Engage Citizens and Deliver Services Effectively

Hootsuite for Government

> "Our aim is to constantly learn from, and therefore better serve, people in the West Midlands. It's not just about sharing crime prevention advice; it's about really making a difference in the community."

West Midlands Police

WHETHER YOUR CITIZENS are sharing an experience, asking a question, or voicing a complaint, they're talking about you on social media.

Successful government agencies know how to find and engage in those conversations in a way that builds trust and loyalty—and use citizen insights to deliver better services.

With Hootsuite, you can build relationships by delivering a consistent and superior citizen experience across all departments on social.

Hootsuite allows you to proactively manage conversations with people across multiple social networks—all from one place. You can better understand how people think and feel about your agency by monitoring their feedback, comments, and sentiment. Plus, you'll receive social activity insights to ensure your teams deliver quality service and approved messages to citizens.

With Hootsuite, the government of **Fairfax County** in Virginia, USA provides public services for 1.1 million county locals every day—from police, fire and rescue, animal shelter, public transportation, health department, and recreation centers to disposal facilities.

"Hootsuite Enterprise helps ensure security, which breeds credibility."

Greg Licamele
Director of External Communications, Fairfax County Government

95% Placement rate of adoptable pets since county animal shelter began social presence

80% of social media survey respondents learned more about Fairfax County services through Facebook and Twitter

Listen and respond to citizens—at scale
- Receive a consolidated view of all conversations from across social and the web
- Proactively monitor to identify and address issues
- Respond quickly by assigning posts to the right team member, department, or agency for follow up

Use insights to refine your engagement strategies
- Gauge public sentiment and gain insights about your citizens with social media analytics and intuitive reporting
- Use social listening to identify trends that can inform your strategy
- Get a clear picture of your overall citizen engagement efforts with our customer relationship management (CRM) integrations

Ensure service communications are consistent and compliant
- Centralize all social accounts, users, and activity into one platform
- Get a comprehensive and coordinated overview of your team's communication with citizens
- Set up flexible approval workflows to ensure teams stay within agency guidelines
- Automate social media archiving with one of our archiving integrations to meet freedom of information requirements

Drive cultural change to deliver digital services
- Help your agency meet citizen demand for social media engagement
- Share the results of services, programs, and initiatives that were delivered with the help of social media
- Build long-term credibility by publishing relevant and authentic content

To learn more about how Hootsuite can help meet your agency's goals, contact your customer success representative or our sales team at sales@hootsuite.com or visit hootsuite.com/government to request a demo