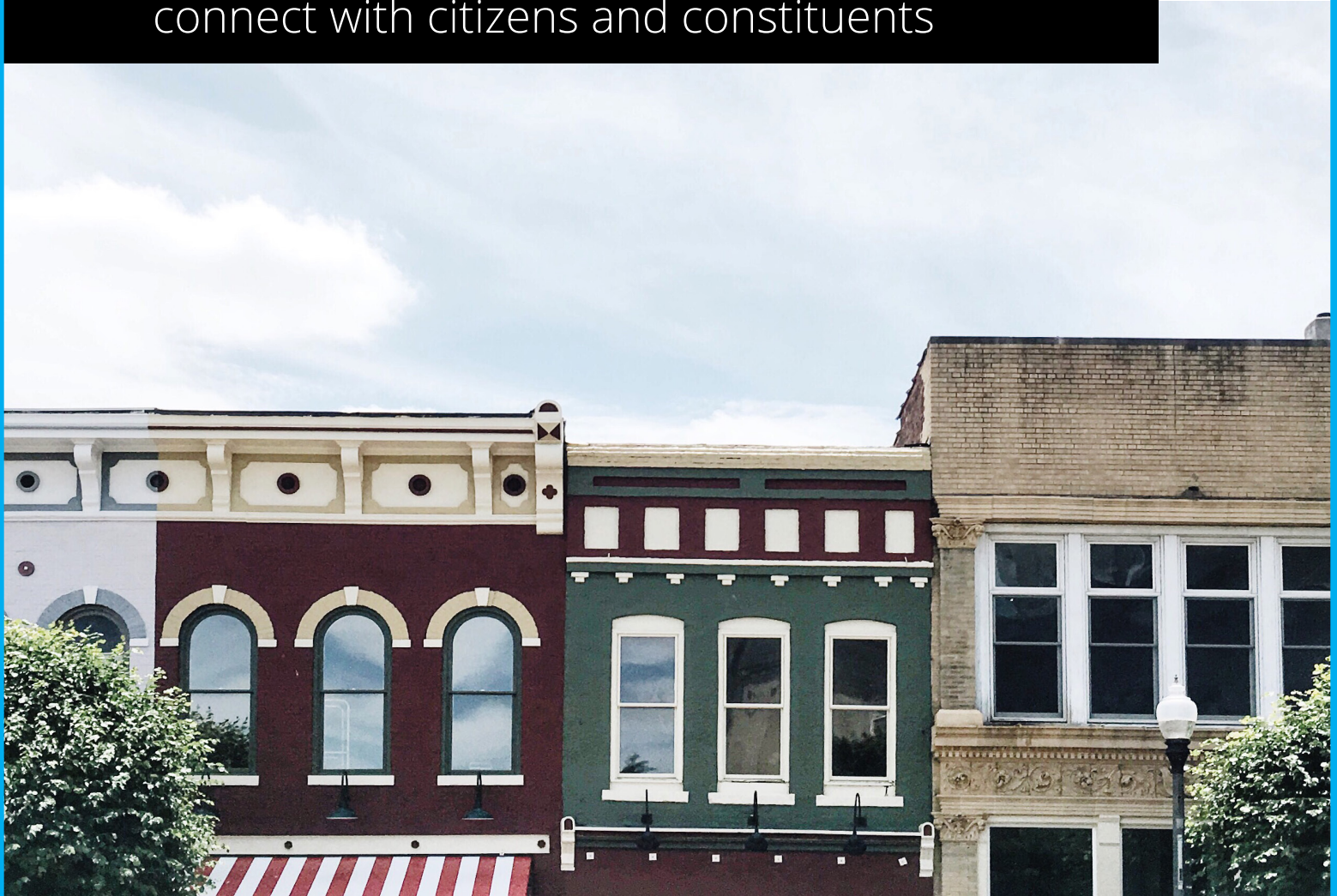


Hootsuite for State and Local Government

Transforming how government organizations connect with citizens and constituents





Citizen Engagement: Enhance government reputation with a unified communications strategy

Manage all your social media activity securely from a single dashboard while giving internal departments and contributors the autonomy to use social media in ways that fit their unique needs.

Increase awareness and improve public perception

- Align social media goals across departments with coordinated workflows and streamlined, integrated department communications.
- Monitor social and other media channels for what citizens and news reports are saying about you.
- Coordinate social publishing across multiple channels.
- Schedule publishing to reach your audience at optimal times, in bulk to save time, or with geo-targeting to connect with citizens in specific locations.

Connect with the community

- Broaden outreach campaigns to promote key issues and programs by publicizing across all government social media channels and accounts.
- Identify and engage with messaging from relevant community members and leaders and pinpoint content that best evokes productive citizen feedback.
- Encourage citizens to invest positive input and energy in shaping and improving policies, programs, and their communities.

“Social media has expanded engagement across the city, which is a powerful contribution to stronger democratic processes. It has increased the range of voices heard at City Hall.”

*Dean Fortin, Mayor, City of Victoria, British Columbia, Canada
2008–2014*

Citizen Service Delivery: Build strong constituencies and revolutionize citizen interaction

Leverage social media to deliver excellent service and support to your constituents.

Deliver service and support

- Respond quickly by assigning posts and messages to the right team member or department for effective follow up.
- Cut the risk of staff error while working across departments with secure logins, publishing approvals, and flexible permission levels.
- Deliver services consistently across departments, and locations with approval workflows ensuring posts are reviewed, approved, and compliant.
- Build relationships
- Bolster your government's relevance to the community by sharing content that resonates with citizens.
- Increase visibility and accessibility by connecting with constituents where they are most engaged—on mobile social platforms.
- Build long-term credibility by sharing the results of services, programs, and initiatives.

Critical Response: Mitigate risk and unify crisis management efforts

Monitor communications across social channels and respond quickly in any crisis. Communicate important information quickly and help shape the narrative in public conversations.

Mitigate risk

- Monitor citizen and stakeholder comments across multiple social media channels to detect trends and manage potential problems before they escalate.
- Ensure all social media activity is both on-message and compliant with regulations and policies.
- Manage multiple user and contributor permissions and publishing approvals.

Unify crisis management efforts

- Respond quickly in a crisis, leveraging your custom library of ready-to-use content.
- Post essential updates and answer questions across multiple social media networks—quickly and accurately.
- Leverage employees, officials, and volunteers to be accessible champions by providing readily available messaging to use over social media.

Government Operations: Harness the power of social media to streamline everyday operations

With a robust social media management solution, you can create efficiencies in areas like recruitment, communications, and security.

Make limited budgets go further

- Target specific demographics in a cost-effective manner for employment and recruiting opportunities.
- Internalize insight and feedback from social feeds to improve services.
- Leverage constituent awareness and knowledge to fight waste and fraud.



Do more with social

Discover why government departments trust Hootsuite to better inform and engage with their citizens and communities.

Platform

One integrated platform to manage users, assets and properties, discover and publish content, engage with citizens, connect social with your existing technologies, and measure its impact.

Analytics

Show the return on your social media investment and get real-time analytics that help you measure public sentiment, act on opportunities (and challenges) quickly, and measure the effectiveness of your content and campaigns.

Insights

Understand the conversations happening around the topics that matter through intuitive visuals created with data from 100 million sources.

Ads

Get the most out of your social ads budget with Hootsuite Ads. Easily create, manage, and optimize paid ad campaigns from within the Hootsuite dashboard.

Campaigns

Use beautiful and easy-to-create campaigns and contests to launch citizen engagement programs across multiple platforms and networks.

Amplify

Expand your social reach by empowering employees to share pre-approved posts with their personal social networks through an intuitive mobile app.

Ecosystem

Extend the power of Hootsuite—and tap into the tools and solutions you already rely on—through the 250+ apps and integrations in the Hootsuite App Directory.

Mobile

Manage social media from anywhere with the Hootsuite mobile app for your iOS or Android device.

Enhance

Create attention-grabbing content by using one app to source, edit, optimize, and share photos on social.

Extend Hootsuite Even Further

Hootsuite Enterprise integrates seamlessly with other powerful applications in our diverse partner ecosystem to efficiently manage your agency's social media strategy, activity, and compliance needs. For government, we work closely with:



Smarth works with Hootsuite Enterprise to archive social media content across all networks for easy supervision, discovery, and production—so your organization stays compliant with public document and transparency requirements.



Talkwalker offers advanced media listening and analytics capabilities covering over 150 million sources including blogs, forums, videos, news, review sites and 10+ social networks. Combining Talkwalker with Hootsuite Enterprise allows organizations to define and categorize the conversations that matter to them so they can make more informed decisions for future engagement with their audiences.



ZeroFOX for Hootsuite Enterprise protects your investment in social media by alerting you to identity impersonations, scams targeting service recipients, fraud, malicious links, and other risks to your security and reputation.



With Proofpoint, you can monitor all government social media accounts and protect owned accounts from hacks or mishaps to avoid costly damage to your reputation. Use the proprietary Hootsuite-Proofpoint pre-publish review and ensure that all posts are compliant.

Leverage Hootsuite Enterprise through our Solution Partners

Your department or bureau can work directly with us to implement Hootsuite Enterprise, but you can also work through our Solution Partners—global consulting and service leaders bringing IT and business process improvement solutions to public sector organizations.



Request a custom demo for your agency today by visiting hootsuite.com/government

About Hootsuite for Government

Partner with Hootsuite to accelerate your digital transformation



Hootsuite is the most widely used platform for managing social media, loved by over 15 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 250+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting hootsuite.com/government

