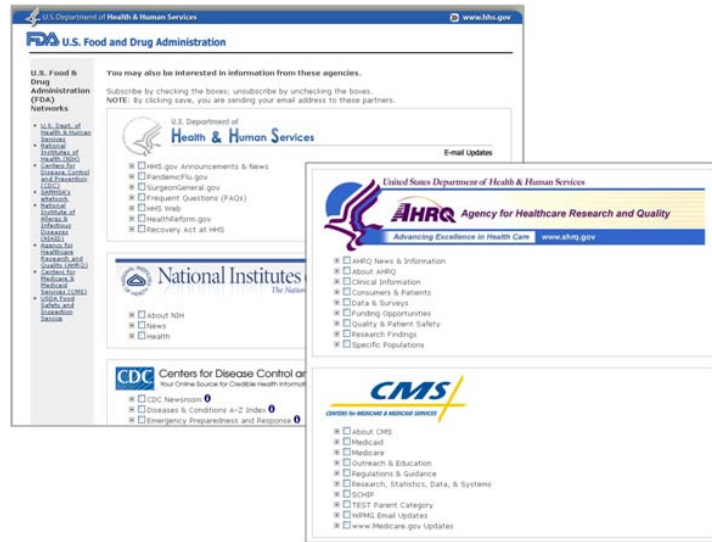


Collaboration Network

Government-to-citizen communication channels such as email, RSS, text messaging and blogs are effective ways to keep the public informed. Channels are most powerful when agencies are able to build a large base of interested subscribers.

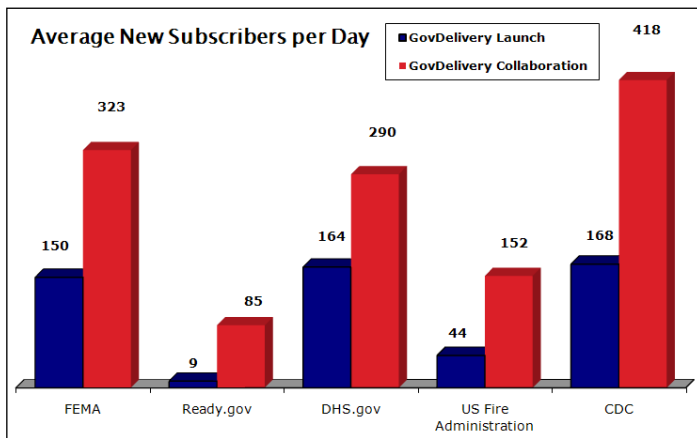
A government agency can dramatically increase its reach by collaborating with other agencies on the GovDelivery platform. The unique Web 2.0 Collaboration Network allows agencies to cross-promote related website content and subscription items with any of the more than 250 government agencies. This cross-promotion approach mirrors the “recommended products” offered to online shoppers.



More Subscribers and Improved Information Sharing

The Collaboration Network feature allows the public to sign up for updates from multiple sources the first time they register as a subscriber. Subscribers to agency email alerts can view and subscribe to content across bureaus of one government agency, or a number of agencies within the same industry or catering to the same audience.

As government transparency is becoming an increasingly popular topic of discussion, the more information that agencies can provide to stakeholders, the better. Collaboration Network enhances the personalization ability of GovDelivery email subscription management by offering citizens even more subscription items from which to choose.



Better Cross-Promotion Between Agencies

Subscribers interested in the work of DHS.gov, and the information posted on the agency’s website, may also find interest in information published on the website of National Institutes of Health, Medicare, and their state health department. By offering updated information across the websites of similar GovDelivery clients on the quick subscribe page, the potential for agencies to reach and attract a brand new audience grows exponentially.

Network partners can be at any level of government, including city, county, state, federal, or transit agency.

Improve Exposure of Lower Traffic Areas of the Website

GovDelivery makes it easy for site visitors to see everything the site has to offer. Through quick subscribe lists and Collaboration Network, users take notice of items and updates of which they were previously unaware.

The GovDelivery Web 2.0 Collaboration Network is the largest government collaboration network in the world.

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Potential Collaboration Network Examples

- ✉ **Same department or state with separate GovDelivery accounts**
Examples: United States Department of Treasury and Financial Crimes Enforcement Center, Internal Revenue Service, Bureau of Engraving and Printing, and Bureau of Public Debt; or Texas State Agencies
- ✉ **Same industry**
Examples: National Aeronautics and Space Administration, National Science Foundation, Environmental Protection Agency, Idaho Department of Environmental Quality (DEQ), Oregon DEQ
- ✉ **Cross-government portals**
Example: Access to all options through USA.gov
- ✉ **Regional audience**
Examples: State, counties, cities, and transit agencies in a geographic area



Image: Example of Collaboration Network for a regional audience. Subscribers of updates from the City of St. Cloud are presented with subscription options from Stearns County during signup.

How GovDelivery’s Collaboration Network feature works:

1. An interested person visits the US Environmental Protection Agency (EPA) homepage and chooses “Get News by Email”
2. They enter their email address to receive email alerts, choose how often they would like to receive updates, and whether to have a password protected account.
3. They then choose topics of interest, about which they would like to receive email updates (ex. *Go Green* Monthly Consumer Newsletter or Region 1 News Releases).
4. From there a page opens “You may also be interested in information from these agencies.”
5. The quick subscribe pages of the National Aeronautics and Space Administration, USA.gov, the Department of Health and Human Services, Oregon Department of Environmental Quality (DEQ) and Idaho DEQ are shown one after the other. The citizen is able to choose topics of interest from all of these agencies on the same web page.

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