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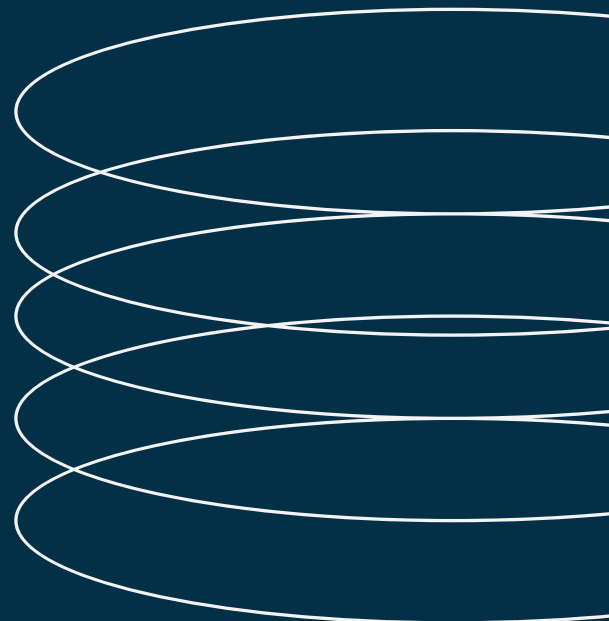
The Essential State Agency
Content Strategy Guide

5 Steps to Transform Community Engagement



A STEP-BY-STEP GUIDE

A practical guide to creating strategic content that transforms how state agencies serve communities



Why State Agency Content Fails (And How to Fix It)

 **State agencies produce more content than ever, yet resident engagement keeps declining. The problem isn't lack of information or budget. It's fundamental misalignment between what agencies think residents need and what residents actually need.**

The harsh reality:

- 73% of residents struggle to find relevant government information online
- Only 31% successfully complete online government processes without help
- 68% prefer getting government information from non-government sources

Your content isn't just ineffective, it's driving residents away from government services.



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Step 1: Understand Your Real Community Needs



Stop creating content from an agency perspective. Start with resident problems.

The Citizen Journey Mapping Process

Map every resident interaction with your services from awareness to completion. Identify content opportunities at each stage:

1. **Awareness:** Resident realizes they need your service
2. **Research:** Searches for requirements and process
3. **Preparation:** Gathers documentation and information
4. **Application:** Completes and submits forms
5. **Processing:** Waits and responds to agency requests
6. **Completion:** Receives service and understands obligations

Quick Community Research Framework

Monitor These Sources:

- Social media conversations about your services
- Customer service inquiry patterns
- Website drop-off points and search queries
- Community forum discussions
- Email and phone inquiry categories

Key Questions to Answer:

- What problems drive residents to seek your services?
- Where do residents get confused or frustrated?
- What information do residents actually search for?
- How do different community segments experience your services?



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Step 2: Create Content That Solves Real Problems



Organize content around community problems, not agency departments.

Problem-Solution Content Framework

Instead of: "Department of Business Licensing Services"

Use: "How to Start Your Business: Complete Licensing Guide"

Instead of: "Policy Update 2025-147"

Use: "Important Changes That Affect Your Business License"

Essential Content Types for Every Agency

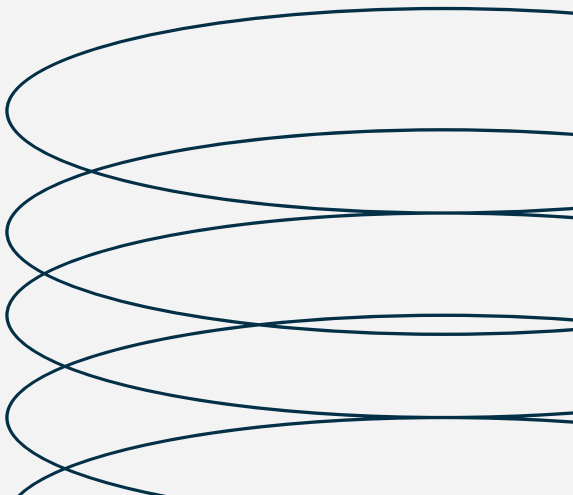
Service Access Content:

- Step-by-step process guides
- Eligibility calculators and checklists
- Required document lists with examples
- Timeline expectations and status tracking

Educational Content:

- Rights and responsibilities guides
- Common mistake prevention
- Process navigation tutorials
- Troubleshooting and problem-solving

Trust-Building Content:

- Behind-the-scenes process explanations
 - Real staff introductions and roles
 - Success stories from actual residents
 - Transparent decision-making processes
- 

Step 3: Write in Plain Language That Communities Actually Understand



Government language intimidates and confuses residents. Plain language builds trust and improves service delivery.

Plain Language Checklist

Use Common Words:

- "Apply" instead of "submit an application"
- "Qualify" instead of "meet eligibility requirements"
- "Get" instead of "obtain" or "procure"

Write Short Sentences:

- Break complex ideas into digestible pieces
- One main idea per sentence
- Maximum 20 words per sentence when possible

Use Active Voice:

- "Submit your application" instead of "Applications must be submitted"
- "We will review your documents" instead of "Documents will be reviewed"

Include Real Examples:

- Show how policies apply to actual situations
- Use specific scenarios residents recognize
- Provide sample documents and completed forms





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Step 4: Distribute Content Where Residents Actually Look for Information



Creating great content means nothing if the public can't find it when they need it.

Multi-Channel Distribution Strategy

Website Optimization:

- Organize by resident needs, not agency structure
- Mobile-first design for smartphone users
- Search optimization for resident questions
- Clear navigation and site search functionality

Social Media Engagement:

- Facebook for detailed community information
- Instagram for visual service explanations
- Twitter for timely updates and alerts
- LinkedIn for business-focused content

Community Partnerships:

- Local government collaboration
- Nonprofit organization content sharing
- Business association partnerships
- Healthcare provider networks
- Educational institution connections

Email and Direct Communication:

- Newsletter content based on subscriber interests
- Automated service process guidance
- Deadline reminders and important updates
- Personalized information delivery

DISTRIBUTION PLANNING CHECKLIST

Primary Audience: _____

Content Topic: _____

Best Channels for This Audience:

- ☐ Agency website
- ☐ Social media platforms
- ☐ Email newsletter
- ☐ Community partner channels
- ☐ Print materials
- ☐ In-person events

Distribution Timeline:

- Initial publication: _____
- Social media posts: _____
- Email inclusion: _____
- Partner sharing: _____
- Performance review: _____



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Step 5: Measure Success Through Service Impact, Not Just Engagement



Track metrics that prove content improves
actual service delivery.

Key Performance Indicators That Matter

Service Completion Improvements:

- First-time application completion rates
- Average processing time reduction
- Customer service inquiry volume changes
- Error rate reduction in submissions
- Online service adoption increases

Citizen Satisfaction Indicators:

- Content usefulness ratings
- Service experience satisfaction scores
- Recommendation likelihood
- Trust in government improvements
- Accessibility feedback from underserved communities

Cost-Effectiveness Analysis:

- Customer service cost reduction
- Processing efficiency gains
- Error correction cost savings
- Staff productivity improvements
- Channel shift savings (online vs. in-person)

Monthly Content Performance Review

Content Piece: _____

Review Period: _____

Quantitative Results:

- Views/Downloads: _____
- Service completion rate change: _____
- Support inquiry reduction: _____
- Citizen satisfaction score: _____

Qualitative Feedback:

- Citizen comments: _____
- Staff observations: _____
- Improvement opportunities: _____

Action Items:

- Content updates needed: _____
- Distribution improvements: _____
- Follow-up content required: _____

Quick Implementation Checklist

WEEK 1: FOUNDATION

- ☐ Rewrite 1 service process guide using resident-focused framework
- ☐ Create 1 problem-solution content piece
- ☐ Develop 1 interactive tool (checklist or calculator)
- ☐ Test content with actual residents before publishing

WEEK 2: CONTENT CREATION

- ☐ Audit top 3 services for resident journey mapping
- ☐ Review existing content for plain language compliance
- ☐ Establish baseline metrics for service completion rates
- ☐ Identify community feedback sources to monitor

WEEK 3: DISTRIBUTION

- ☐ Optimize website navigation for resident needs
- ☐ Share new content across appropriate social channels
- ☐ Connect with 2 community partners for content amplification
- ☐ Set up basic analytics tracking

WEEK 4: MEASUREMENT AND IMPROVEMENT

- ☐ REVIEW CONTENT PERFORMANCE AGAINST BASELINE METRICS
- ☐ COLLECT CITIZEN FEEDBACK ON NEW CONTENT
- ☐ IDENTIFY NEXT CONTENT PRIORITIES BASED ON RESULTS
- ☐ PLAN MONTH 2 CONTENT CREATION AND IMPROVEMENTS

Get In
Touch!

Ready to Transform Your Agency's Community Engagement?

Strategic content creation isn't about perfecting agency messaging. It's about serving residents more effectively while building the trust that makes government work for everyone.

Start with one service. Apply these five steps. Measure the results. Then scale what works.

Contact Mogul Media to discuss how strategic content can transform your agency's community engagement and service delivery. We specialize in helping state agencies create content that residents actually find valuable and use successfully.

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