

GovDelivery

Web 2.0 Information Sharing and Widget Capabilities

Prototype Overview

Questions or Feedback?

Contact: share@govdelivery.com

View the prototype at: <http://tinyurl.com/gdsharing>

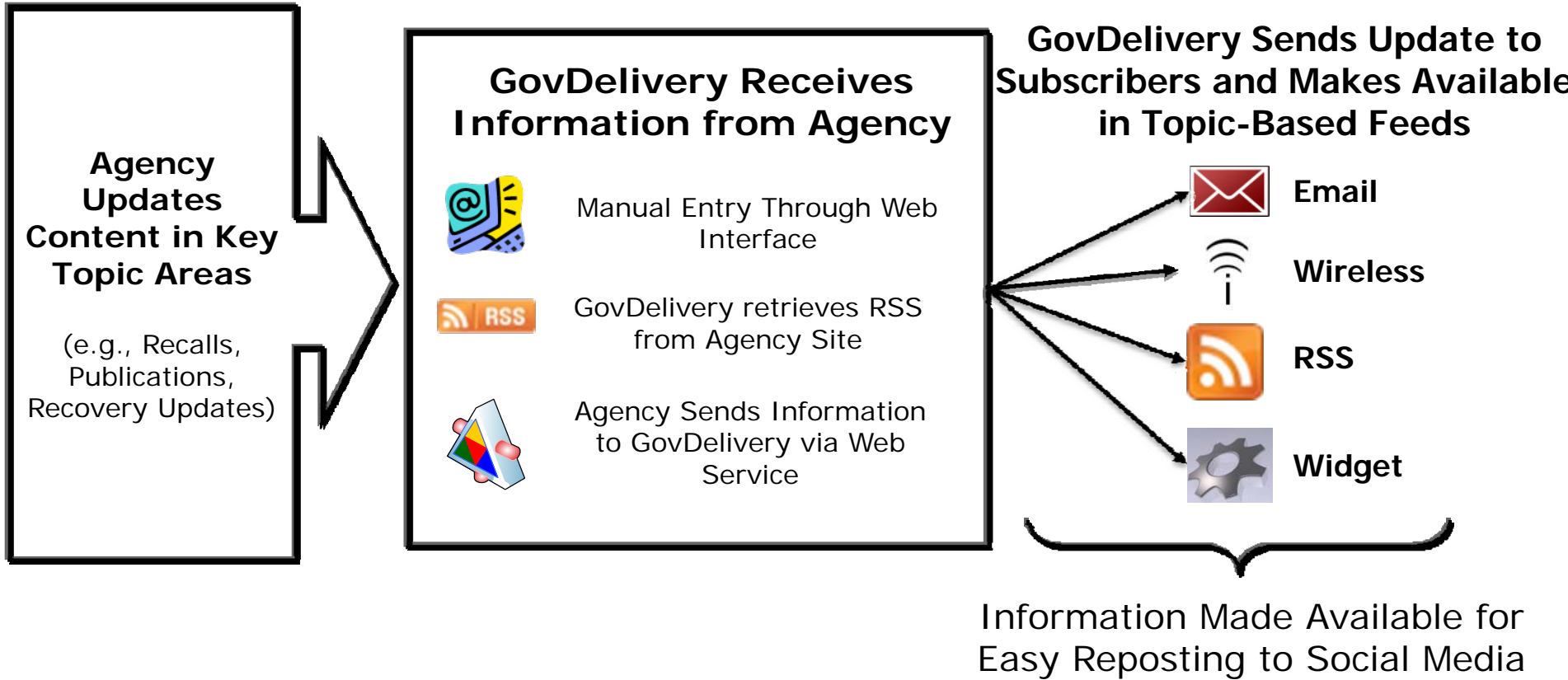
“Government should be transparent.

Transparency promotes accountability and provides information for citizens about what their Government is doing.”

- President Obama



GovDelivery Information Sharing Process

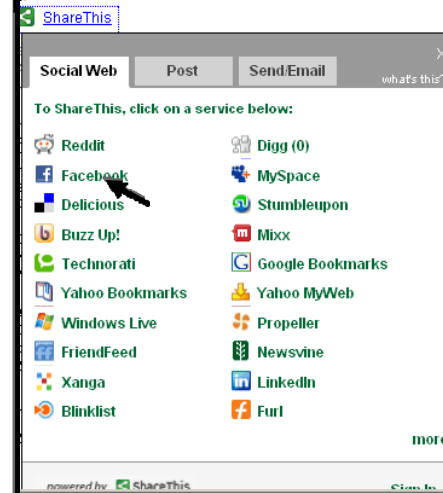


Information Sharing In Action: Stakeholders can Post Email to Social Media

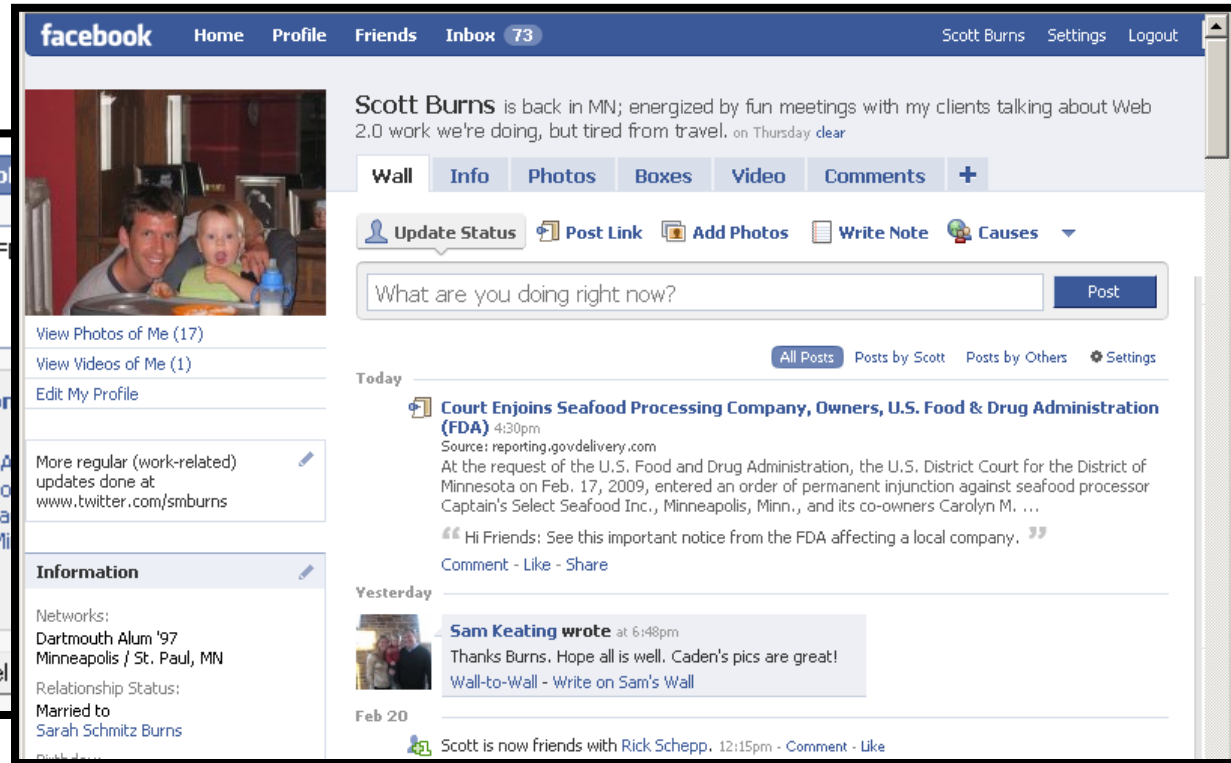
Step 1:
Stakeholder Receives
Email from FDA



Step 2:
Stakeholder Finds
Information of Interest, Clicks
"Share This" and Selects
"Facebook"



Information Sharing In Action: Stakeholders can Post Email to Social Media



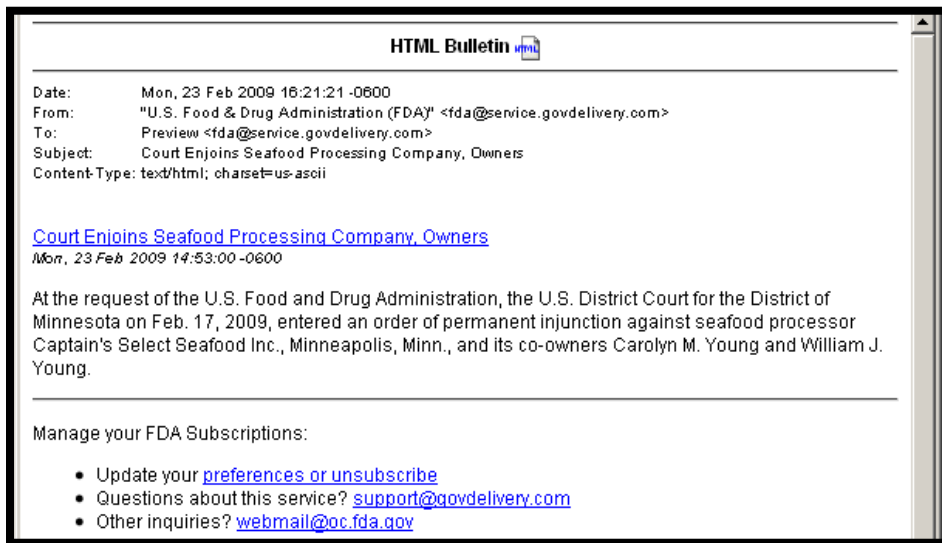
Step 3:
Stakeholder makes
Comment on Story

Step 4:
Information Posted to Social Media



GovDelivery Widget Capability

Step 1: FDA Sends Email



Step 2: GovDelivery Data Feed Automatically Updates Widget



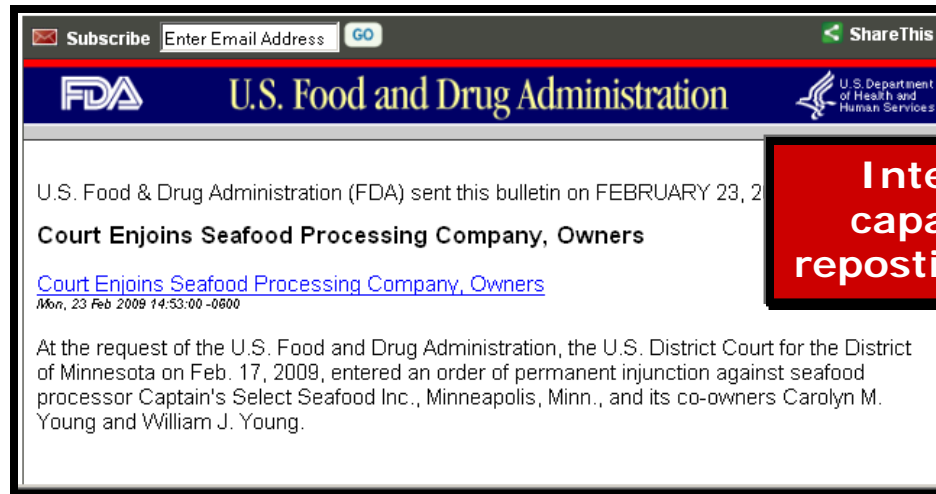
Note: This widget can be shared anywhere on the Internet and can be easily redesigned or adjusted.



GovDelivery Widget Capability

Step 3: Stakeholder Views Content Online

Integrated subscription capability to build subscriber base



Subscribe Enter Email Address GO ShareThis

FDA U.S. Food and Drug Administration U.S. Department of Health and Human Services

U.S. Food & Drug Administration (FDA) sent this bulletin on FEBRUARY 23, 2009 at 14:53:00 -0600.

Court Enjoins Seafood Processing Company, Owners

[Court Enjoins Seafood Processing Company, Owners](#)

Mon, 23 Feb 2009 14:53:00 -0600

At the request of the U.S. Food and Drug Administration, the U.S. District Court for the District of Minnesota on Feb. 17, 2009, entered an order of permanent injunction against seafood processor Captain's Select Seafood Inc., Minneapolis, Minn., and its co-owners Carolyn M. Young and William J. Young.

Integrated sharing capability promotes reposting to social media



Benefits of GovDelivery for Information Sharing and Widget Creation

- **Deployment a solution quickly with no infrastructure needed and adjust quickly as needs change**
 - Data feeds already in place
 - New data feeds created whenever new topics are offered by subscription through GovDelivery (rapid response)
 - Widget and data hosting done on GovDelivery infrastructure (no hardware or software required)
 - Platform supports compliance with emerging information sharing requirements from OMB connected with Recovery.gov

- **Customize content sharing on a per topic basis and work with other agencies**
 - Widgets can be created on any topic or any combination of topics
 - Widgets can be made to instantly *mashup* feeds with other agencies (example: across a department or topic area) when certain types of updates go across agencies



Benefits of GovDelivery for Information Sharing and Widget Creation

- **Leverage “ready made” widgets, but customize as needed**
 - GovDelivery offers several pre-made widgets
 - Agency can customize additional widgets for hosting by GovDelivery or create its own widgets that use the data feeds managed by GovDelivery
 - Instructions for sharing widgets and custom widget creation can be presented at www.agency.gov/widget for stakeholders that want to customize their own widgets

- **Integrate with email communication and subscription process**
 - GovDelivery integrates “subscription signup” with the content sharing process to help create a viral effect that allows an agency to build its base of subscribers
 - Email is the number one use of the Internet and the best first point of outreach to get content out to key stakeholders
 - Promoting content sharing as part of email communication process increases likelihood of content being shared



Using GovDelivery for Information Sharing and Widget Creation

View the prototype at: <http://tinyurl.com/gdsharing>

Steps to using the GovDelivery Content Sharing Capability

- Contact share@govdelivery.com to indicate your interest
- Turn on social media sharing capability within emails within minutes (request can be made directly to your GovDelivery account manager)*
- Review and edit GovDelivery drafted version of a widget page for your organization (www.agency.gov/widget) that can be merged with other content sharing capabilities you want to feature and hosted by your organization
- Promote the sharing capability to your end users and potential partners (other agencies and private sector)

*Service can be turned on within minutes once released in May 2009

Note: Access to this service requires an enterprise license for the GovDelivery platform covering your full website usage; pilot options are available



Prototype Notes

View the prototype at: <http://tinyurl.com/gdsharing>

Important Notes on the Prototype:

- This prototype is just one example of how the service can be used. We welcome your feedback; comment on this entry or email us: share@govdelivery.com
- This prototype may not work perfectly at all times. Let GovDelivery know what doesn't work
- We will add more "share this widget" capability for non-prototype uses. For now, please look at the widgets only in our prototype environment
- These widgets have not been tested for 508 compliance, but any production releases of this capability will be 508 compliant



Questions or Feedback?
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