pages. In addition, DCF needed to improve communications not only with its millions of program recipients, but also with its 13,000 state employees.

Each audience had differing interests, and there was a compelling need to have a good mechanism to deliver all types of communications to external stakeholders quickly, as well as communicate changes to internal audiences and staff to keep them focused on serving the needs of stakeholders.

For external audiences, programs within DCF had their own social media presence, newsletters, and other marketing collateral, but they lacked the content and staff to support brand consistency efforts. Every digital message looked different and had an audience with dissimilar needs, so developing a general blanket of content wasn't the right solution. So DCF needed to help different departments figure out what and how to communicate information specific to its audiences.



ABOUT

The Florida Department of Children and Families (DCF) is the state of Florida's social services agency. The agency oversees services for child safety, fostering, adoption, domestic violence, adult protective services, refugees, homelessness, mental health, substance abuse, childcare providers, human trafficking and public assistance. DCF works with an annual budget of roughly \$2.8 billion a year, serving millions of individuals and families with services. DCF provides all of these services with a staff of 13,000, which means that everyone needs to perform at peak capacity to fulfill DCF's responsibilities.

In addition, some offices didn't have distribution lists, so subscriber lists also needed to be built.

DCF had the primary goals of:

1. Branding the agency.
2. Streamlining email communications – especially in times of natural disaster.
3. Creating marketing messages that appealed to a variety of audience members.



SOLUTION

DCF used GovDelivery to enroll more people in its Food for Florida Emergency Food Stamps Program.

DCF needed a digital communications solution with detailed analytics and reporting to help it stay connected to stakeholders. Plus, the communications needed to be professional and easy enough for a variety of DCF personnel to use daily.

GovDelivery fit the bill for DCF's organizational goals. DCF implemented GovDelivery in 2011 and has made great strides using it to send general updates, communicate with those in need of food stamps during natural disasters, and send updates on state child care. In addition, DCF generated messages that look like they're from the department secretary as a personalized message. Secretarial staffing changes used to cause some confusion.



RESULTS

Improving communications to increase transparency.

With the aid of GovDelivery, DCF now delivers messages quickly and easily to the 13,000 DCF staff via a template-style newsletter.

And, now messages are tested based on length and subject lines.

To further hone communications, DCF can view click and open rates of all its email communications, resulting in:

- Better messaging: DCF can test different types of messages to determine optimal message length and best subject lines.
- Better analytics and results: DCF can glean insights from data.

The combined uses of GovDelivery across departments helped DCF become more transparent and approachable, thus reaching one of the key goals of the campaign. Cross-departmentally, the team uses consistent newsletter templates and links to each DCF website page to connect with more people and encourage them to sign up for topics of interest.



REAL-WORLD EXAMPLE

DCF launched GovDelivery during hurricane season and used it to communicate about Food for Florida, a program to serve the needs of people who don't use food stamps on a regular basis, but may need to after a hurricane or other emergency.

DCF issued communications before a hurricane made landfall to encourage people to subscribe to receive notifications about the program. Before the storm, Food for Florida had 2,623 subscribers; after it increased to more than 8,000. Today it has more than 19,000 subscribers.



METRICS

30+

TOPICS AVAILABLE FOR SUBSCRIPTION

142K

DIRECT REACH

2.9M

TOTAL MESSAGES SENT

ABOUT GOVDelivery

Over 1,000 public sector organizations use GovDelivery's highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.