

Open Government Directive Client Checklist

Use this checklist to take full advantage of the GovDelivery solution in implementing the principles of **transparency, participation, and collaboration** in compliance with the [Open Government Directive](#).

1. Proactively communicate Open Government progress

- Promote your current Open Government progress on your website and publish open government updates through email alerts, in a dynamic widget or other social media tools.
- Allow citizens to sign-up for updates on agency open government initiatives and other agency topics.

2. Add existing communication tools to Open Government Webpage highlighting key initiatives

- See sample Open Government Webpage, at www.govdelivery.com/portals/agency/ for suggestions on creating an Agency Open Government Webpage at [http://www.\[agency\].gov/open](http://www.[agency].gov/open) (Open Government Directive, page 2, section 1e).
- Respond to public input received on Open Government Webpage in an efficient manner (page 3, 1g).
- Publish an Open Government Plan to your webpage describing how your agency is improving transparency, public participation and collaboration by implementing GovDelivery solutions (page 4, 3a). **Offer this as a subscription item and proactively communicate updates.**
- Promote efforts to engage citizens and support participation. Provide metrics to support these efforts, including:
 - # of email subscribers reached
 - # of messages sent
 - # of unique topics offered by subscription
 - # of collaboration partners
- Report quarterly progress toward improving information quality and dissemination using GovDelivery [Message Analytics](#) to report (page 4, 2c).

3. Leverage available technologies to embrace Open Government goals

- Publish your GovDelivery RSS data feeds to Data.gov as outlined in the directive (page 2, 1d). For assistance, contact [client support](#).
- Inventory existing GovDelivery subscription items and expand topics to include the Open Government page, FOIA requests and more. If you would like a representative from GovDelivery to assist you, visit www.govdelivery.com/opengov . (page 2, 1).
- Collaborate with all relevant agencies; cross-promote content and subscription topics with partner agencies utilizing [Web 2.0 Collaboration Network](#) (page 9, 3c). Publish a list of your collaboration partners to your Open Government webpage.
- Leverage additional communication channels that support your agency's mission and increase citizen engagement (page 8, 3bii).
 - [Information Sharing Widgets](#) – Publish your key content to dynamic widgets that can easily be shared and installed across the Web.
 - [Blog](#) – Allows agencies to gather feedback and public opinion faster. By integrating your blog with email subscription, the public is informed of, and directed to, new content for commenting.
 - [Social Media](#) – Leveraging Web 2.0 tools such as Twitter®, Facebook®, YouTube®, and Flickr® allow government agencies to reach an expanded audience with news and important information. Integrate with email subscription service to reach the largest possible audience.
- Take advantage of technology platforms designed to support collaboration between government agencies such as [GovLoop](#), the “Facebook for government” (page 10, 3ci).

To learn more about how GovDelivery can help you meet the objectives of the Open Government Directive, visit www.govdelivery.com/opengov or contact us at (866) 276-5583 / opengov@govdelivery.com .

Updated December 2010