

Responding to a Public Health Crisis

COVID-19 Pandemic



INDUSTRY FACT:

250 Million

residents across the United States have received over 10,000 emails sent by Government organizations about COVID-19 using Granicus technologies.

The Granicus Civic Engagement Platform

Solutions that empower a modern, digital workforce to better serve their community while freeing up more time to dedicate to mission-critical initiatives.

Your Challenges

Your primary focus is on keeping your communities and residents safe and informed in the wake of the COVID-19 pandemic.

Your efforts are essential to inform, reassure, and influence your constituents to action as we all work together to limit the spread of COVID-19 and care for those affected by it. Our team is ready to support you in any situation – without disruptions.

Granicus: Committed Partner Ready to Help You...

- ✓ **Write content once and publish instantly** across multiple digital channels like web, email, social media, and text on the technology in your residents' pockets.
- ✓ **Augment your team rapidly**, scaling dynamically with a team of strategists, analysts, and communicators ready to design programs, draft messages, and execute outreach on your behalf as an extension of your team.
- ✓ **Empower your team to work remotely**, with secure cloud-based technology that can be implemented quickly and allow teams to collaborate remotely while reducing the risk of virus spread during in-person public meetings.
- ✓ **Keep your team informed** through shared best practices from our community of over 4,500 public-sector customers.
- ✓ **Maximize the impact of your outreach** by leveraging the Granicus Network of more than 200 million unique subscribers nationwide to reach your communities who are already receiving digital communications from government agencies, programs, and school systems within your state.
- ✓ **Communicate personally with quarantined residents**, leveraging automated text messaging to check in and monitor sick populations in real-time to determine resource allocation and trends.

Granicus is Proven in Public Health.

156

Total Number of Health & Human Services Customers

80%

Average Network Growth

143M

Total Subscribers

21,613

Total Topics

16.22%

Average Open Rate

GET INSPIRED

See how other government organizations are keeping their communities informed



Support throughout the crisis ...



govDelivery – Provide residents with public health information through a multi-touch digital platform, purpose-built for government communications and outreach. Leverage email, text messaging, and social media posting in one workflow for quick dissemination of content, resources, and reminders.



govAccess – Give access to accurate, timely updates by quickly updating landing pages with toolkits, resources, and best practices to mitigate the spread of misinformation and enabling care for vulnerable populations.



govService – Allow residents to access services from home and transact digitally, eliminating the need for in-person visits.



govMeetings – Enable clerks and officials to digitally manage public meeting processes to support a mobile workforce and reduce large scale gatherings during social distancing periods.

... with professional expertise and unparalleled citizen reach.



Granicus Experience Group (GXG)— Our team of experts are ready to help scale your team in times of crisis and emergency response. Experts in our technology, GXG can help you quickly stand up outreach programs designed to drive action or inform your residents.



Granicus Implementation Services – Granicus understands the time imperative during this unprecedented time and are committed to fast-track implementation efforts for customers during this public health crisis.



Granicus Subscriber Network – Opt-in citizen database + proprietary recommendation engine helping you reach residents through cross-promotion and audience acceleration.

About Granicus: More than 4,500 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.