

## GovLoop Groups – Connecting the Government Community

**GovLoop is the premier social network connecting the government community;** a powerful space where those that work in and around government can collaborate, socialize, and support each other in an effort to make government better. GovLoop is an active community of over 18,000 members from all levels of government and many countries that share knowledge on topics ranging from acquisitions to technology to professional development.

Leveraging Web 2.0 tools such as the GovLoop social network opens a door to more effective collaboration, creativity and sense of community. Groups build relationships and promote conversation and collaboration among people who share a common affinity. GovLoop is the “pre-eminent location on the Web where government people can meet to interact with like-minded souls.”  
*(Federal Computer Week, Sept. 2009; Ranks GovLoop #1 government social networking sites)*



An expanded service through the GovLoop network is available to government agencies and other organizations serving the government community, allowing them to support their mission through agency-branded social network groups. Agencies can build their own community groups around specific programs or topics. Groups can be private (internal to agency only; related agency collaboration groups) or open (open to the GovLoop Community public).




### Support Mission on the Premier Government Social Network

Facilitate, track and encourage conversations between peers and groups across boundaries, geographies or disciplines. With access to the largest government social network, agencies can multiply the reach of mission and message, as well as engage and collaborate with like agencies, groups and individuals.

### Promote Agency GovLoop Groups with Leading Digital Communication Platform - GovDelivery

More than 300 government agencies use GovDelivery to send relevant and personalized information to more than 12 million people. Using GovDelivery to cross-promote groups increases group membership, improves subscriber numbers and further enhances agency visibility. Experienced GovLoop Community Managers can handle the promotion and moderation of your community and can also assist with integration of other communication services in addition to GovDelivery.

### GovLoop Groups - Levels of Service

	Features	Benefits
	<ul style="list-style-type: none"> <li>• Participation in existing GovLoop Groups</li> <li>• Standard functionality</li> </ul>	<ul style="list-style-type: none"> <li>• No cost</li> </ul>
	<ul style="list-style-type: none"> <li>• GovLoop Community Manager promotes your Group across GovLoop’s extended social media presence</li> <li>• Promotion of Group within GovDelivery subscriber base and other technology platforms</li> <li>• Monthly reporting on group metrics</li> </ul>	<ul style="list-style-type: none"> <li>• Measurable increase in group participation</li> <li>• Robust reporting to meet transparency and open government objectives</li> <li>• Integration with GovDelivery and other services</li> <li>• Minimal burden for agency staff</li> </ul>
	<ul style="list-style-type: none"> <li>• Designated GovLoop Community Manager encourages and moderates discussion following agency objectives</li> <li>• Full promotion and management as provided by GovLoop Silver Group</li> </ul>	<ul style="list-style-type: none"> <li>• Premier service with designated Community Manager resource to ensure active discussion and collaboration within groups</li> <li>• Full promotion provided by GovLoop Silver Group</li> </ul>

Updated September 2009



in partnership with **GovDelivery**<sup>®</sup>