

govDelivery 101

for Topic Administrators



The California Water Boards are **replacing Lyris ListManager with Granicus govDelivery** as our primary public email distribution system (also known as a "listserv")

March 20, 2023 – First day to use govDelivery
(keep using Lyris until March 20)

If you are no longer serving as an administrator for any Lyris list:

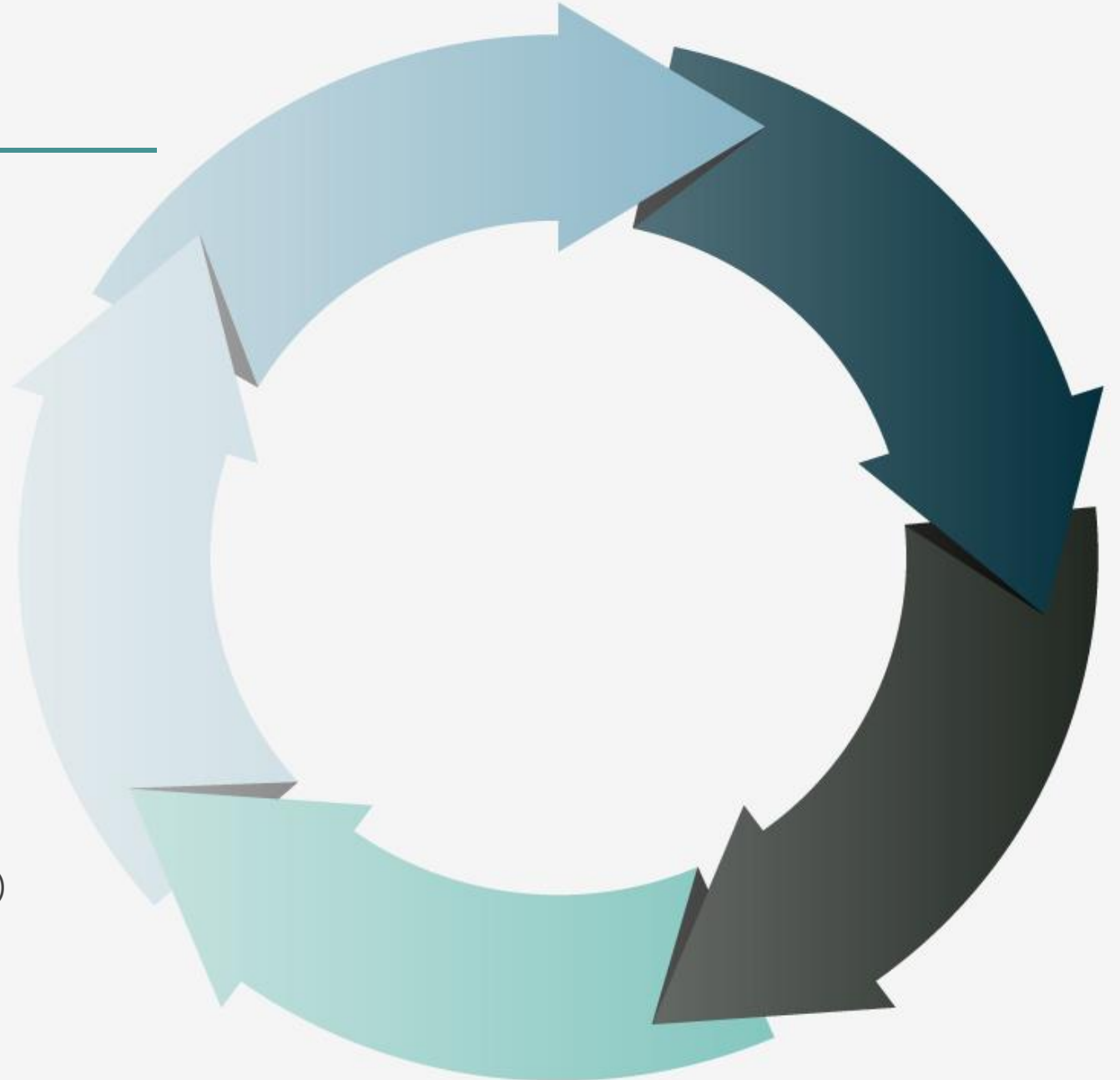
You do not need to participate today 😊

Send an email to DIT Web Support

websupport@waterboards.ca.gov

Today We Will Cover...

1. Signing in to govDelivery / Verifying Account
 2. Quick Tour: govDelivery Dashboard
 3. Terminology: Lyris vs. govDelivery
 4. Topic Administrator Responsibilities
 - 5. How to Send a Bulletin (Step by Step)**
 1. Signing in
 2. Creating your bulletin
 3. Editing your bulletin
 4. Selecting your audience
 5. Reviewing / previewing your bulletin
 6. Sending your bulletin
 6. Support, Resources, Help (where to send questions)
 7. Additional Features
- NOTE: We'll pause for questions throughout session



Sign into govDelivery (https://admin.govdelivery.com)

The screenshot shows a web browser window with the URL `https://admin.govdelivery.com/session/new` highlighted in a green box. The page features a dark blue header with the **govDELIVERY** logo and a 'Sign In' section. The 'Sign In' section contains an 'Email' input field, a 'Password' input field, a 'SIGN IN' button, and a 'Reset My Password' link. A red arrow points from the 'Email' field to a text box containing the email address: `first.last@waterboards.ca.gov`. Another red arrow points from the 'Reset My Password' link to a text box providing instructions: 'If you have forgotten your password, use the "Reset My Password" link and check your Water Boards email for a message with instructions to set a new password.' The background of the page shows a promotional banner for 'VACCINE COMMS TOOLKIT: The resources to create effective messaging' with a 'Learn More' button.

GovDelivery Admin Login

`https://admin.govdelivery.com/session/new`

Import favorites | waterboards Managed Favorites | EMPARK | BizFlow | Mantis - My View - ... | DIT - WA - ShareP... | WB BCA Transfer - ... | Cal/EPA Staff Direct... | ServiceNow Inciden... | Dashboard - GovDe...

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govDELIVERY

Sign In

Email

Password

SIGN IN Reset My Password

Learn More

VACCINE COMMS TOOLKIT:
The resources
to create effective messaging.

If you have forgotten your password, use the "Reset My Password" link and check your Water Boards email for a message with instructions to set a new password.

Sign In using MAX gov Account

Lyris & govDelivery Quick Comparison



Lyris ListManager 12

- Long-time use by Water Boards
- Serves as our primary mail distribution platform for public mass email communications
- Configured with Outlook and the subdomain "swrcb18.waterboards.ca.gov"
- Limited design capabilities (trickier to be consistent across all **lists**)
- Test messages need a full test list
- Limited analytical insights



govDelivery by Granicus

- New to Water Boards in 2023
- Serves as our new primary mail distribution platform for public mass email communications (fully replaces Lyris)
- Software-as-a-Service (Cloud-based) – admins log in to govDelivery.com to send bulletins
- Supports modern design capabilities (easier design and consistency across all **topics**)
- Test messages need a full test list
- Multiple KPI analytical insights

Lyris & govDelivery Terminology



Lyris ListManager Terms	govDelivery Terms	Notes / Usage Examples
List	Topic	"I am an admin for multiple topics"
List Administrator	Topic Administrator	"My official role is topic administrator"
Message / Mailing / Announcement	Bulletin	"Let's send out a bulletin for this"
Member / Members	Subscriber / Subscribers	The recipients of our public emails
-	Category	Topics are grouped into Categories
Admin Request (create/remove)	Admin Request (create/remove)	Can use the same terms for these requests
Help & Resources	Help & Resources	Same process for questions during implementation – email DIT Web Support at any time

Topic Administrator Responsibilities



As a Topic Administrator...

- You have been granted permission to send communications regarding one (or more) **topics**
- For some, it is a single **topic**, for others, it may be **multiple topics**
- A topic can have (and often does have) **multiple topic administrators**



Sending Bulletins to Subscribers

- Primary role of Topic Admin is to distribute email bulletins to topic subscribers (aka "List Members" in Lyris)
- Accomplished by using "Create Advanced Bulletin" in govDelivery, and utilizing the **proper template** and web communications best practices for each bulletin



Coordination with Fellow Program Area Teammates

- Each BDO/Unit was responsible for the governance of their Lyris mailings
- Same rules apply for govDelivery
- Coordinate and communicate with your fellow govDelivery admins to ensure you know who is sending a bulletin on one of your topics, and when

Step by Step Guide:

Send a Bulletin



Sign into govDelivery (https://admin.govdelivery.com)

The screenshot shows a web browser window with the URL `https://admin.govdelivery.com/session/new` highlighted in a green box. The browser's address bar and several tabs are visible. The main content area features the govDELIVERY logo and a 'Sign In' section. The 'Email' input field is highlighted with a green box, and a red arrow points from a text box containing the email address `first.last@waterboards.ca.gov` to it. Below the 'Email' field is a 'Password' field. A 'SIGN IN' button is highlighted with an orange box, and a red arrow points from a text box explaining the password reset process to the 'Reset My Password' link. The background of the page shows a promotional banner for 'VACCINE COMMS TOOLKIT: The resources to create effective messaging' with a 'Learn More' button.

GovDelivery Admin Login

https://admin.govdelivery.com/session/new

Import favorites waterboards managed Favorites EMPARI BizFlow Mantis - My View ... DIT - WA - ShareP... WB BCA Transfer ... Cal/EPA Staff Direct... ServiceNow Inciden... Dashboard - GovDe...

We only use cookies that are necessary for this site to function, and to provide you with the best e

Email: Water Boards email
(first.last@waterboards.ca.gov)

govDELIVERY

Sign In

Email

Password

SIGN IN Reset My Password

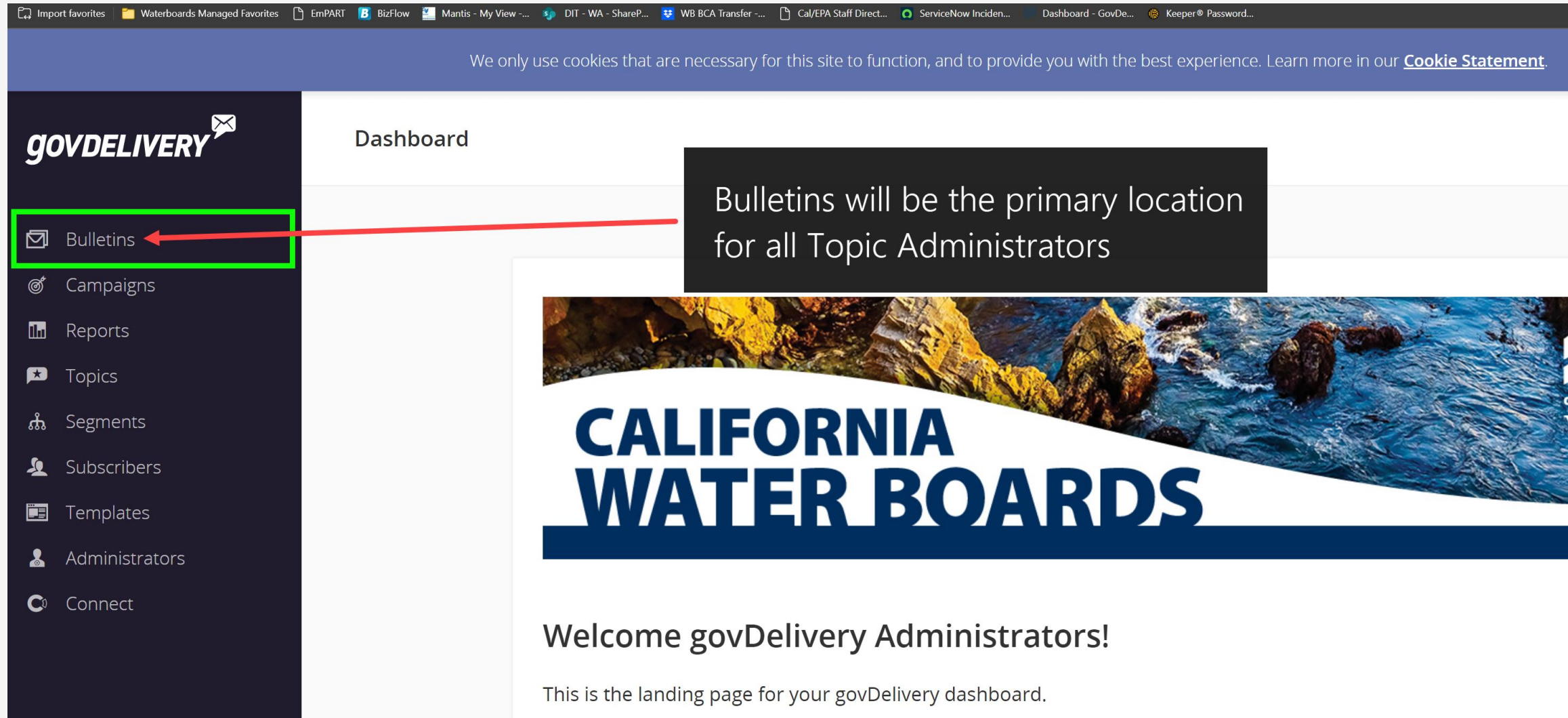
Learn More

VACCINE COMMS TOOLKIT:
The resources
to create effective messaging.

If you have forgotten your password, use the "Reset My Password" link and check your Water Boards email for a message with instructions to set a new password.

Sign In using MAX.gov Account ⓘ

Create a Bulletin (select "Bulletins")



The screenshot shows the govDelivery dashboard interface. At the top, there is a browser address bar with various tabs and a cookie consent banner. The main header area contains the 'govDELIVERY' logo and the word 'Dashboard'. On the left side, there is a dark navigation sidebar with several menu items: 'Bulletins', 'Campaigns', 'Reports', 'Topics', 'Segments', 'Subscribers', 'Templates', 'Administrators', and 'Connect'. The 'Bulletins' item is highlighted with a green border, and a red arrow points from a text box to it. The main content area features a large banner with a coastal scene and the text 'CALIFORNIA WATER BOARDS'. Below the banner, there is a welcome message for administrators.

We only use cookies that are necessary for this site to function, and to provide you with the best experience. Learn more in our [Cookie Statement](#).

govDELIVERY

Dashboard

Bulletins

Campaigns

Reports

Topics

Segments

Subscribers

Templates

Administrators

Connect

Bulletins will be the primary location for all Topic Administrators

CALIFORNIA WATER BOARDS

Welcome govDelivery Administrators!

This is the landing page for your govDelivery dashboard.

Create a Bulletin (select "Create Advanced Bulletin")

DELIVERY

Bulletins

~~+ CREATE BULLETIN~~ + CREATE ADVANCED BULLETIN

User Drafts Sent Scheduled Sharing Archived Held Used by Campaign

Subjects	Recipients	Modifier	Last 30
<input type="checkbox"/> Subject	Recipients	Advanced Modified By	Modified
No results found			

DELETE SELECTED BULLETIN(S)

Always use "Advanced Bulletin" - never use regular bulletin (Advanced Bulletin is much smoother/easier to create)

Create a Bulletin (select the right template)

GOVDELIVERY

Bulletins / Create Advanced Bulletin

Support

Bulletins

Campaigns

Reports

Topics

Segments

Subscribers

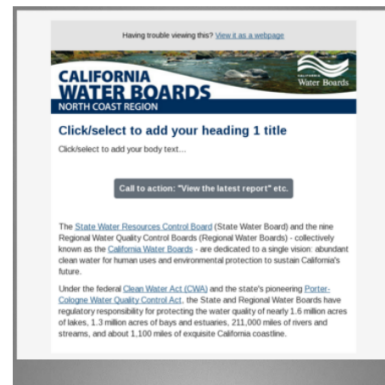
Templates

Administrators

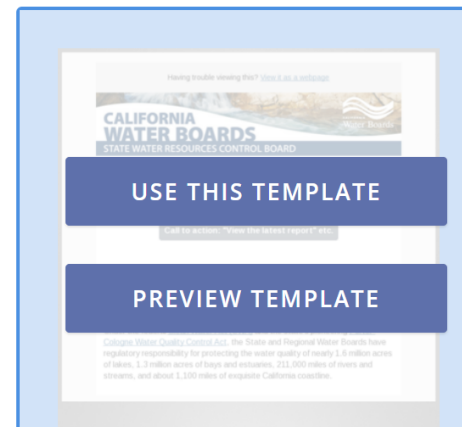
Connect

Hover over any of the below templates and select **Use this template** to start editing your bulletin.

Account templates



Region 1 Bulletin



State Board Bulletin

Edit your Bulletin

Most of your time will be spent in the “Advanced Bulletin” editor screen.

✔ Your bulletin was created.

Bulletins / **Advanced Bulletin**

Content



Audience

Review & Send

Bulletin creation is grouped into a three-part workflow: content creation, audience selection, and final review / deployment.

Content

Time to create! Add your content, links, etc. and use the Preview / Send Test functions to review everything. Your bulletin content should be fully finalized/approved before moving on to the Audience area.

Audience

This is where you will select the recipients of your message. The recipients you can send to are dictated by which topics you are designated as a Topic Administrator.

Review & Send Stage

A double and triple-check on everything before you send out your bulletin. **Look carefully at everything** being presented to you in the “Review & Send” area.

Edit your Bulletin - Content

There are **four areas** you will need to edit.

Subject

Required in order to send out your bulletin.

Heading / Title

(Marked with placeholder icon)

Body Text

(Marked with placeholder icon)

Call to Action / Link Button

(Marked with placeholder icon)

NOTE: You can add additional content/sections if you'd like – but at a bare minimum, you need to update these four areas prior to sending.

Content Audience Review & Send

SAVE AND NEXT Last saved at 7:07 Autosave SEND TEST PREVIEW DELETE BULLETIN

From Address California Water Boards <public@info.waterboards.ca.gov>

Subject

Preheader Type up to 140 characters for the preheader here

Having trouble viewing this? [View it as a webpage](#)

CALIFORNIA WATER BOARDS STATE WATER RESOURCES CONTROL BOARD

Click/select to add your heading 1 title

Click/select to add your body text...

Call to action: "View the latest report" etc.

The [State Water Resources Control Board](#) (State Water Board) and the nine Regional Water Quality Control Boards (Regional Water Boards) - collectively known as the [California Water Boards](#) - are dedicated to a single vision: abundant clean water for human uses and environmental protection to sustain California's future.

Under the federal [Clean Water Act \(CWA\)](#) and the state's pioneering [Porter-Cologne Water Quality Control Act](#), the State and Regional Water Boards have regulatory responsibility for protecting the water quality of nearly 1.6 million acres of lakes, 1.3 million acres of bays and estuaries, 211,000 miles of rivers and streams, and about 1,100 miles of exquisite California coastline.

Template Name
State Board Bulletin

Content Themes

Selected theme
CA Water Boards Standard Theme

Promoted Signup
Increase subscribers by promoting account signups. [Learn more.](#)

Footer
Use account default: California W

Update your subscriptions, modify your password or email address, or stop subscriptions at any time on your [Subscriber Preferences Page](#). You will need to use your email address to log in. If you have questions or problems with the subscription service, please visit [subscriberhelp.govdelivery.com](#).

Edit your Bulletin - Content

Two very helpful features are the **Send Test** and **Preview** buttons.

Use one (or both) at least once to review content.

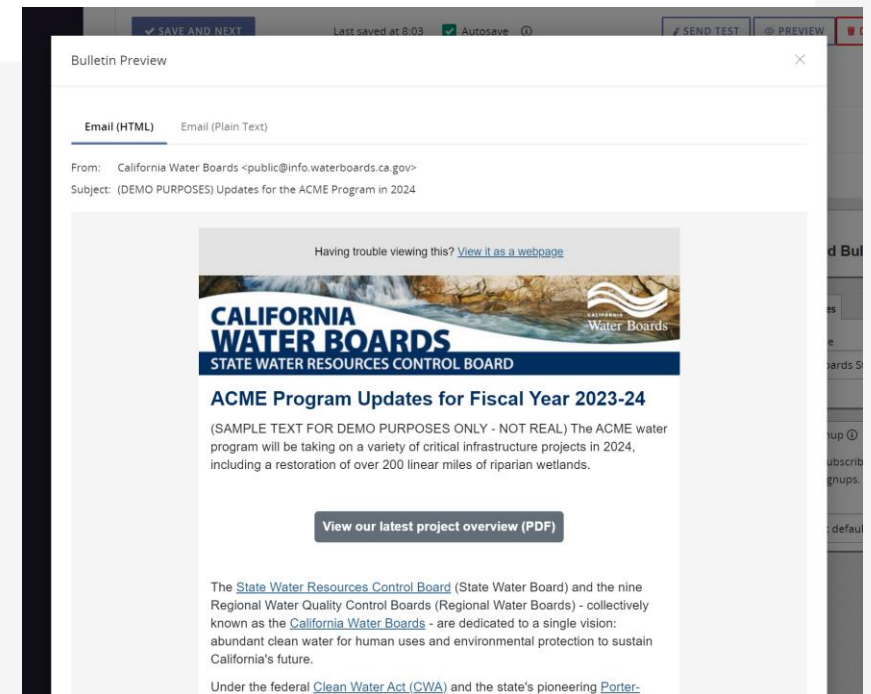
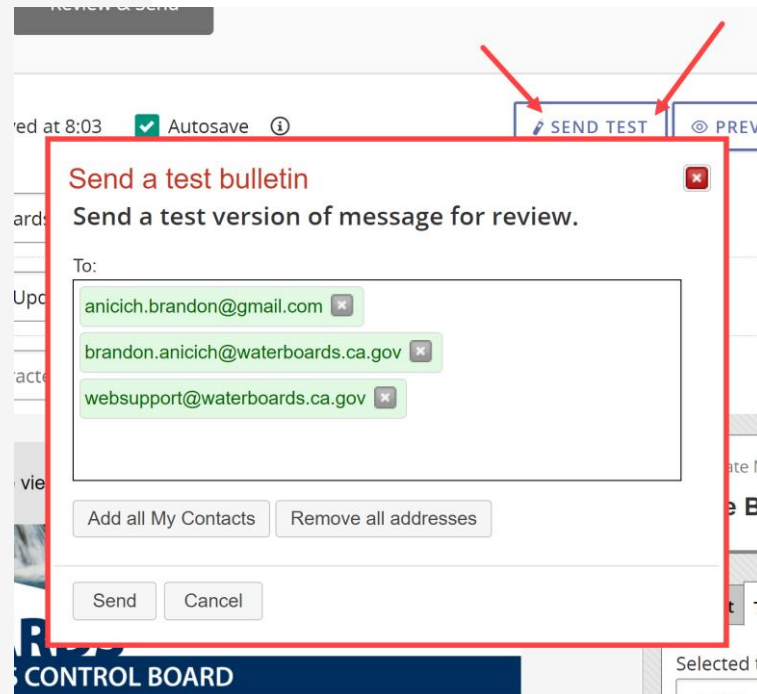


Send Test button

Will send an actual email to emails you provide – for review purposes.

Preview button

Creates popup with HTML version of email for review purposes.



Edit your Bulletin - Audience

Once content is complete, select **Save and Next** to move on to the Audience section

Under "Recipients" select the dropdown icon in the "To" area to view all Topics you are authorized to send to, and check the topic(s) you wish to distribute to

For some admins, you'll only see one list

For multi-topic admins, you should see multiple

NOTE

If you do not see all Topics you know you are an administrator for, email websupport@waterboards.ca.gov

✓ Your bulletin was updated.

Bulletins / Advanced Bulletin » (DEMO PURPOSES) Updates for the ACME Program in 2024

Content Audience Review & Send

✓ SAVE AND NEXT

Recipients (0)

To

Criteria

VIEW RECIPIENTS EXPORT RECIPIENTS

Select dropdown carat icon to view Topics you can send to

Edit your Bulletin - Audience

The Audience page allows you to identify which group(s) of Topic Subscribers will receive your bulletin.


You will only see Topic Subscriber groups for topics of which you are an administrator.

You can send to a specific group of Topic Subscribers (most common) or – if you are an admin for multiple related Topics – you can select to send to multiple groups at once.

Once you have selected the appropriate recipients, select **Save and Next** to move on to the **Review and Send** page.

✓ SAVE AND NEXT

Recipients (0)

To  Cannabis Discharge Regulatory Program (0)

- ☑ All Topic Subscribers
 - ☐ Water Rights
 - ☑ North Coast Regional Water Quality Control Board
 - ☑ General Interests
 - ☐ Board Meeting Agenda (0)
 - ☑ Cannabis Discharge Regulatory Program (0)

Criteria

Apply criteria... ▾

VIEW RECIPIENTS EXPORT RECIPIENTS

Review and Send your Bulletin

The Review and Send page is the last step in your bulletin delivery. govDelivery will review your intended bulletin content, audience selection, and settings – and will prompt you if any items need further review / addressing.

If any issues are detected, the **Send Now** button will be disabled.

Resolving Issues

In the example at right, no Audience was selected for the bulletin. Users can navigate back to the Audience page (by selecting the **Audience** tab) – or selecting the “Edit” button to the right of the flagged issue in the Review and Send page.

Bulletins /
Advanced Bulletin » *(DEMO PURPOSES) Updates for the ACME Program in 2024*

Content Audience Review & Send

✓ SAVE CHANGES SEND NOW

Review

Content

✓ (DEMO PURPOSES) Updates for the ACME Program in 2024 will be sent from public@info.v

Audience

! It looks like you haven't selected any recipients.

Send your Bulletin

A “ready to send” bulletin will have green checkmarks throughout the “Review” section (example at right)

The **Send Now** button is enabled again – after issues have been resolved.

We are ready to go!

You can opt to send one final test message, or view one final preview of the message – or you can select the **Send Now** button and deliver your mailing!

The screenshot shows the 'Review & Send' step of a bulletin creation process. At the top, the breadcrumb 'Bulletins /' is visible on the left, and 'Supp' is partially visible on the right. The main title is 'Advanced Bulletin » (DEMO PURPOSES) Updates for the ACME Program in 2024'. Below the title is a progress bar with three steps: 'Content', 'Audience', and 'Review & Send', with the latter being highlighted in green. Underneath the progress bar, there are four buttons: 'SAVE CHANGES' (with a checkmark icon), 'SEND NOW' (with a paper plane icon), 'SEND TEST' (with a pencil icon), and 'PREVIEW' (with an eye icon). The 'Review' section is divided into two parts: 'Content' and 'Audience'. The 'Content' section shows a green checkmark and the text '(DEMO PURPOSES) Updates for the ACME Program in 2024 will be sent from public@info.waterboards.ca.gov.'. The 'Audience' section shows a green checkmark and the text 'Your audience selection is valid.'.

Checking your Sent Bulletin

Congratulations on your bulletin send-off!

Your bulletin will be available under **Bulletins > Sent** in govDelivery right away (this confirms the success of the bulletin send-out. You'll also be able to see a deliverability report.

NOTE

As a best practice, wait 24 hours to view your report (gives recipients time to read and interact with the bulletin) this will garner more accurate analytical insights.

The screenshot displays the govDELIVERY interface. On the left is a dark navigation sidebar with the 'govDELIVERY' logo at the top. The 'Bulletins' menu item is highlighted with a red box, and a red arrow points from it to the 'Sent' tab in the main content area. The main content area is titled 'Bulletins' and features two blue buttons: '+ CREATE BULLETIN' and '+ CREATE ADVANCED BULLETIN'. Below these buttons is a tabbed interface with tabs for 'User Drafts', 'Sent', 'Scheduled', 'Sharing', and 'Archived'. The 'Sent' tab is selected and highlighted with a red box. Underneath the tabs are two input fields labeled 'Subjects' and 'Recipients'. Below these fields is a table with columns for 'Subject', 'Recipients', and 'Advanced'. The table currently displays 'No results found'.

Checking your Sent Bulletin (viewing deliverability/engagement report)

Bulletins

Support

+ CREATE BULLETIN

+ CREATE ADVANCED BULLETIN

User Drafts

Sent

Scheduled

Sharing

Archived

Held

Used by Campaign

Subjects

Recipients

Senders

Last 30 days

SEARCH

Subject

Recipients

Advanced Sent By

Sent ↓

test

Subscribers of CA
Water Boards - DIT ...

✓

Brandon Anicich

03/06/2023 10:14 AM PST

COPY BULLETIN

VIEW REPORT

This is a test from govDelivery/BCA

Subscribers of SWRCB
Internal Test

✓

Brandon Anicich

02/10/2023 02:50 PM PST

COPY BULLETIN

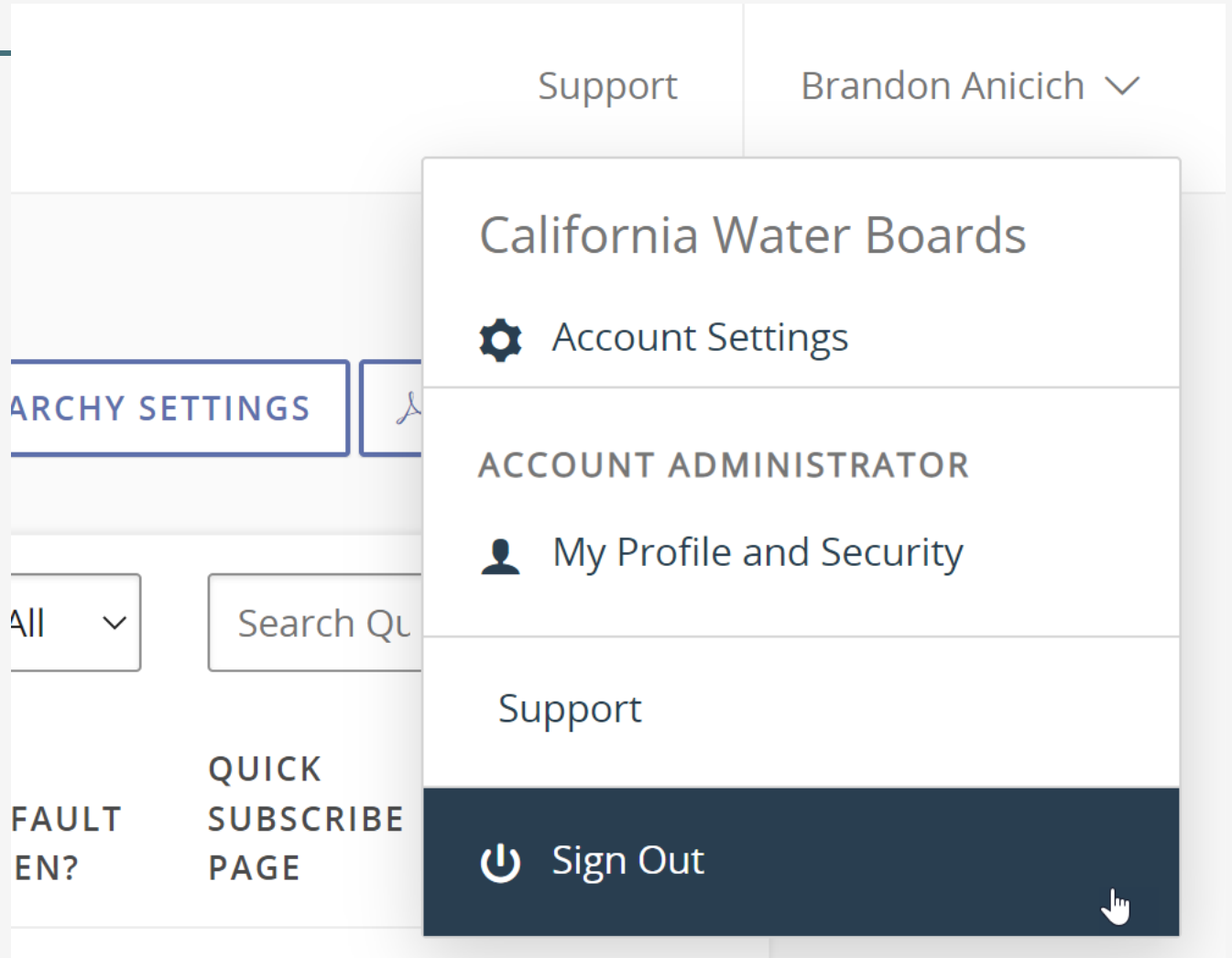
VIEW REPORT

Signing Out of govDelivery

When you have sent your bulletin successfully, or viewed your report – you can sign out at any time by selecting your **name** in the upper-right corner of govDelivery, and selecting **Sign Out**.

Automatic Sign Out

After a period of inactivity, govDelivery will automatically time out (for security purposes), at which point you can sign back in, or close the tab and move on to other work.



Timeline of Events – govDelivery Launch

Now through March 19, 2023

Keep using Lyris as you normally would – Lyris will remain **active and operational** the next two weeks.

This means if you have a mailing to send out between now and Friday, March 19 – continue with the old process (Outlook New Message to [listname]@swrcb@waterboards.ca.gov

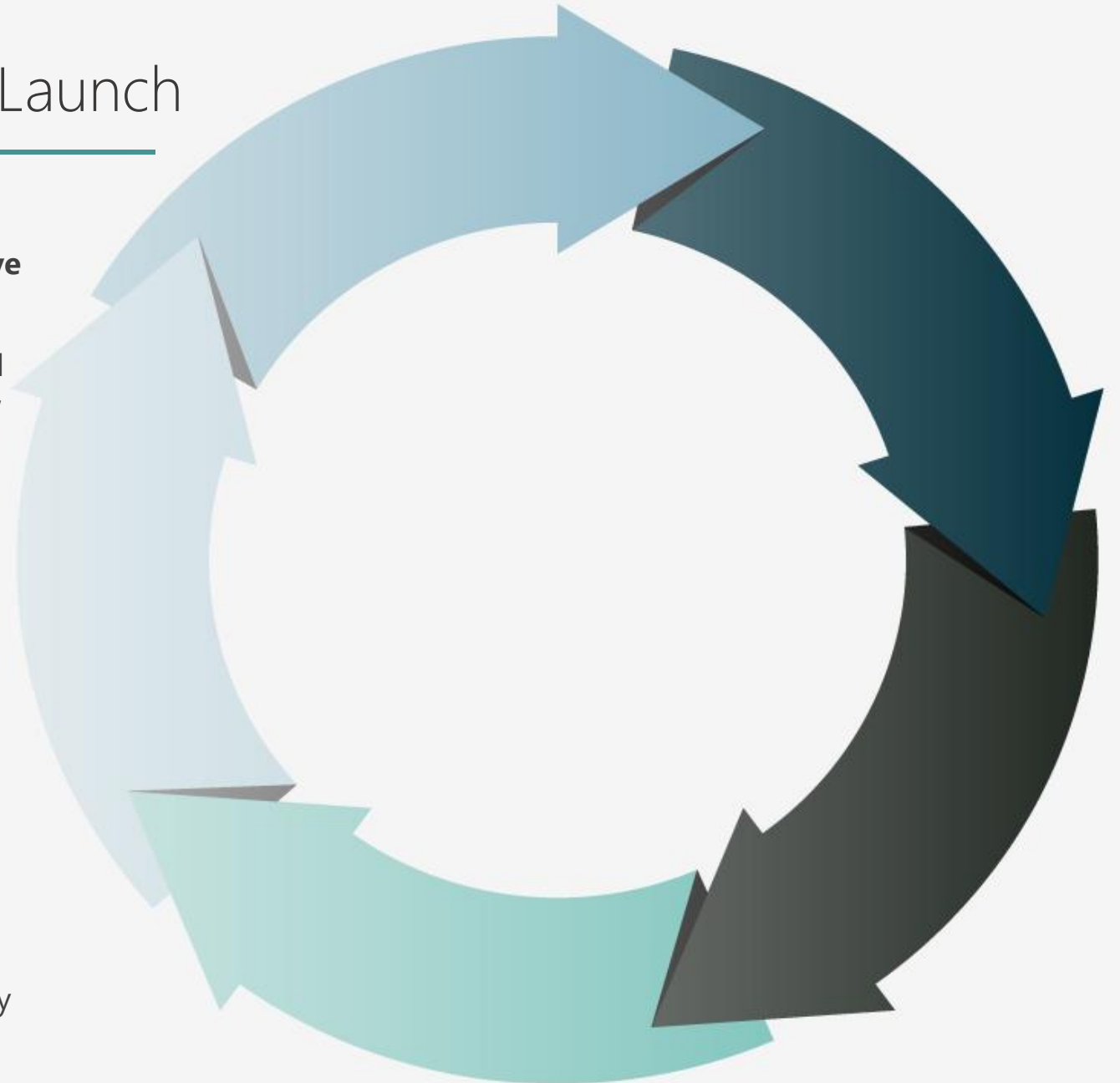
March 17, 2023 – Documentation Available

Once our govDelivery 101 Sessions have occurred (and feedback is received) – all govDelivery admins will be emailed documentation and resources including a Quick Start – Send a Bulletin (PDF) guide, and a list of available resources.

All govDelivery questions should be sent to websupport@waterboards.ca.gov (feel free to contact us at **any time**, we're happy to help!)

March 20, 2023 – First Day to use govDelivery

DO NOT SEND ANY GOVDELIVERY MESSAGES (except test bulletins) UNTIL MARCH 20 – An email will go out in the early AM on March 20 announcing “Clear to Send” for admins.



Have a question? Need help?

govDelivery Implementation & Topic Administrator Assignment Requests

- Email websupport@waterboards.ca.gov
- Be sure to include "govDelivery" at the start of your Subject: