

GovDelivery “Discuss This Email” Blog

GovDelivery’s “Discuss This Email” Blog feature allows agencies to gather feedback and public opinion faster. Utilizing the existing GovDelivery email subscription platform, subscribers respond to an email alert, navigating them back to agency web site content to leave comments and read other posts on the topic item. This interactive format presents blogging as a great opportunity for government agencies to initiate dialogue with its stakeholders and present topics for discussion.

Blogging with minimal effort required

The “Discuss This Email” Blog feature works seamlessly with the existing GovDelivery platform and existing blog software so there is no additional staff or overhead required. A “Discuss This Email” link is added to the footer of email messages on key topics, launching the blog. Agencies simply use existing website content to send information through an additional communication channel.

Improve transparency and increase public engagement

By creating a line of open and convenient communication between government agencies and their stakeholders, government is receiving valuable input. Public satisfaction improves as government is reaching out and acknowledging the importance of public opinion on agency information, services, policy or decision making.

Boost web site traffic

Existing web site content is repurposed and Posted in a blog format. Search engines turn up hits that link users back to blog comments about agency news, updated information and other topics of interest. The more often content is updated, the more frequently search engines review your site, thus increasing website traffic. Additionally, blogs have the capability of creating regular readership, thereby increasing return traffic.

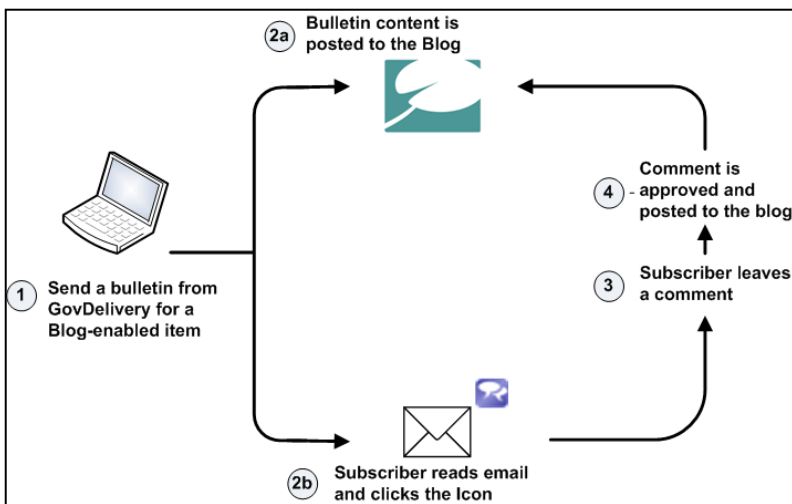
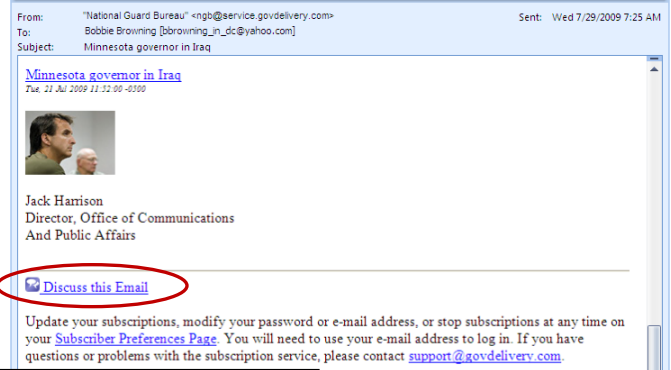


Figure: How GovDelivery “Discuss This Email” Works

Standard blogging capability also included.

- Agency can post extra blog articles
- Users can find blog without email
- Agency can host blog at agency URL (www.agency.gov/blog) or as a special URL (www.agency.blogs.govdelivery.com)

Security and easy moderation

GovDelivery administrative users can determine on an item-by-item basis which messages will include the “Discuss this Email” option. Although anyone can add comments to the blog, the blog will not allow auto-posted messages. The blog is moderated by an agency employee, who will be allowed to approve or restrict comments.

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