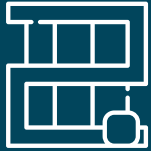# Website Best Practices

## to Increase Community Engagement

# Four Practices for Engagement

**1**

**Design Your Digital Doorstep**

Establish a foundation for trust.

**Amplify the Good**

share your story and reinforce your purpose

**2**

**Fight the Bad**

stop fake news, rumors, and defend your reputation

**3**

**Measure and Respond**

Use data to hone your message and resonate
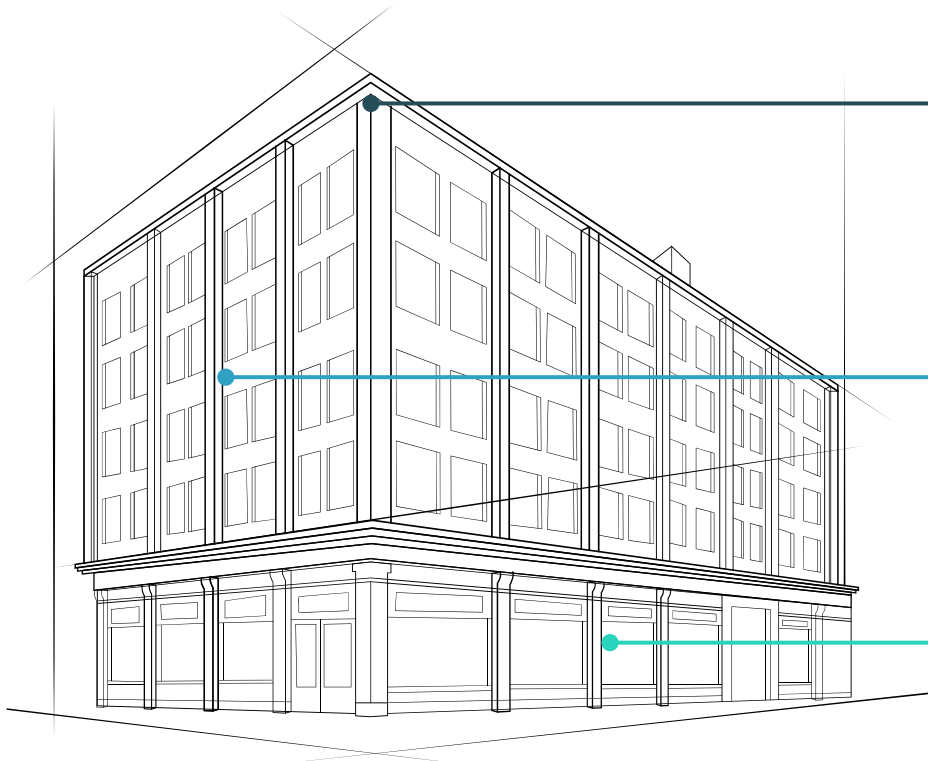
**4**
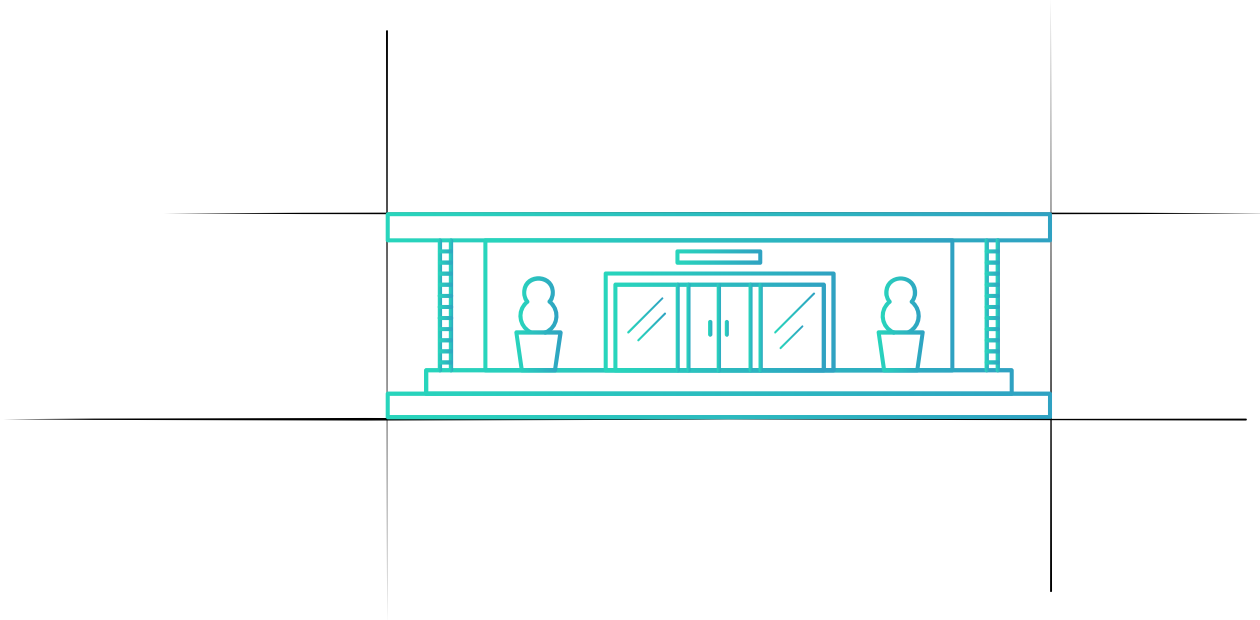
# 01. Designing Your Digital Doorstep

Establish a foundation for trust.

# Your Website = Your District's Digital Home

**Professionalism**

How does it represent you?

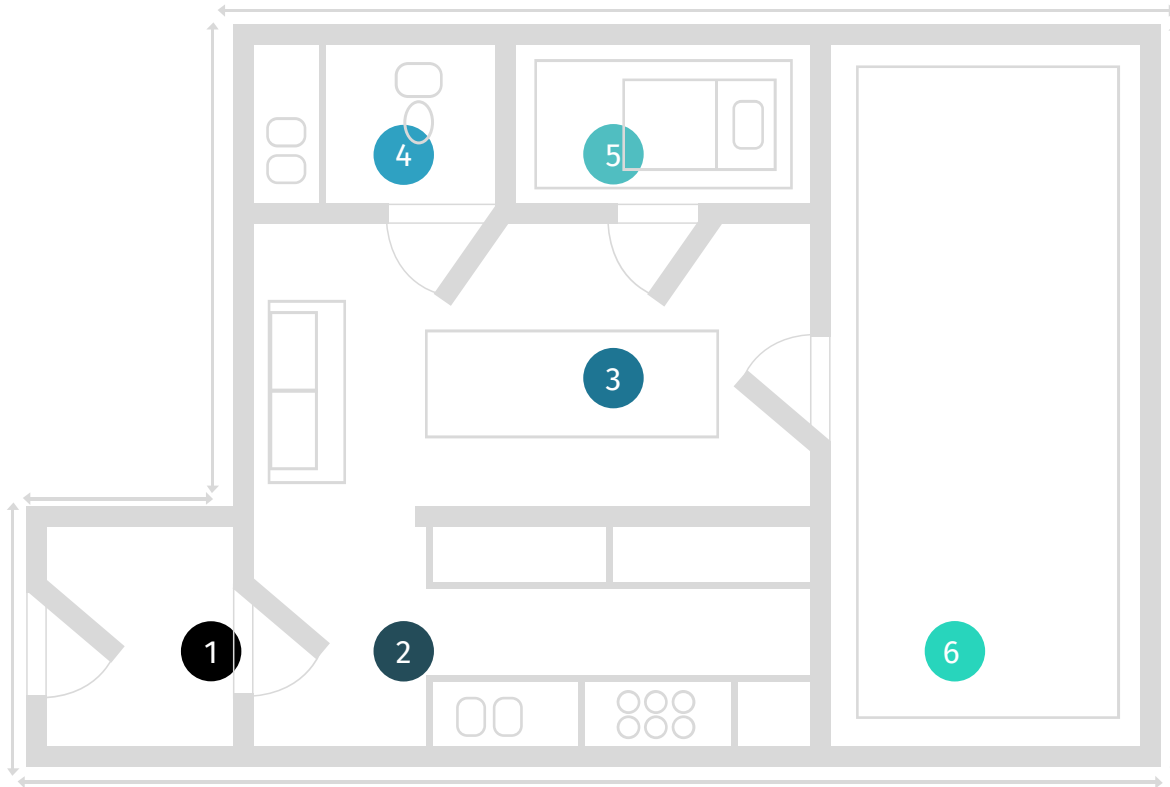**Community**

Can your community easily find info?

**Compliance**

Is your site compliant?

**Address:** www.getstreamline.com

# Your Website Floorplan



**About Us (Foyer)** 1
Tell your story!

**Site Editor (Kitchen)** 2
The tools you use

**Photo Gallery (Living Room)** 3
Show off your last event

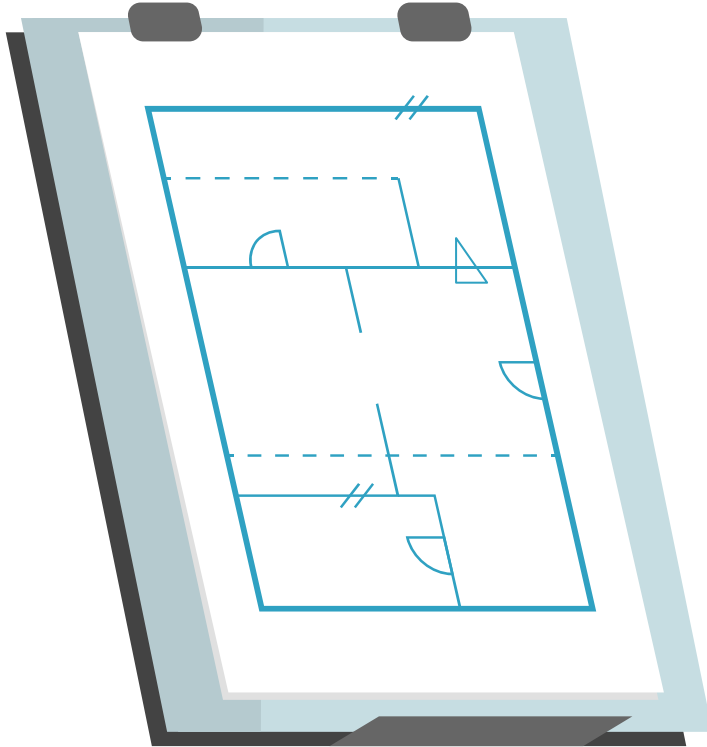**Archives (Closet)** 4
A place for all your old stuff

**Apparatus (Bedroom)** 5
Something unique to you

**Meetings (Dining Room)** 6
A place for everyone to gather

# Build your dream "home"!

Determine your "why" **1**

Find an expert **2**

Borrow from others **3**

Make a content plan **4**

Take pride! **5**

# Why should we have a website?

**Best Practice #1**
Determine your "why"
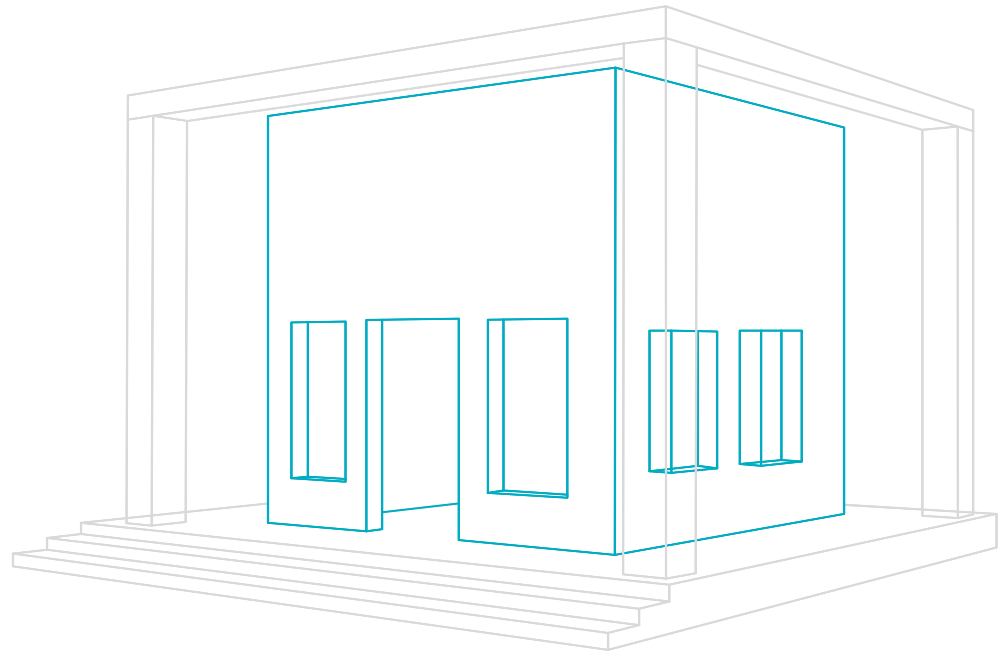
| | | |
|---|---|---|
| Reputation | Efficiency | Strategic Communication |
| Billing | Classes & Workshops | Registration |
| Critical Alerts | Education | Recruitment |

7

"I think every special district in the state should have to go to a referendum. **Every special district should be evaluated.**"

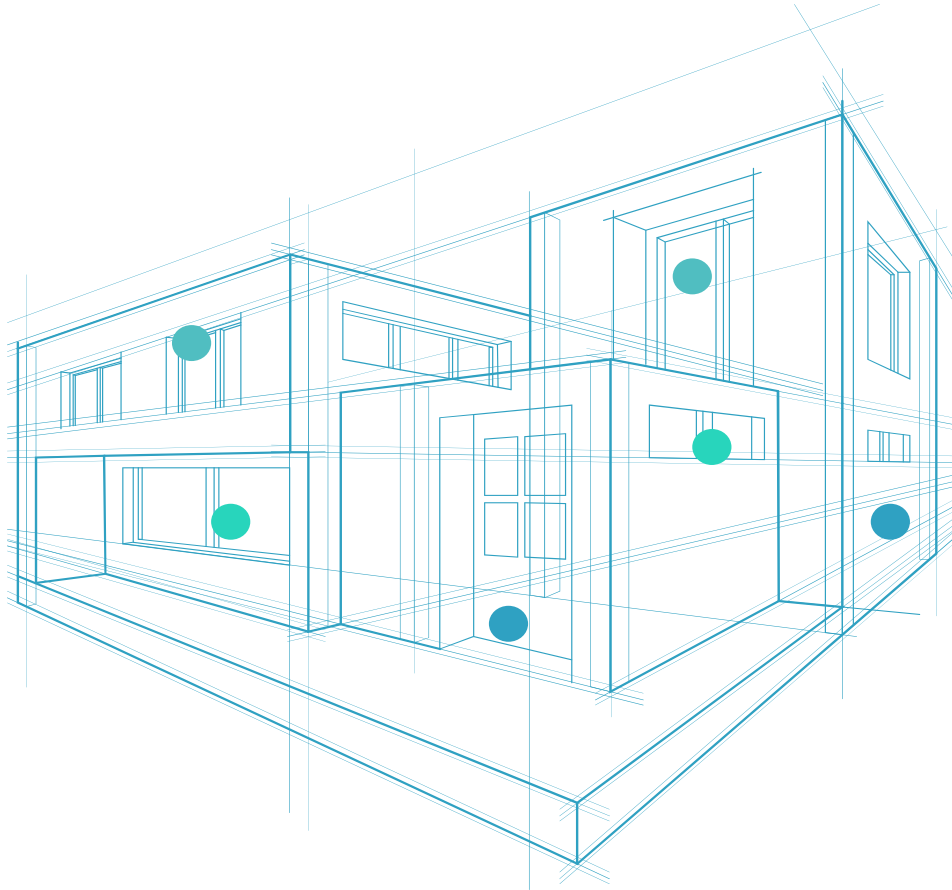Florida House Speaker Chris Sprowls

# Why should *our* district have a website?

What if you:

- Need to raise your rates?
- Get a bond passed?
- Address misinformation about your district?
- Get the community to support an endeavor you're taking on?
- Live through another global pandemic?

If you don't tell your story... someone else will

# The Complexity of Modern Websites

A modern website is expected to:

- Provide useful information within 1-2 clicks
- Load super fast, even on mobile
- Be secure from hacking
- Work on every single device
- Be ADA accessible
- Be available 24/7, 365 days a year to everyone on the planet
- Look beautiful
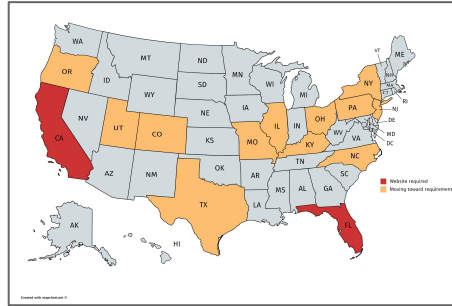- Not break despite the technology completely changing every 1-2 years

**Building a website in 2024 is arguably *more* complex than building a physical structure!**
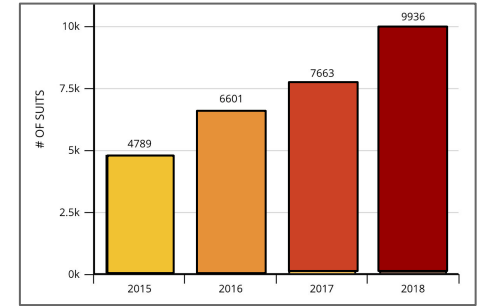
10

# Mounting Pressures for Districts Online



## Public Pressure
Local governments are increasingly in the spotlight

## Regulatory Pressure
More states are legislating how local governments communicate online.

## Legal Pressure
ADA lawsuits and others are on the rise for non-compliance

Fixed budget

Pressure to be transparent with the community

Need for autonomy to stay on track with requirements

State-specific website requirements

Ongoing demand for expert consulting

Fed Section 508 lawsuit liability

Limited time

Non-technical staff
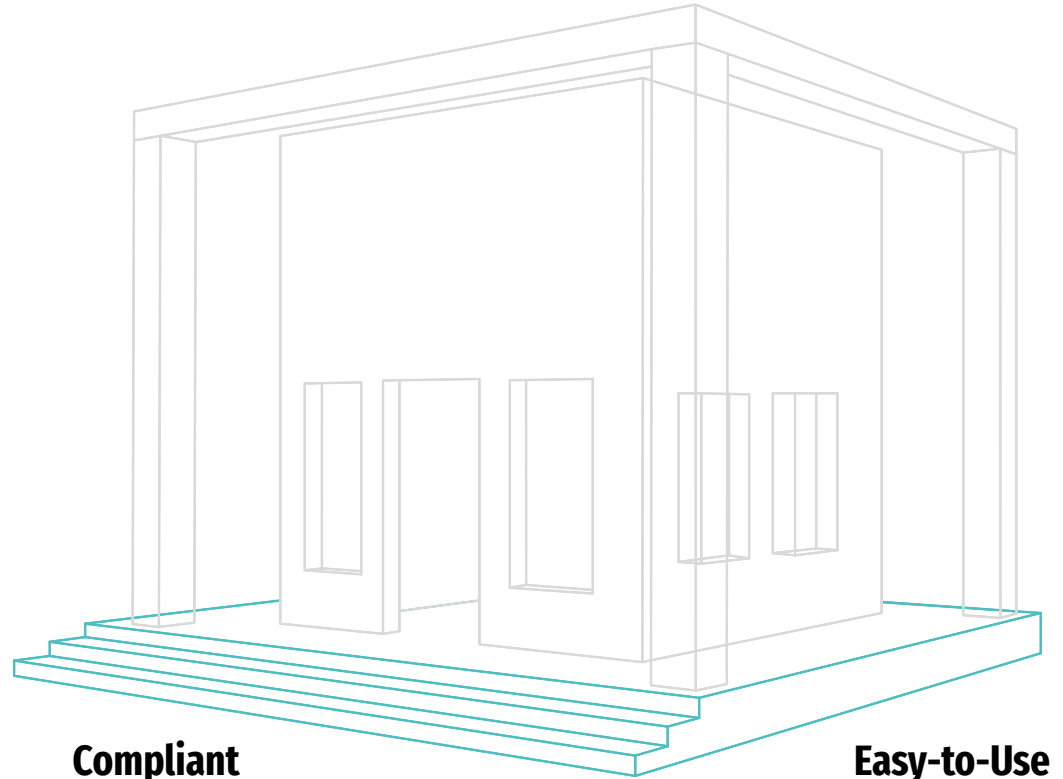
Need for efficient ways to receive feedback from community

# Compliance:
# The Foundation

## Your Website Should Be "Up to Code"!

Websites are in many ways as complicated in their architecture as your house.

Just like hiring a contractor to build a house is essential, so is finding the right platform for your site!
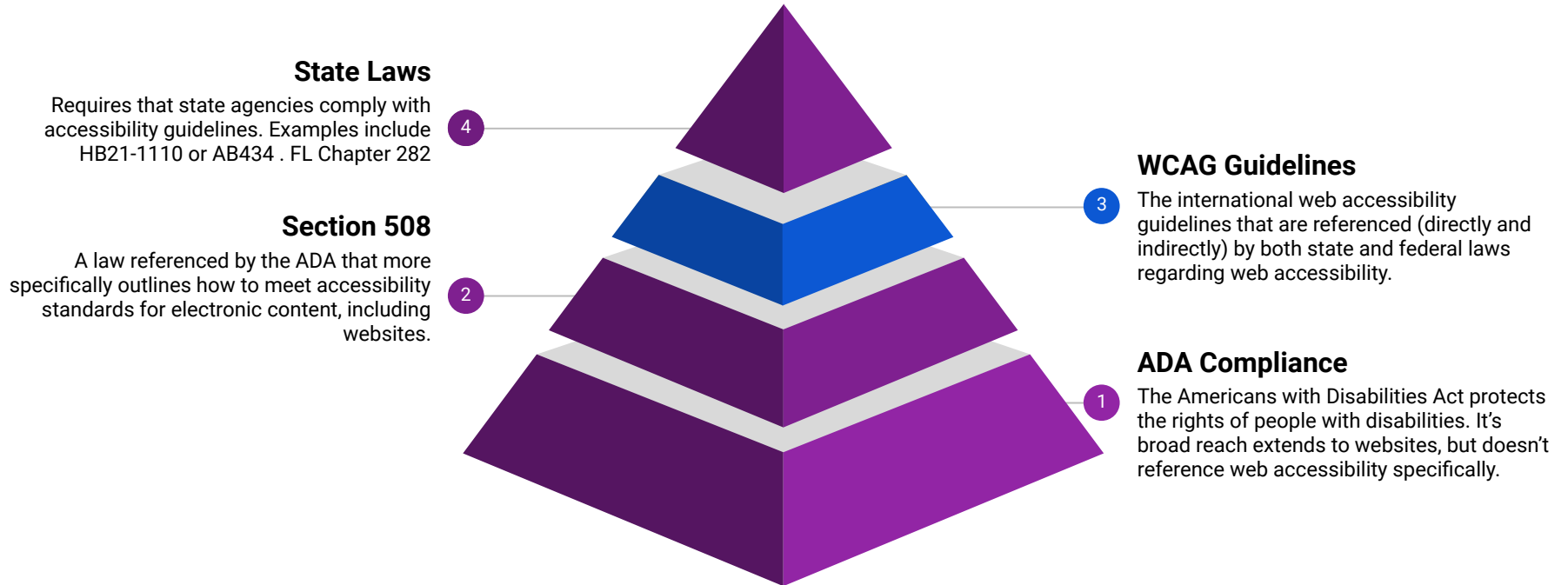
**Compliant**

**Mobile-friendly**

**ADA Accessible**

**Easy-to-Use**

# What is a "platform"?

A platform is a collection of digital tools combined into a single user experience

# Legal foundations for website accessibility

**State Laws**

Requires that state agencies comply with accessibility guidelines. Examples include HB21-1110 or AB434 . FL Chapter 282

4

**Section 508**

A law referenced by the ADA that more specifically outlines how to meet accessibility standards for electronic content, including websites.

2

**WCAG Guidelines**

3

The international web accessibility guidelines that are referenced (directly and indirectly) by both state and federal laws regarding web accessibility.

**ADA Compliance**

1

The Americans with Disabilities Act protects the rights of people with disabilities. It's broad reach extends to websites, but doesn't reference web accessibility specifically.

# Common Pitfalls

★ No closed captions on video/audio files
★ Not having accessible PDFs / documents
★ Not having ALT tags for images
★ Lack of labels on form fields
★ Lack of color contrast
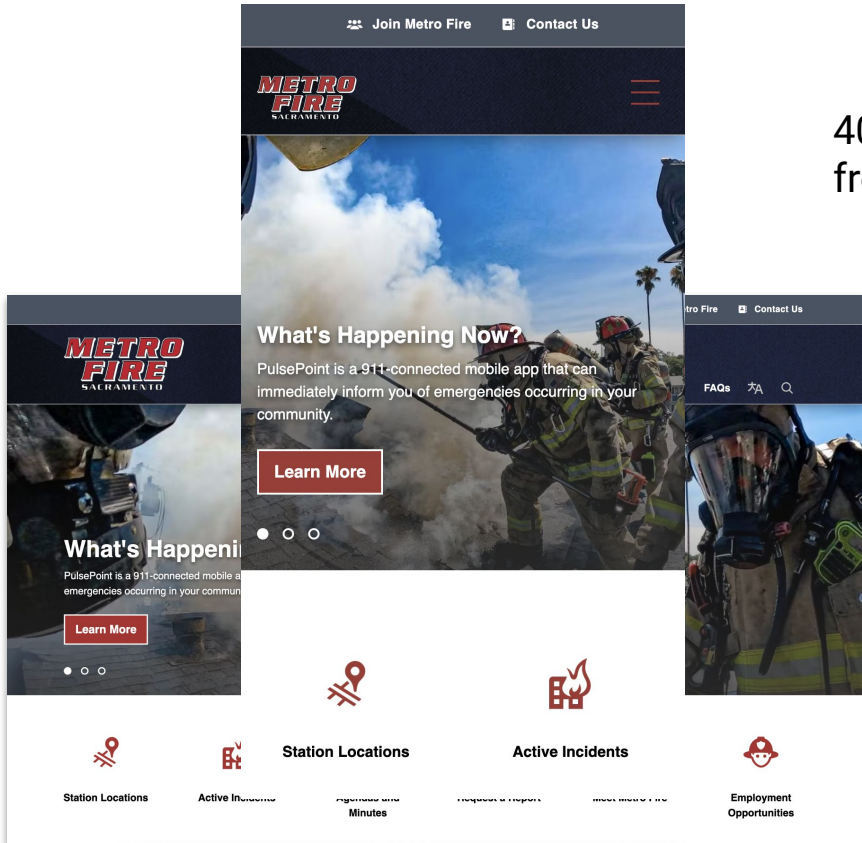★ Not having a mobile-responsive site or semantic HTML

checkmydistrict.org

# Accessibility in the digital world
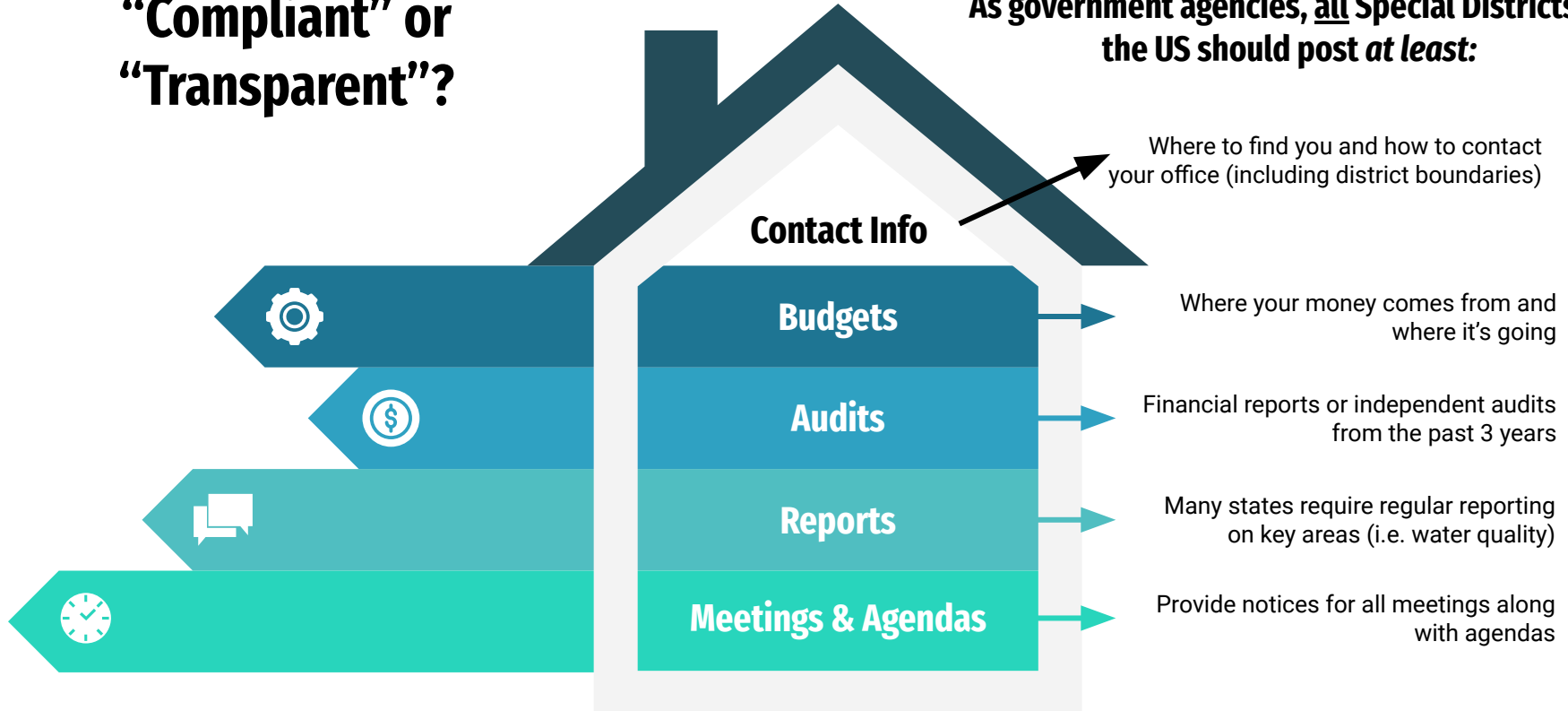


=

# Desktop vs. Mobile

## Mobile

40-60% of web traffic are from mobile devices!

## Desktop

Websites have adjusted to be "responsive" to any size

# What Makes a District "Compliant" or "Transparent"?

## The Streamline Standard
### As government agencies, all Special Districts in the US should post at least:

Contact Info

Where to find you and how to contact your office (including district boundaries)

Budgets

Where your money comes from and where it's going

Audits

Financial reports or independent audits from the past 3 years

Reports

Many states require regular reporting on key areas (i.e. water quality)

Meetings & Agendas

Provide notices for all meetings along with agendas

18

# Community

## What should you move into your "digital house"?
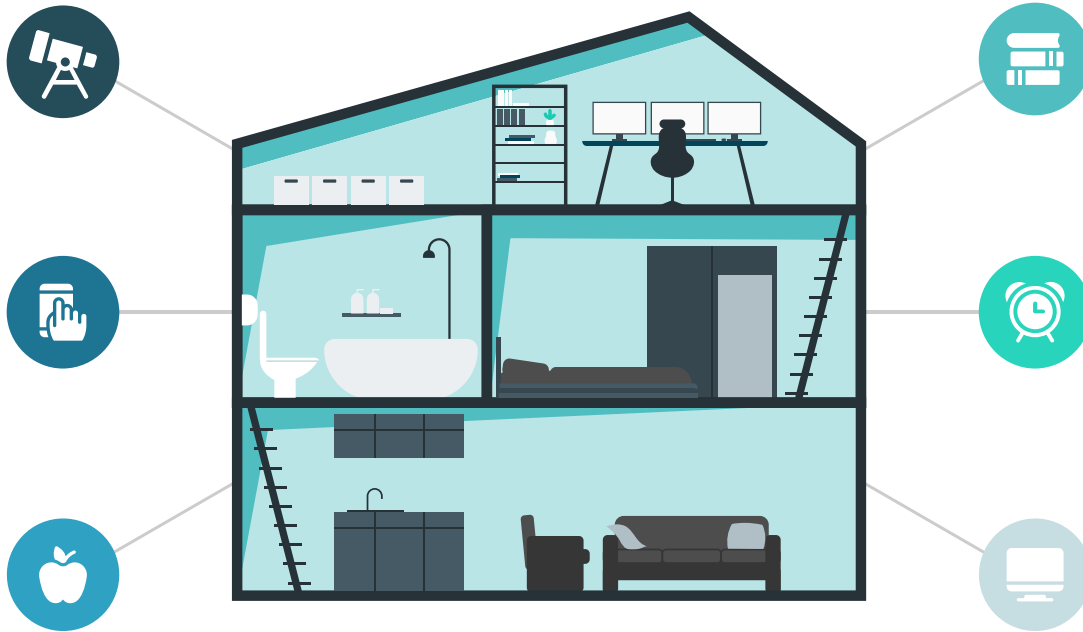


### Start with a list

Make a list of every type of content you might want (or need) to put on your site:

- Agendas
- Minutes
- About Us
- Mission Statement
- Notices
- Project Updates
- Vacancies
- Forms
- FAQs
- Photos
- Bill Pay
- Other required items

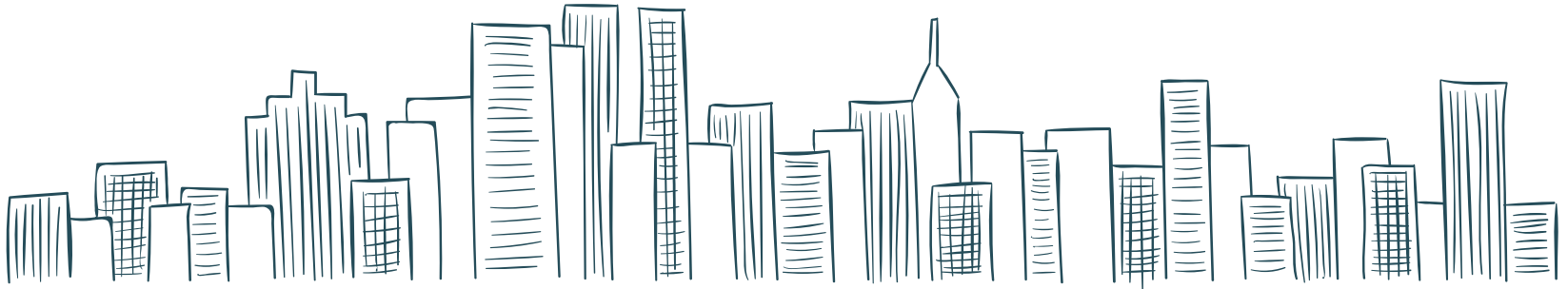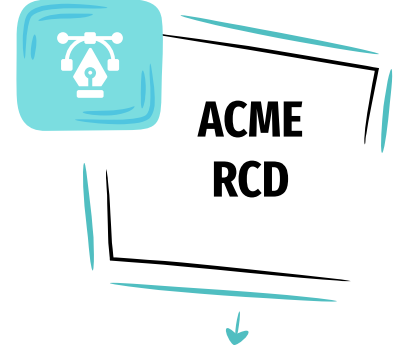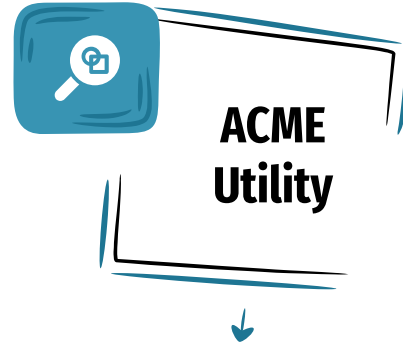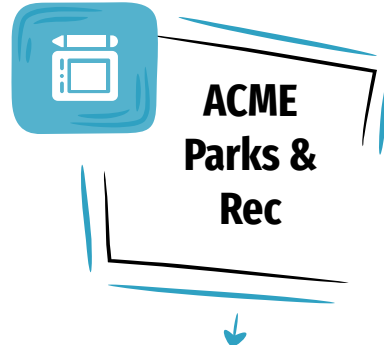# What should you move into your "digital house"?

## *Should Have*

- ❏ About Us / History
- ❏ Services
- ❏ News / Notices
- ❏ Employment
- ❏ Board / Staff
- ❏ Events / Calendar
- ❏ Bill Pay
- ❏ Departments
- ❏ FAQs

## *Gotta Have*

- ❏ Board Meetings
- ❏ Agendas
- ❏ Budgets
- ❏ Audits
- ❏ Contact Us
- ❏ State Requirements

# Take a Walk Around Town!

ACME Fire

ACME Parks & Rec

ACME Utility

ACME RCD

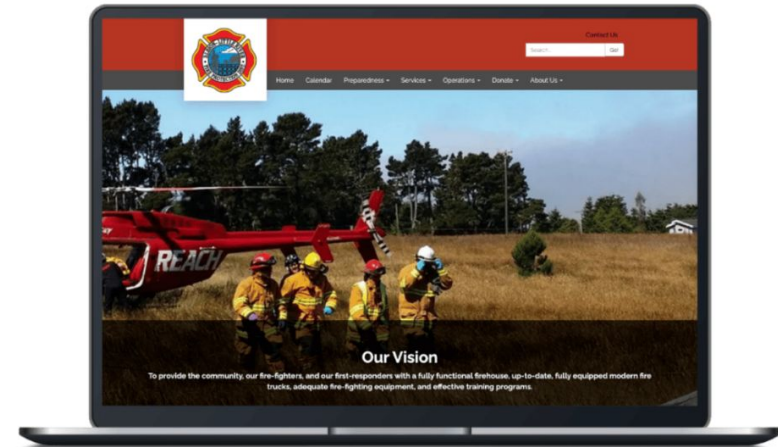# Take a Walk Around Town!

**Need a little inspiration for your special district website?**

Browse our website gallery to see how special districts like yours are using their websites to make life easier and serve their community.



All Districts    Community Service    Cemetery    Environmental    Fire    Healthcare    Library    Mosquito    Parks and Recreation    Transportation    Utility

22

# About Us

**COVID-19 Update (3/11/22)**
Please click here to see our latest updates.

Dismiss

MVSD · MT. VIEW SANITARY DISTRICT
MARTINEZ, CA · FOUNDED 1923

Contact Us     **Sewer Emergencies**

Search...     Go!

Home     Sewer Emergencies     About Us ▾     Governance ▾     Residents & Businesses ▾     Wetlands ▾     Wastewater Treatment ▾

**ABOUT US**

SERVICE AREA

DISTRICT CODE

DISTRICT AWARDS

EMPLOYMENT

OPERATOR TRAINING
AND EDUCATION

UPDATES

## About Us

To protect the public health and environment, in a safe
and reliable manner, at a reasonable cost.
— *Our Mission*

MVSD is an independent district, formed in 1923 pursuant to the Sanitary District Act of 1923 (Health & Safety Code §6400 et seq.). MVSD serves an estimated population of 22,000 residents consisting of 7,958 residential and 278 commercial, industrial and institutional sewer connections. The District's service area is approximately 4.7 square miles. The District's sphere of influence (SOI) encompasses an additional 1.6 square miles and primarily includes an area of 1.46 square miles of industrially zoned land to the north of the District's boundary as well as an island within the center of the District of 0.14 square miles that is in agricultural use. The SOI area to the north of the District is designated as heavy industrial to the west of I-680 and open space and parks and recreation to the east of I-680.

**SERVICE AREA MAP**

**CONTACT US**

Monday-Thursday 7:00 AM –
4:30 PM     Friday 7:00 AM –
3:30 PM

READ MORE »

Join our mailing list

23

# Services

**Capay Valley Fire Protection District**

Search... | Go!

Home | Contractors and Homeowners | About Us ▾ | Governance ▾ | Calendar | Contact Us

**ABOUT US**

FIRE PERSONNEL

FIRE STATIONS

SERVICES

OUR MISSION

OPEN POSITIONS

## Services

The Capay Valley Fire Protection District provides fire protection and Basic Life Support (BLS) pre-hospital emergency medical services (EMS) to a current service area encompassing approximately 172 square miles with a staff of 17 Volunteer Firefighters operating from three fire stations.

The Capay Valley Fire Protection District is dispatched by the Yolo Emergency Communications Agency. The Districts has automatic aid agreements with adjacent Esparto Fire Protection District and Yocha Dehe Fire Department, and is also a signatory to the 2007 Yolo County Mutual Aid Agreement.
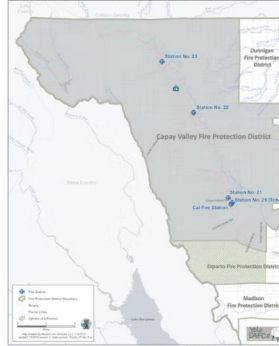
**Service Area Map**

READ MORE »

**CONTACT US**

We look forward to hearing from you!

CONTACT INFORMATION »

# Employment

**ABOUT US**

- STAFF
- DISTRICT MASTER PLAN
- GOVERNANCE
- PARK POLICE
- EMPLOYMENT
- FRIENDS OF FEC
- COMMUNITY PARTNERS
- TRANSPARENCY
- SPECIAL DISTRICTS
- RFPS/RFQS

## Employment

The Park District is an equal opportunity employer and we encourage qualified applicants to apply for open positions within the district. Our application documents can be found here, and below that are any openings the district is accepting applications for.

- FECRPD Employment Application 2022.pdf
- FEC Supplemental Application
- FEC Instructor Application

### Part Time Positions — Recreation

All open part time positions offered by the Recreation Division.

READ MORE »

### Part Time Positions — Parks

Available positions offered in our Parks Division.

SEE OFFERINGS »

**SUMMER & FALL ACTIVITY GUIDE**

Join our mailing list

Check out our Summer & Fall Activity Guide for Recreation and Fun in your District!

READ MORE »

# Implementing your structure
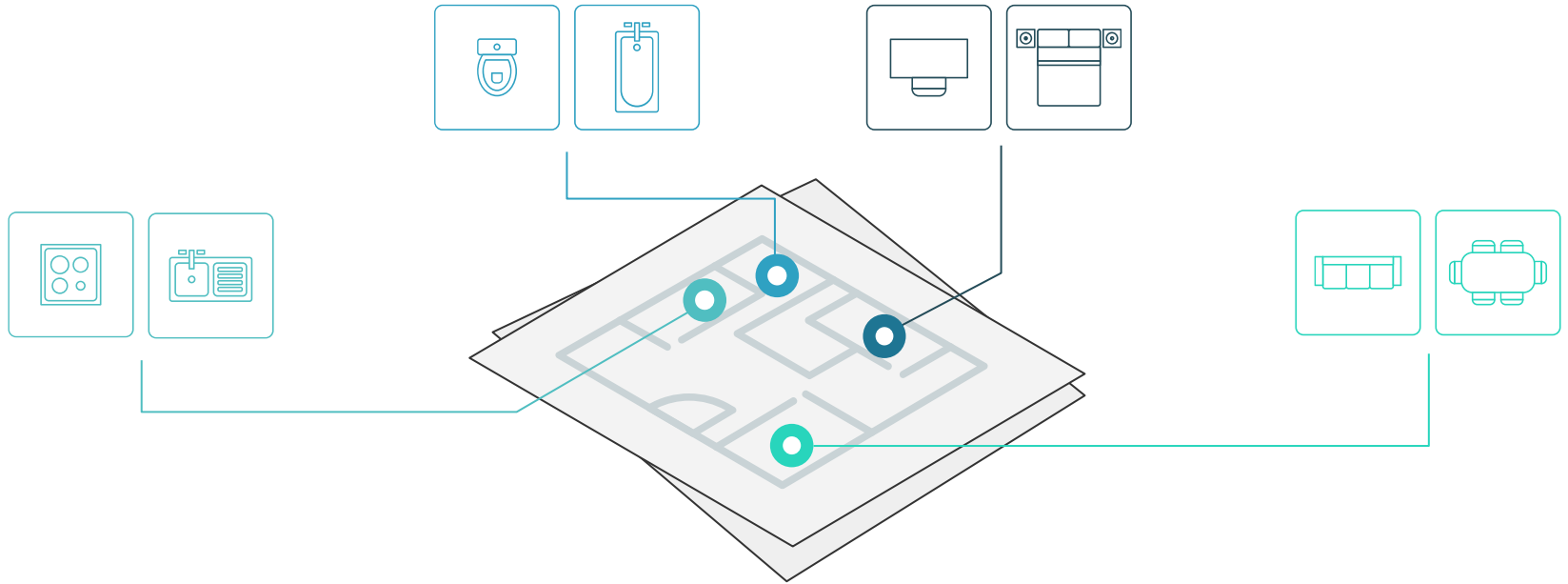
# Example Fire District Layout

| About Us | Transparency | Services | Fleet & Facilities | Updates | Join Us |
|---|---|---|---|---|---|
| Our History | Board Meetings | Inspections | Apparatus | Event Calendar | |
| Our Mission | Board Members | Service Request | Station Map | | |
| Chiefs Corner | Financials | Online Bill Pay | Volunteers | | |

27

# Example Wastewater District Layout

| About Us | Customer Service | Departments | Education | News | Employment |
|----------|------------------|-------------|-----------|------|------------|
| Our Mission | Pay Fees Online | Engineering | Tours | Press Releases | |
| Governance | Customer FAQs | Treatment | What not to flush | | |
| Staff | Sewer Rates | Reclamation | | | |
| Service Area | | | | | |
| History | | | | | |

# Information architecture
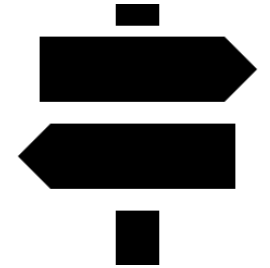


**Home**

+ ADD UTILITY PAGE

**Programs & Activities**

- Find Programs & Activities in my Community
- Find Programs & Activities by Type

**Locations**

- Rentals

**News & Events**

- Calendar
- Valley Fun
- Press Releases
- Announcements
- Videos

**About Us**

- Awards
- DRD Board of Directors
- Desert Recreation Foundation
- Staff
- Partner with DRD
- Resources
- Contact Us

DESERT
RECREATION DISTRICT

# Hire Movers - Content Migration

# Tips & Suggestions

- Think like a visitor – don't hide things on department pages!
- Use free tools or spreadsheets for planning
- Test with friends or members of the public

Give visitors multiple ways to find content

- Prominent search box
- Clear navigation / menu
- Featured content or quick links

# Writing for the Web

- ## People don't read!
    - Keep it brief!
    - Break up long content with headings or icons
    - Write content to a 7th/8th grade reading level
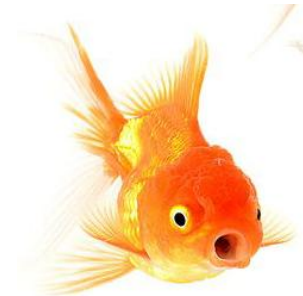
# Pictures & Images

- Use images for drawing attention, educating, or beautifying your site
- Use icons for breaking up content or making subjects recognizable
- Add alt-text and page text for images that convey information / aren't just decorative
- Don't use images with text embedded

# Image Resources

Free (beautiful)
stock photography:

- Unsplash.com (free!)
- Pexels.com
- Picjumbo.com
- Many others

Free icons:

- Iconmonstr.com
- Iconsdb.com

Tips for using icons effectively:

- Keep them consistent
- Make sure they are recognizable

# Your District's Curb Appeal



## Defining your brand

Using curb appeal to express your district's values & purpose

# Curb Appeal

# Curb Appeal



Or...

# DIY - Do it Yourself



- Access to platform tools
- Knowledge / ability to use HTML/CSS/JavaScript
- Understanding of ADA accessibility and WCAG guidelines
- Understanding of web best practices and mobile-friendly design
- Design savvy

# Work With an Expert

Pomerado Cemetery District
Dearborn Memorial Park

Home    About Us    Governance    Services    Contact Us

Our Mission

To faithfully serve our community by compassionately embracing the bereaved, respectfully providing dignified interments, and eternally...

HOURS & INFO    DIRECTIONS    BURIAL SEARCH    SERVICES    PARCEL LOOKUP TOOL    STAFF
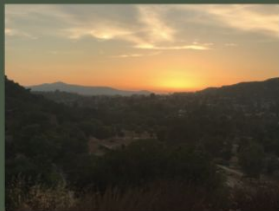
Notice of Office Closure Due to COVID-19
Although our offices are closed, we will continue to provide essential services.
READ MORE »

New Grounds Hours January 1, 2020
READ MORE »

Notice - Holiday Closures
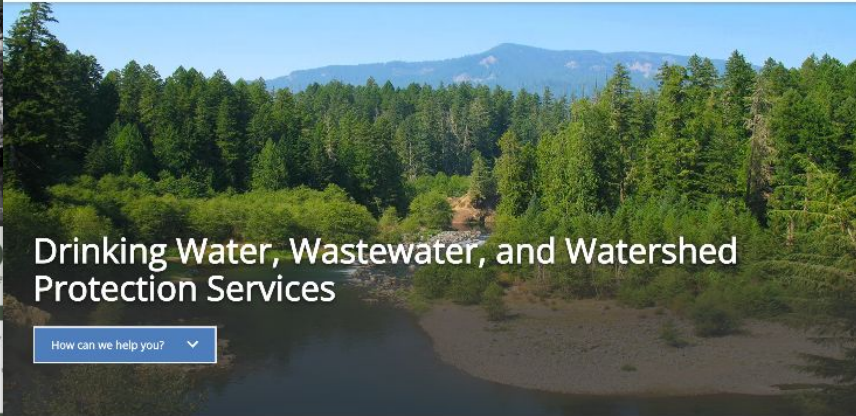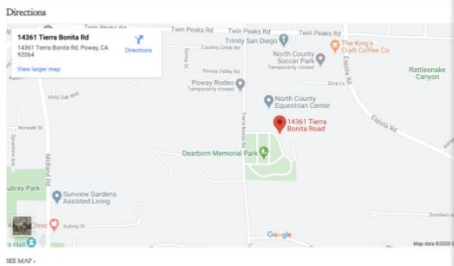Enjoy decorating for...
READ MORE »

ANNOUNCEMENTS

Photo Gallery

Directions

14361 Tierra Bonita Rd
14361 Tierra Bonita Rd, Poway, CA 92064
View larger map

14361 Tierra Bonita Road
Dearborn Memorial Park

OAK LODGE
WATER SERVICES

Customer Service    What We Do    About Us    Your Community    Planning & Engineering

Drinking Water, Wastewater, and Watershed Protection Services

How can we help you?

Your Community Infrastructure

Join our mailing list

24/7 Water Services    9,100 Customer Connections    200 miles of water and wastewater pipes    3,123 watershed protection catch basins    773 fire hydrants    1.5 billion gallons annual wastewater treated

How We Serve You

Our Commitments to Customers

Protect Public Health

Provide Excellent Customer Service

Keep Rates Affordable

Keep Our Water Clean

CONTACT US    BEFORE YOU DIG

AROMAS DISTRICT

SERVICES/RATES    WATER QUALITY    CONSERVATION    RESOURCES

A safe, reliable supply
Provided by the Aromas Water District meets all Federal and quality standards. This section provides information on the...

NewsSplash! First Quarter 2020
District's Quarterly NewsSplash is a brief summary of happenings and occurred at the District in the last three months.

ways to receive bills and pay. Find out about automatic monthly the electronic payments and more...

Reports (CCRs)
Confidence Report (CCR) has key ter quality for the Aromas Water er quality testing is completed nd must be...

Certificate of
is proud to have awarded parency Certificate of Excellence District Leadership Foundation) in rts toward full transparency to its Each Transparency Award is

DISTRICT TRANSPARENCY CERTIFICATE OF EXCELLENCE RECIPIENT

Meeting Online
ectors meeting of the Aromas on Tuesday, April 28, 2020 at 7:00

Search...    Go!

QUICKLINKS

JOIN THE BOARD MEETING ONLINE
DO YOU SEE / HAVE A LEAK?
EMERGENCIES / ALERTS
PAYMENT OPTIONS
WATER QUALITY
MEETINGS AND AGENDAS
BOARD OF DIRECTORS ELECTION
YOUR BOARD MEMBERS
STAFF
RESOURCES & NEWS
BEFORE YOU DIG
AROMAS WEATHER
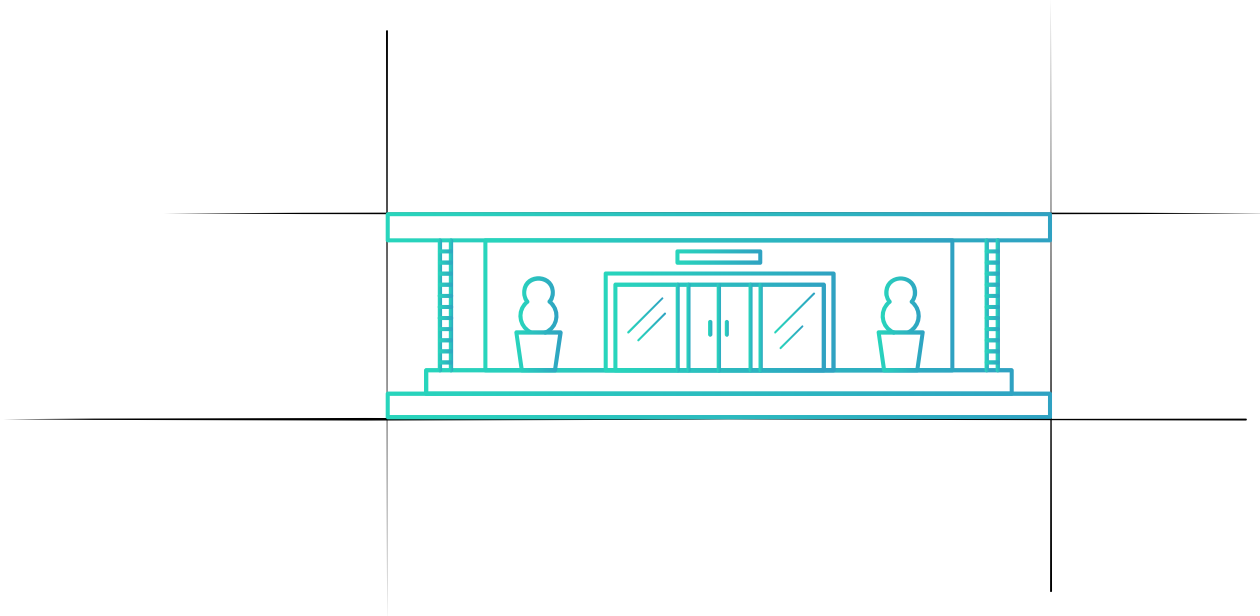
# 02. Amplify the Good

Share your story and reinforce your purpose.

# Spreading the Word

## 01
**Post to your homepage**

Make this your "source of truth"

## 02
**Post to social**

Use Facebook, NextDoor, LinkedIn, or Twitter!

## 03
**Email Blast**

Use an email campaign tool to get the message out!

*% of U.S. teens who say they ever use each of the following apps or sites*

100 90 80 70 60 50 40 30 20 10 0

| | YouTube | TikTok | Instagram | Snapchat | Facebook | Twitter | Twitch | WhatsApp | Reddit | Tumblr |
|---|---|---|---|---|---|---|---|---|---|---|
| Total | 95 | 67 | 62 | 59 | 32 | 23 | 20 | 17 | 14 | 5 |
| Boys | 97 | 60 | 55 | 54 | 31 | 24 | 26 | 17 | 20 | 4 |
| Girls | 92 | 73 | 69 | 64 | 34 | 22 | 13 | 18 | 8 | 6 |
| White | 94 | 62 | 58 | 59 | 32 | 20 | 20 | 10 | 16 | 5 |
| Black | 94 | 81 | 69 | 59 | 34 | 31 | 18 | 19 | 9 | 4 |
| Hispanic | 95 | 71 | 68 | 62 | 32 | 28 | 22 | 29 | 14 | 6 |
| Ages 13-14 | 94 | 61 | 45 | 51 | 23 | 15 | 17 | 16 | 8 | 3 |
| 15-17 | 95 | 71 | 73 | 65 | 39 | 29 | 22 | 18 | 19 | 7 |
| Urban | 95 | 71 | 70 | 58 | 40 | 28 | 15 | 29 | 13 | 6 |
| Suburban | 94 | 64 | 61 | 58 | 24 | 24 | 24 | 16 | 17 | 5 |
| Rural | 95 | 67 | 58 | 62 | 43 | 19 | 17 | 11 | 11 | 5 |
| *Household income* | | | | | | | | | | |
| < $30,000 | 93 | 72 | 64 | 60 | 44 | 26 | 17 | 19 | 10 | 4 |
| $30K-$74,999 | 94 | 68 | 62 | 57 | 39 | 24 | 19 | 19 | 13 | 7 |
| $75,000+ | 95 | 65 | 62 | 60 | 27 | 22 | 21 | 17 | 16 | 4 |

Note: Teens refer to those ages 13 to 17. Not all numerical differences between groups shown are statistically significant. Those who did not give an answer or gave other responses are not shown. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race.
Source: Survey conducted April 14-May 4, 2022.
"Teens, Social Media and Technology 2022"

**PEW RESEARCH CENTER**

# Using regions of your page



Emergency Notification

# Using regions of your page



Related Content to "cross sell"

Use photos, adapt depending on network

# Keep it lighthearted



**City of Atlanta**
November 30, 2016 · 🌐

If you just moved here, please come to our office to pick up your parking ticket. New residents receive one parking ticket to help them get used to life in Atlanta.

👍 Like        💬 Comment        ↱ Share

👍😆❤️ 5.9K                                                    Top Comments ▾

# Other Considerations

- <u>SEO matters</u> – you can only control the conversation if people can find your site – **keywords are key!**
- Choose a domain name carefully!
- Make your website the authority (even if you use social media heavily)
- Methods for being "found" – search engine friendly, submit your site to the search engines, have an XML sitemap
- Ensure Secure Certificate
- All content should be in a text-based format
- Files should be text-based PDFs when possible
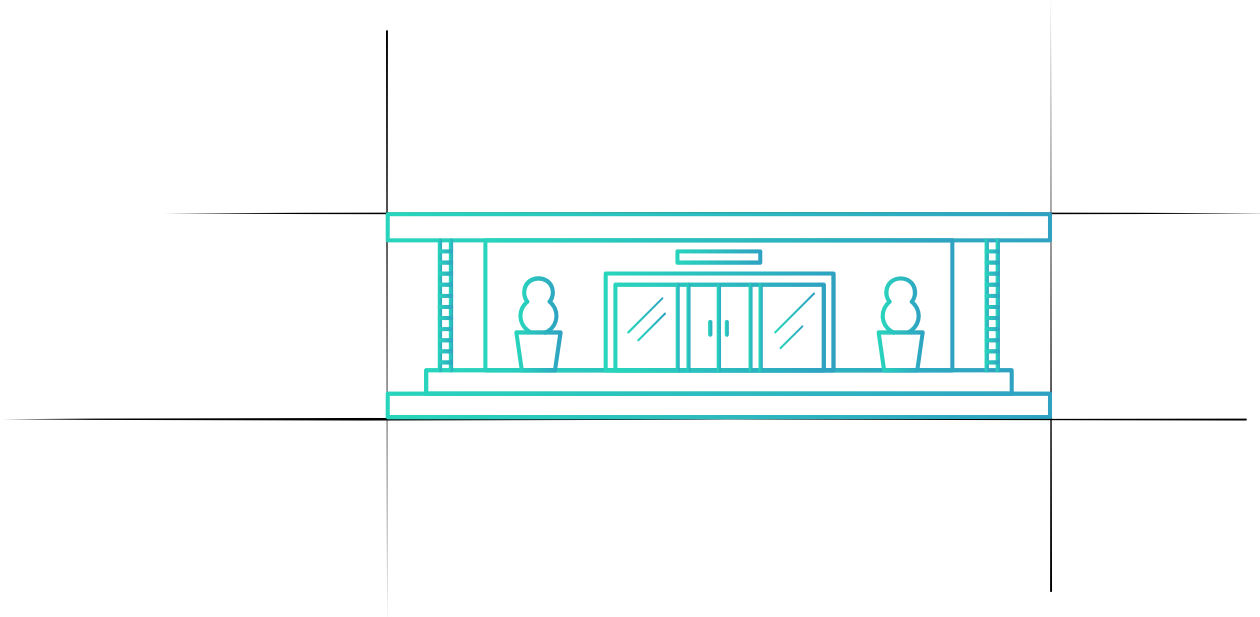
# 03. Fight the Bad

Stop fake news, rumors, and defend your reputation.

# How rumors get started

**MOST PEOPLE RESPOND TO THINGS THAT SHOW UP ON THEIR FEED**

- Things that resonate emotionally and people share from a place of genuinely wanting to be helpful

- Also: things that cause disagreement generate more comments, likes, and shares



BLUE AND BLACK?   WHITE AND GOLD?

**The Source**

What's the story's intent? Investigate the site, its mission and its contact info.

**The Author**

Do a quick search on the author. Are they credible? Are they real?

**The Information**

Read past click-baity headlines, note who is (or isn't) quoted, and verify the information on other sites.

**Supporting Sources**

Click on the supporting links, and perform reverse searches on images. Are they credible, and do they support the story?

SOURCE International Federation of Library Associations and Institutions, Harvard

---

www.the.honesttruth.com.co

*the honest truth* .com

NEWS     BLOG     ABOUT

## MAYOR HATES TREES?

JOHNNY REPORTER                                    MAY 04 2002

After campaigning strongly on an environmental platform, the city's famously green mayor is in hot water for comments made at a charity fundraiser late Tuesday. At the Children's Reading Association's annual Books4Charity gala, Mayor Truman delivered an opening speech that left many in the audience speechless and questioning the event's legitimacy.

Though the mayor's keynote started on warm, celebratory terms, it quickly turned into an improvised rant that blurred between comedic and shocking. Truman began by congratulating the hosts for their 10th annual event before devolving into a nostalgic anecdote that seemed pro-lumber. "I read everything I can get my hands on," said Truman. "But lately there are less books. We should print more!"

The mayor's inflammatory comments encouraging the destruction of forests for reading material aren't the only time they've been in trouble with environmentalists. At last year's March For Earth through the city's downtown, Truman spoke positively about environmentalists organizing the event before noting, "I don't like the term treehugger, though, because I hate hugging trees. You get covered in sap and dirt."

Mayor Truman's increasingly vile anti-tree rhetoric is likely to cause concern in City Hall and amongst prominent party staff and donors. Eyebrows were already raised at the City's lackluster response to a local forest fire last week, when firefighters took two whole hours to arrive on scene after claiming they were busy saving people from a burning building.

---

**The URL**

Be wary of unusual top-level domain names, like ".com.co" that are designed to appear legitimate.

**Your Bias**

Who is the intended audience for this story? Consider if your own beliefs could affect your judgement.

**The Date**

Reposting old news stories doesn't mean they're relevant to current events.

**The Text**

Does the article have spelling errors or dramatic punctuation? Reputable sources have high proofreading and grammatical standards.

**The Experts**

Would this story meet academic citation standards? Consult a fact-checking site.

---
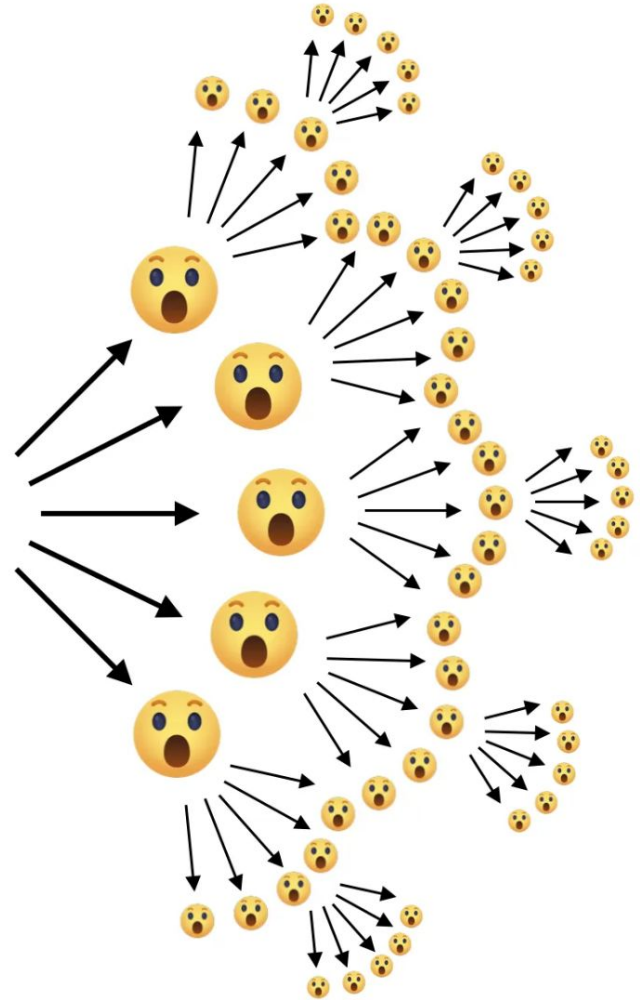
The most important thing is to *consider* the credibility of articles in the first place. People's ability to discern and share real articles over fake nearly tripled after a simple reminder to check accuracy. SOURCE Psychological Science, 2020

# The future of misinformation: AI

# How to fight the bad

# Rumor Versus Fact - Uncovering the Real Story

**RUMOR**: A story or statement talked of as news without any proof of truth.

**FACT**: Something objectively verified with real, demonstrable evidence.

| RUMOR | FACT |
|---|---|
| Marion County Public Schools hides public records, restricting access and denying the public guaranteed rights. | Marion County Public Schools prides itself on its open records policy, abiding fully with Florida State Statutes 119. In fact, an online non-profit watchdog group for open government records gave the district an "A" and a "Sunny Award" four years running for having one of the most transparent government websites in the Nation. Only 12 out of Florida's 74 school districts earned an "A" in 2013, the last year this organization awarded such grades for transparency. |
| Marion County Public Schools does not fully disclose its financial records. | Marion County Public Schools' Business Services/Finance Operation has earned the highest award possible for general accountability *19 years in a row* from the Government Finance Officers Association. |

# Not all engagement is good.
## Example Fails:

# And when things go wrong…

✓ They will go wrong.

✓ If you posted something offensive, apologize. Publicly. And don't be a tentative about it.

✓ Don't delete

  ○ Don't delete the offending post thinking it will just go away

  ○ If you do need to delete something in accordance with your district's social media policies, document it

✓ Don't block

✓ Contact FB Gov Affairs

  ○ https://www.facebook.com/gpa/help

CLOUD & COMPUTING

**Public Officials Can't Block Twitter Accounts (Contributed)**

The courts have ruled that access to a public figure's social media is a constitutional right. So, why is this mayor blocking me from his Twitter account?

September 20, 2018 • Lindsay Crudele

**Most Read**

Albany State University Wins $3M for Broadband, IT Staffing

Washington State Pulls from Media Industry for Newest CISO

Unless you have a policy…

✓ Without a policy, your district has little recourse

✓ With a policy, you can delete and block!

Takeaway: **Have a Policy. (getstreamline.com/social)**

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**Solved:** Creating a rogue social media page using district logo and name without permission



**San Mateo County Harbor District**
May 4, 2018 · 🌐

Welcome to the unofficial San Mateo County #HarborDistrict Facebook page, posting news and updates about one of the #BayArea's least understood elected bodies! We are a group of concerned #SanMateoCounty citizens who want to shed light on the workings of this #taxpayer-funded agency which has control over valuable public assets on our #coast!

**Solved:** Posting offensive personal opinions while clearly an employee, or on district time

█████████ Given what a certain member of your crew has publicly posted, as a person of color, I would NEVER want to be "helped" in an emergency by your department.

Like · Reply · 6h

**Solved:** being able to delete "offensive" comments

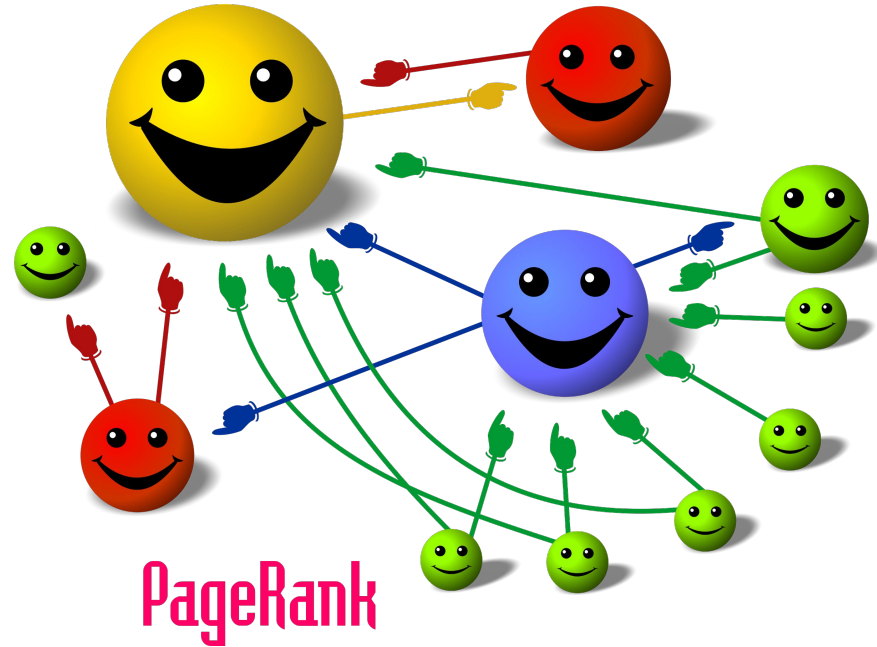# Indianapolis suburb sued over deleted social media comments
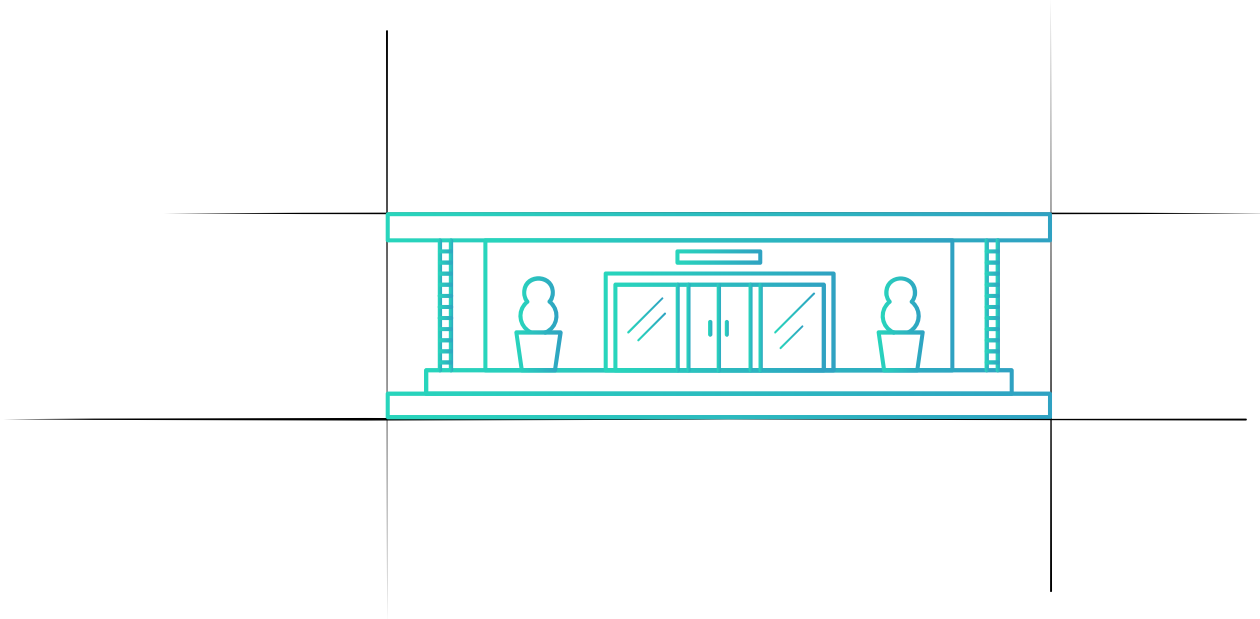
**Staff reports** South Bend Tribune

Published 2:45 p.m. ET July 7, 2016

"When a government entity opens up a space for public comment, it cannot regulate those comments based upon someone's viewpoint"
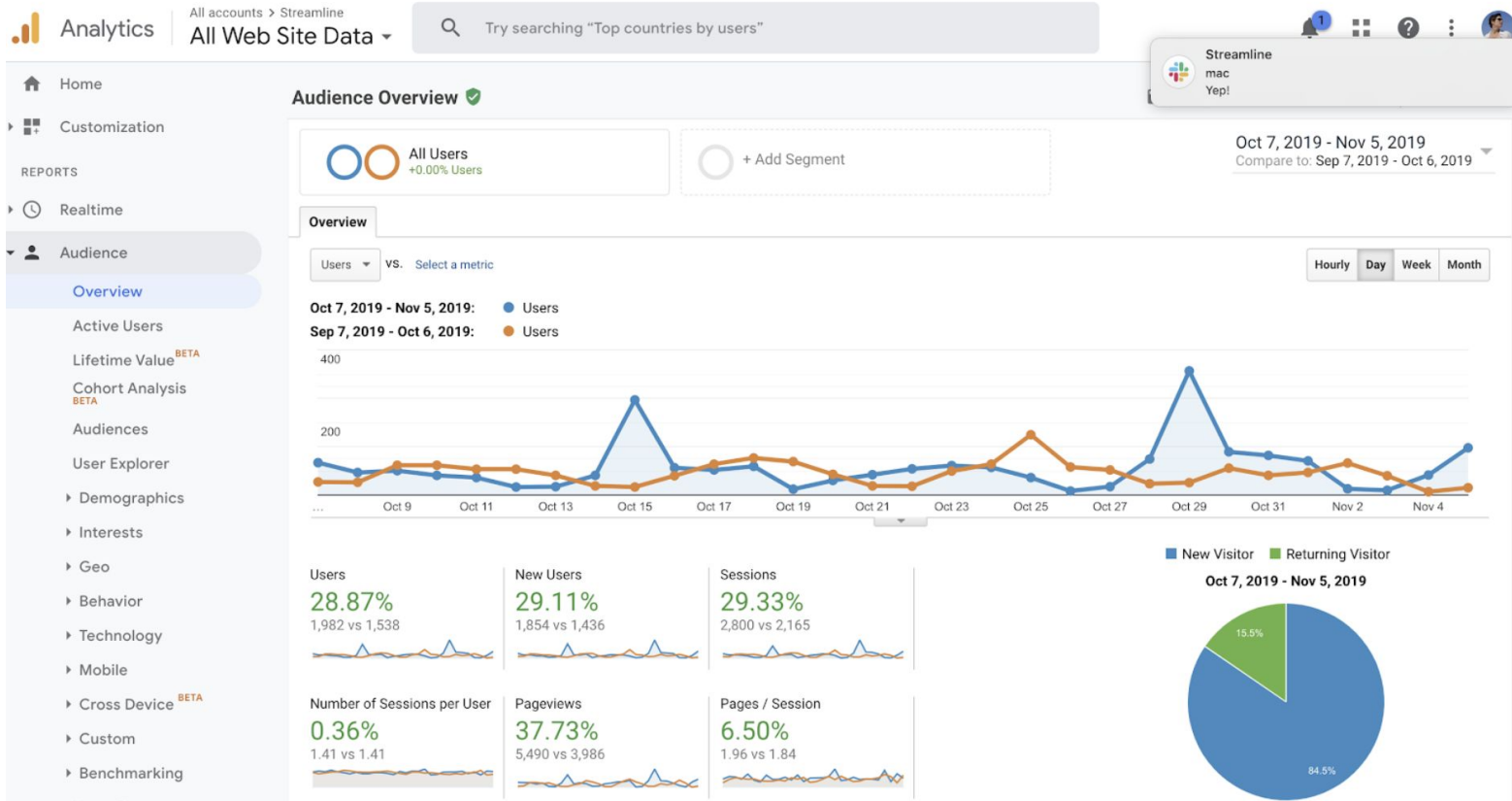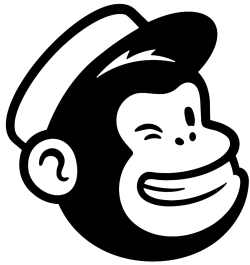
# Search Engine Optimization

Get a .gov
Add Keywords

# 04. Measure and Respond

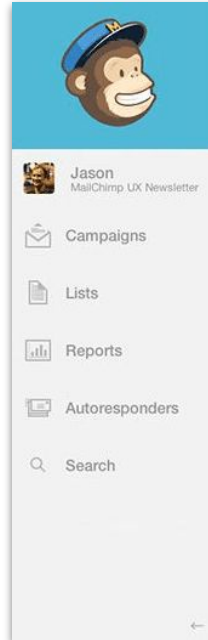Use data to hone your message and resonate

# Measuring your success

# Email Marketing



mailchimp

Constant Contact

STREAMLINE

## Campaign Details

| Email | Biobot Analytics Weekly Reports of Concentration levels -SARS-CoV-2 |
| --- | --- |
| List | Biobot COVID Sewage Sampling Updates |
| Sent To | 21 Recipients |
| Sent At | 10/14/2022 12:59 PM |
| | ⟳ Refresh Stats |

| Delivered To | Unique Opens | Unique Clicks | Unsubscribes | Bounces | Complaints |
| --- | --- | --- | --- | --- | --- |
| 21 | 13 | 6 | 0 | 0 | 0 |
| 100.0% | 61.9% | 28.6% | 0.0% | 0.0% | 0.0% |

### Recipients  ⟳ Refresh Recipients

| Contact | Status | Opens | Clicks |
| --- | --- | --- | --- |
| tehama18@gmail.com | Delivered | 6 | 0 |
| kathy@tobyslaw.com | Delivered | 3 | 1 |
| eci4you@gmail.com | Delivered | 2 | 2 |
| ferlito@me.com | Delivered | 2 | 1 |
| suzannepaboojian@yahoo.com | Delivered | 2 | 1 |
| dwalker1@handshake.hk | Delivered | 2 | 0 |
| jeffreyjohnwallace@gmail.com | Delivered | 2 | 0 |

Jason
MailChimp UX Newsletter

Campaigns

Lists

Reports

Autoresponders
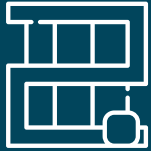
Search

7,000

6,000

5,000

1. **MailChimp UX in San Francisco**
   Open Rate 76.5% · 62 Opened

2. **MailChimp UX Issue 1 - Move Fast and Fix Things**

63

# Followers, Likes, Press Mentions (Google News Alerts)

## SEO Checklist

# Recap: Four Practices for Engagement

**1**

**Amplify the Good**

Share your story and reinforce your purpose

**3**

**Measure and Respond**

Use data to hone your message and resonate

**Design Your Digital Doorstep**

Establish a foundation for trust.

**2**

**Fight the Bad**

Stop fake news, rumors, and defend your reputation

**4**

# Website Best Practices

## to Increase Community Engagement

**Questions?**

Mac Clemmens  /  mac@getstreamline.com

STREAMLINE
The Special District Website Engine

SDAO
SPECIAL DISTRICTS
ASSOCIATION OF OREGON