

Public Information Officer

Creating meaningful connections with the public



Fast Facts

- There are **1,800+** public information officers using Granicus solutions
- Granicus is helping agencies manage **5,100+** citizen comments and ideas
- **8,000+** government web portals are currently being served by Granicus

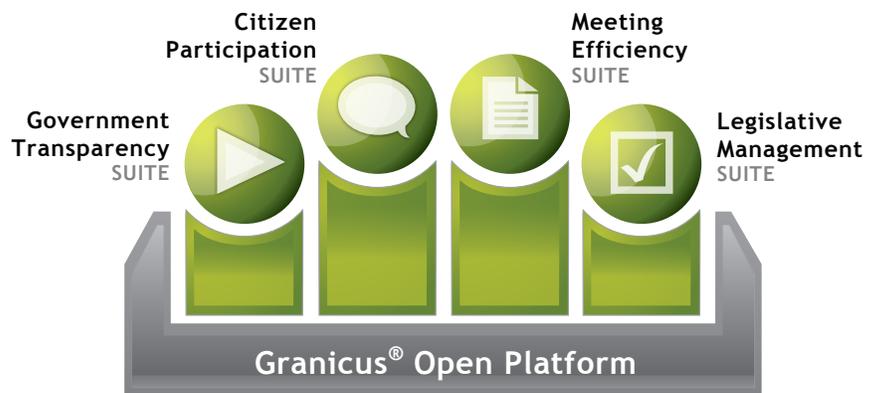
How can you benefit?

In the age of social media and mobile devices, public information officers, public affairs specialists, and community outreach professionals in government are constantly updating their communications strategies to reach citizens effectively. They need to empower their community with immediate access to the latest information about government policy, programs, projects, and other public services. They also need to promote active and participatory citizenship. Granicus offers the industry's leading communications platform to help you address these missions. Our video, legislative, and citizen collaboration tools are proven to maximize transparency and keep citizens engaged and involved with what's happening in government.

Learn why Granicus is trusted by over 1,800 public information professionals.

“Granicus has played a key role in creating a public dialogue of ideas, suggestions and ways the City can better serve our community as we strive to be the best-managed city in the country.”

- Doug Matthews
Chief Communications Officer
City of Austin, TX



Benefits



Promote transparency and keep citizens engaged with video.

Government agencies are increasingly using online video to strengthen open government and to effectively connect with citizens. Granicus can help you easily add online video to your communications strategy. Governments across the country rely on us to broadcast their public meetings, events, and other original programs live and on-demand from a comprehensive media library on their website. Additionally, we offer tools that enable your citizens to quickly search and playback topics that particularly interest them. Granicus also ensures you're reaching the broadest possible audience with media delivery to mobile devices and by enabling easy sharing across any social media or blog site.



Become a public participation leader.

Enhancing public outreach and involvement is a high priority for government agencies. It helps foster a sense of community and can help you shape better policy outcomes. With Granicus, public information professionals can productively involve citizens in the democratic process through multiple channels: online video, through a centralized legislative research center, or through award-winning citizen participation tools including crowdsourcing, surveys, online public discussion forums, and more. All of these tools offer fast and convenient ways for the public to stay engaged and informed on important legislation or community topics that interest them most – without requiring them to leave home!



Collect and prioritize community ideas.

Crowdsourcing or “citizensourcing” is predicted to be the biggest new trend in civic engagement. Granicus offers the leading crowdsourcing platform designed for government. With just a few clicks, citizens can voice their ideas and help prioritize community issues that matter most to them. Governments are using these tools to hear from a broader audience – not just those who regularly attend public meetings. They are also finding them to be extremely cost-effective. Since the community prioritizes issues, all staff needs to do is manage and process ideas through an effortless online workflow.



Gather focused feedback from the public.

Collecting focused community input on programs, policies, projects, and even upcoming public meeting agenda items is a growing trend in government. With Granicus, you can achieve all of this. You can launch time-based discussions to gather high-quality public input on your important community projects and initiatives. You can also launch text message polls or web-based surveys to quickly gauge public opinion. Additionally, we have a tool that allows you to gather feedback on upcoming public meeting agenda items. This is a great way to show your community that you are listening. And it helps elected officials to understand the views and concerns of their constituents. All of these features are easy to manage and track through a centralized website so there is minimal overhead for staff. Granicus is the only provider to combine all of these tools into a single solution.

Recommended Solutions for PIO's



Open Platform

Streaming video management platform, unlimited hosting, monitoring, backup & storage



Government Transparency Suite

Online tools for open government research, powerful reporting, iPad & mobile media



Citizen Participation Suite

Online citizen ideation collaboration, issues prioritization, direct feedback on agenda items



Legislative Management Suite

Automate the entire legislative clerical process and build a powerful online research center

Recommended Professional Services



On Location Webcasting Services



Outsourced Video Indexing