

Information Sharing Widgets

Agencies can reach a broader audience by using GovDelivery to offer dynamic widgets with interesting content. GovDelivery's Information Sharing Widgets streams up-to-date information on a cross-section of topics and is quickly deployed. Organizations can also use GovDelivery to *mashup* data feeds from across multiple organizations in a region, department, or across a particular topic.

Strengthen Outreach and Leverage Partnerships: Encourage your partners to promote your content directly

GovDelivery widgets are an easy way to present your content directly on websites (yours and those of your partners). Others in the public, private, or nonprofit sectors can stream updated information from your organization directly on their websites. Additional channels such as blogs, news sites, and social media websites can easily leverage your widgets to bring your content to a broader audience.

Collaborate: Work with other organizations to bring together related content

GovDelivery encourages collaboration by making it simple. You can create widgets that pull together updates from any combination of organizations on the GovDelivery platform. For example, city, county, and state agencies can collaborate to offer widgets that stream updates from all entities addressing regional issues. Federal agencies can create topic widgets that stream news from each agency in a department or bring together all updates on cross-governmental topics like Economic Recovery or Avian Flu.

No Assembly Required: Simple implementation, scalability, and easy administration ensure immediate results

GovDelivery leverages the streams of data that clients use to send emails out through the GovDelivery platform. GovDelivery provides standard widgets, assists with creation of a web page that displays the capability, and can custom build widgets to meet specific needs.

How GovDelivery's Information Sharing Network Widgets work:

- Setup GovDelivery data feeds:** GovDelivery has created data feeds of all of the "bulletins" that go out to subscribers on thousands of topics
- Combine feeds to match the interests of your site visitors:** Create widgets that show off all content on a single topic (i.e. product recalls), all content from a single government organization, or a mashup of content from across multiple organizations (i.e. all content updates from Texas cities, counties & state agencies using GovDelivery)
- Leverage standard widgets or build your own; use them on your site or share them:** GovDelivery provides standard widgets, allows clients to create their own widgets, and creates custom widgets, when needed
- Make sharing easy for end users:** Website visitors can share and repost the widget with a few clicks. Citizens viewing the widget content have the opportunity to enter their email address and subscribe to future updates from your agency and "Share This" content with their social networks on Facebook®, Twitter®, etc.

The screenshot shows a widget interface with a list of news items on the left and a detailed article on the right. Callouts are placed over the interface to explain its features:

- 1. GovDelivery data feed automatically updates widget:** Points to the top of the news list.
- 2. Citizen views full story online:** Points to a "Share This" button in the article header.
- Integrated sharing capability promotes reposting to social media:** Points to the "Share This" button.
- Integrated subscription signup to build subscriber base:** Points to the "Receive email updates" section at the bottom of the widget.