



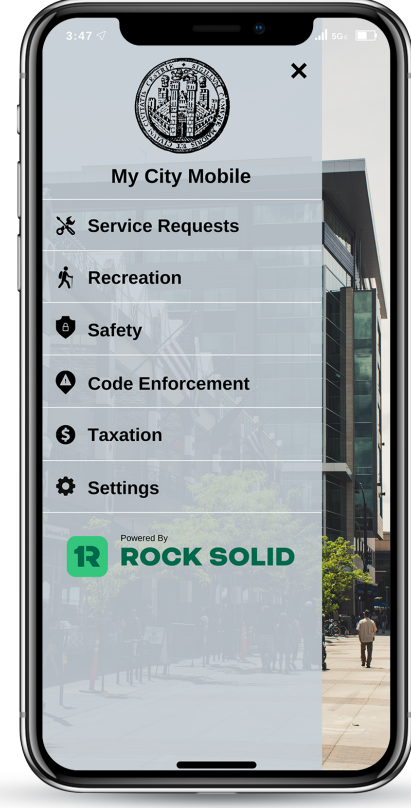
MOBILE CITIZEN COMMUNICATIONS 101

MESSAGING DO'S AND DON'TS FOR LOCAL GOVERNMENTS

Want to create meaningful interactions with citizens?

Mobile needs be part of your messaging strategy. After all, 80+% of people in the US now own a smartphone!

Use this quick reference guide to help your government effectively communicate on mobile.



DO

HAVE A MOBILE COMMUNICATION STRATEGY

Your residents are mobile-first - your organization's communications strategy *should be too*. Be clear on what types of messages should be shared on this medium.

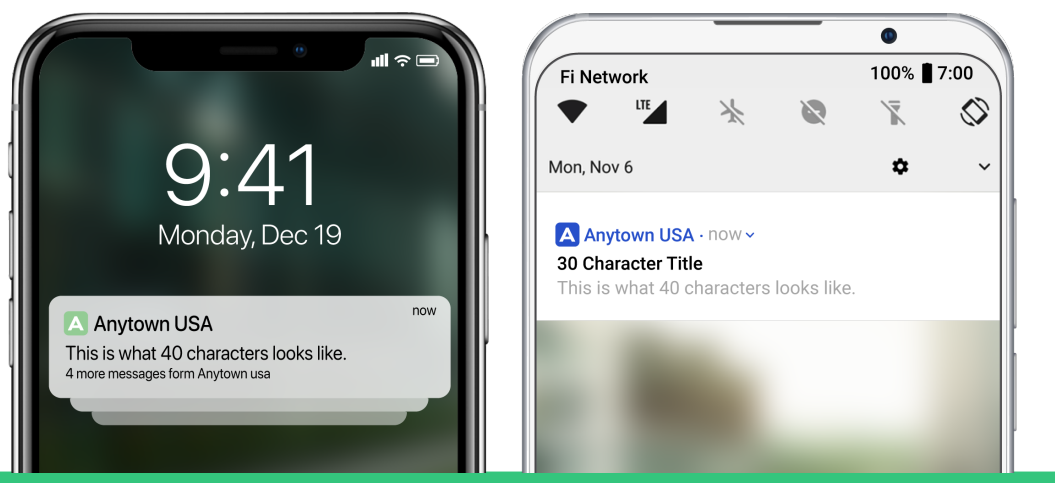


DON'T

SEND LONG NOTIFICATIONS

Push notifications have strict limitations on message length. Keep message copy *under 40 characters* to maximize effectiveness.

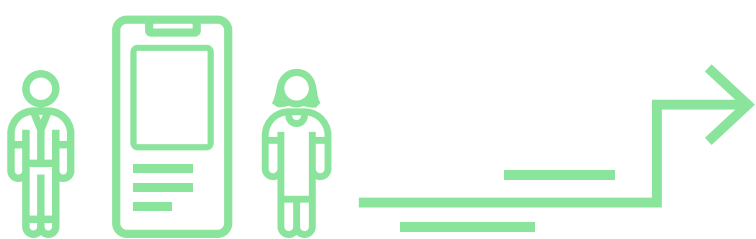
iOS



DO

CREATE SEGMENTED CHANNELS

Not every message is important to every resident. Create channels, or segments of citizens, for effective messaging.



50%

increase in performance for mobile notifications when targeted by channel

3 EFFECTIVE WAYS TO TARGET GOVERNMENT MESSAGING



GEOFENCING

Send messages to citizens **located** inside a **specific geographical area**.



RADIUS

Send messages to citizens **located within** a **specific distance** from one location.



SUBSCRIBER CHANNELS

Send messages to citizens who **opt into topics of interest** (like senior citizen activities, crime updates, etc.)

DON'T

SEND MESSAGES AT NIGHT

Mobile messages sent to citizens **BETWEEN 10AM-1PM** are *3x as likely to be opened* than messages sent between 1AM-6AM



DO

USE EMOJIS

GOVERNMENTS CAN USE EMOJIS TOO!

These icons boost push notification open rates by **85%**



DO

FOLLOW MOBILE MESSAGING BEST PRACTICES

Mobile is wonderful medium for cities to connect with residents in a timely manner. *Don't forget the details.*

YOUR CITIZENS WILL THANK YOU! 😊

- BE COURTEOUS
- BE TIMELY
- KEEP MOBILE MESSAGES SIMPLE
- USE GOOD GRAMMAR
- AVOID EXCESSIVE CAPITALIZATION
- BE CLEAR AND CONCISE