

GovDelivery makes it easy to offer any topic you have made available for subscription as an RSS feed. Citizens can view their updates from you in the RSS reader of their choice. GovDelivery Public RSS Feeds enable you to offer citizens a broader range of information for subscription than typical RSS feeds and reach subscribers even when there are no changes to the website.

How Public RSS Feeds Work

1. Determine which subscription topics you want to offer as RSS feeds;
2. GovDelivery automatically generates an RSS link for each topic;
3. Post the RSS link(s) to your website;
4. Citizens add the link(s) to the RSS reader of their choice to view updates;
5. The RSS feed will contain the same content as the e-mail updates you send on a given topic.

Benefits of GovDelivery Public RSS Feeds

Public RSS Feeds:

Allow you to reach citizens on topics that are not updated on your website

You can send out manual updates at any time.

Enable you to offer a broader range of content via RSS

Public RSS Feeds allow you to offer citizens broader range of topics than typical, news-focused feeds.

Ease the transition to a new content management system or website redesign

Public feeds enable you to proactively notify citizens where they can find the information they are interested in on your website when you change content management systems (CMS) or redesign your website. With typical RSS feeds, all subscribers to feeds are lost when the CMS or website changes.

Public RSS Feeds are an optional feature that can be turned on at your discretion.

To learn more about GovDelivery, **visit** www.govdelivery.com;
e-mail info@govdelivery.com; **call** U.S. 866-276-5583 or U.K. 0800 032 5769