

Communicate Flu-Related Updates to Citizens through Multiple Channels with GovDelivery®

The United States [Department of Health and Human Services \(HHS\)](#) and [Centers for Disease Control and Prevention \(CDC\)](#) are strongly urging state and local governments to plan and prepare for the upcoming flu season as cases of H1N1 are expected to intensify. It's more important than ever for organizations to be prepared to leverage multiple communication channels (email, text messaging, social media, etc.) to reach the largest possible audience.

GovDelivery is the world's leading provider of government-to-citizen communication solutions. GovDelivery's Digital Subscription Management, is a Software as a Service (SaaS) platform providing organizations a fully-automated, on-demand public communication solution.



Email as a Critical Communication Channel

In an urgent situation, state and local governments must reach citizens by any and all means necessary. As the number one use of the Internet, email plays a critical role in any communication strategy. GovDelivery is at the forefront of email delivery, ensuring emails sent on behalf of government agencies land in inboxes and not in junk folders. Over 98% of emails sent through GovDelivery make it to the recipients' inboxes, compared to an industry average of 88%.



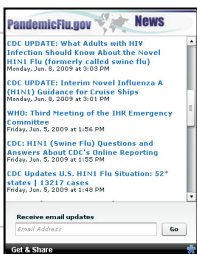
GovDelivery Text Messaging

Mobile devices allow individuals to communicate and stay connected wherever they are. Agencies using the GovDelivery platform can offer their subscribers the option to receive alerts to their mobile devices. Through GovDelivery, text message alerts can be sent manually or automatically when new information is posted to an agency's website or a citizen sends a text request for information to the agency.



Social Media Integration & Share This Email

Through GovDelivery [Social Media Integration](#), government agencies are able to automatically deliver updated content from social media sites, such as Facebook® and Twitter®, to their existing email subscriber base. GovDelivery [Share This Email](#) feature makes it easy for an agency's existing email subscriber base to post relevant content to social media channels. Government agencies are already creating the content; utilizing GovDelivery makes distributing and sharing the content simple.



Information Sharing Widgets

[Information Sharing Widgets](#) uses official government news and information flowing through the GovDelivery platform to create a dynamic new way of reaching a broader audience. The U.S. HHS ([PandemicFlu.gov](#)) became the first GovDelivery client to create a dynamic widget that streams a 'mash-up' of up-to-date information on flu-related updates from HHS, CDC and the World Health Organization (WHO).



GovDelivery Collaboration Network

A government agency can dramatically increase its reach by collaborating with other agencies on the GovDelivery platform. The [Collaboration Network](#) allows agencies to cross-promote related website content and subscription items from other government agencies, enabling the public to sign up for updates from multiple sources when they register as a subscriber. The Minnesota Department of Health (MDH) provides an example of the Collaboration Network's added-value, offering subscribers updates on MDH content, as well as content from U.S. HHS, CDC and [DisabilityInfo.gov](#).