

SUCCESS STORY

DEPARTMENT OF DEFENSE - OFFICE OF WARRIOR CARE POLICY (WCP)

WCP PROMOTES SERVICES FOR WOUNDED ILL AND INJURED SERVICE MEMBERS WITH DIGITAL COMMUNICATIONS.



SITUATION

Promoting existing resources to service members.

The Office of Warrior Care Policy (WCP) is a federal organization established in 2008 within the US Department of Defense to proactively support the needs of wounded, ill and injured service members and their families. Today, WCP serves active duty wounded, ill, or injured service members in their recovery and transition to civilian life. Service members experience a number of challenges – like stresses with the transition, physical and emotional wellness, and employment. These challenges call for critical services for the men and women who risk it all for our country's freedom.

WCP set out to enhance awareness of these important services. Its organizational communications goals included:

1. Increasing the number of online resources for military caregivers.
2. Improving the availability of applications for federal internships through the Operation Warfighter Program.
3. Providing accurate and timely information about military disability evaluation.
4. Increasing awareness about the positive effects of adaptive sports and reconditioning activities in recovery and transition.

WCP had to implement an aggressive communications plan to promote the services to its audience of wounded, ill and injured service members and their families, government agencies, program managers, and the general public.

Enhancing awareness of WCP services.

In June 2014, WCP secured a contract with GovDelivery to further enhance its public



ABOUT

The Office of Warrior Care Policy ensures recovering wounded, ill, injured, and transitioning members of the Armed Forces receive equitable, consistent, and high-quality support and services. It helps these Service members and their families through pro-active communication, responsive policy, and program oversight. To learn more about the programs and resources offered by the Office of Warrior Care Policy, visit warriorcare.dodlive.mil.

awareness and promote its services for service men, women, and their dependents. To support the high-level objectives, the following tactics were performed.

Email Communications. WCP turned website visitors into email subscribers using tools such as GovDelivery's Featured Government Updates to engage interested audiences across the GovDelivery spectrum.

Reengagement Activities. WCP reengaged with existing audiences by encouraging subscribers to select topics most relevant to them, enabling WCP to send targeted, topical messages.

Audience Acceleration Campaign. Using GovDelivery's Audience Acceleration Campaign, complementary organizations sent a message on behalf of WCP.



SOLUTION

Audience Segmentation. Using different topics listed in GovDelivery, Warrior Care Policy targeted specific interest groups – like caregivers, adaptive sports, and recovery coordination – and created tailored messages directed at each group.

A/B Testing. A/B testing was used to segment variables to identify what type of messaging resonates best within various groups. Armed with that data, WCP targeted regions with a high service member density and low digital engagement.

Social & Content Acceleration. WCP leveraged analytics to determine groups of accounts that are relevant to the WCP population and then proactively engaged these accounts on Twitter. It also leveraged analytics to determine the best way to format and deliver information on the Web and social media.

Event Outreach. WCP leveraged event publicity through pre-and-post event content sharing and live social media event coverage.

Accelerating audience reach.

Through strategic efforts, WCP effectively completed its high-level objectives to get information to wounded, ill and injured service members and their families, program managers, and partner organizations.

Since 2014, WCP’s digital engagement strategy has reached more than 2 million people online.

After the project kick-off with GovDelivery in July 2014, the amount of email subscribers increased more than 300% – an increase of nearly 32,000 people. From July 2014 to June 2015, there was a 500% increase in email sign-ups, or 55,000 new people.

WCP gleaned important high-level insights into its message effectiveness. Through the contract with GovDelivery, WCP created added resources and transformed its current resources to support wounded, ill and injured Service members’ needs. For example, WCP promoted services like its DoD Compensation and Benefit Handbook and further promoted services like a military caregiver support initiative.

Armed with the tools of GovDelivery, WCP set out with the objectives of:

1. Targeting communications to the general population and any government agency it normally associated with through program partnerships.
2. Getting other government agencies to understand WCP’s mission and services.
3. Increasing Web traffic, particularly to the WCP website, which is rich in resources and information.

 RESULTS

 METRICS

500% INCREASE IN EMAIL SUBSCRIBERS*

107% NEW PEOPLE SUBSCRIBED VIA EMAIL*

60K DOD HANDBOOK DOWNLOADS

1,500 WARRIOR CARE BLOG VISITS PER DAY

* Between July 2014 - June 2015



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.