

8 POWERFUL WAYS GOVERNMENT SHOULD BE USING TEXT MESSAGES

While 90% of Americans have a mobile device, 42% of those mobile users don't have a smartphone with internet access. But they can all send and receive texts.

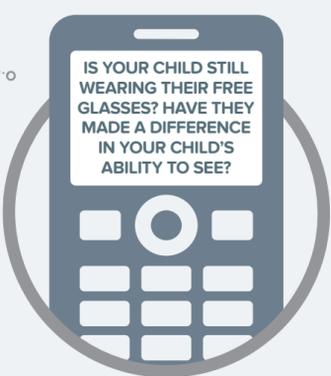
Where ad campaigns, websites and social media fall short, text messaging fills in the gaps. Check out ways the public sector is using text messaging to transform the services it provides.

((1)) RECRUITMENT

Grow your audience by allowing them to simply text you their phone number or email address, and begin receiving updates from wherever they are.



Eagles Youth Partnership texted families who had received free glasses.
50% of families replied within 1 hour.

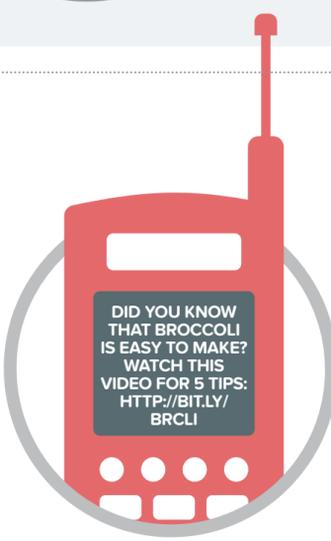


OUTCOME TRACKING ((2))

Measure the impact of your program dollars and get actionable data in an instant.

((3)) ONBOARDING

Extend initial and lifetime engagement with new community members, by sending them semi-regular bite-sized pieces of information.



Texas Department of Health and Human Services' SNAP program uses texting to help keep benefit recipients engaged.

Philadelphia Office of Re-Entry increased their program event attendance by
30% with text messaging.



REMINDING ((4))

Improve customer service in your organization by sending automated, date-specific reminders, about programs, events, or appointments. You can even request responses.

((5)) ALERTING

Provide timely and relevant information by sending weather, travel, or emergency alerts. These texts can be triggered from other information inputs or events in your organization, and sent automatically.



NOTIFYING ((6))

Improve the usage of your online and offline services, by sending automated reminders, expirations, or renewals to your audience.

Ventura County, CA eliminated redundant paperwork and prevented benefits interruptions for
8,000 residents with text messaging.



((7)) CONVERTING

Improve online completions of forms or purchases by sending automated text messages that encourage users who have abandoned a process to finish their task.



MNsure sends text message reminders to increase the number of people that fully complete their application process.

Chicago DOT received
3,400 responses to help inform new citywide guidelines for public spaces.



SURVEYING ((8))

Gain invaluable insight into your community, by polling your audience via text message. You'll get actionable feedback from the public that you can use to inform future strategies.

If you aren't texting your audience, and inviting them to text you back, your organization simply isn't providing the best service you could.

To learn more about how text messaging can help your organization reach its goals, and better your community, get in touch.

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