

Effective Communications for Open Government

Digital Communication Solution Supports Transparency, Participation and Collaboration

GovDelivery is the world's leading government-to-citizen digital communication solution. More than half of major U.S. federal agencies use GovDelivery's digital communication solution to support government transparency, citizen participation and collaboration through:

- Greater access to official government information
- Automation of timely, proactive communication
- Collaboration with other governmental agencies

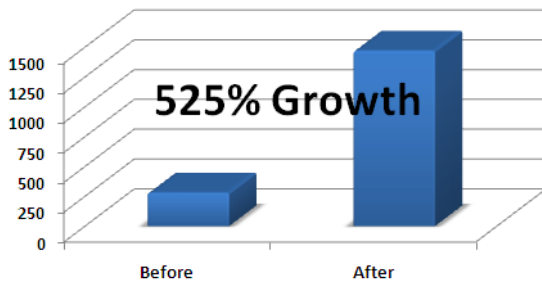
GovDelivery provides government agencies with a complete communication solution – leveraging email, text messaging, RSS and social media to reach the largest possible audience. This solution allows organizations such as the U.S. [Department of Homeland Security \(DHS\)](#), [Health & Human Services \(HHS\)](#), [U.S Centers for Disease Control & Prevention \(CDC\)](#), [National Guard Bureau \(NGB\)](#), and [Disability.gov](#) to automatically leverage existing or new website content to proactively communicate with the public.

Trusted, experienced and credible, GovDelivery is the #1 sender of government-to-citizen communication

On December 8, 2009, the current Administration and Office of Management and Budget (OMB) issued the [Open Government Directive](#). Agencies can efficiently meet the major goals and objectives of the directive with GovDelivery:

- **Transparency.** GovDelivery Digital Subscription Management (DSM) monitors your agency's website content for updates and automatically creates email or text message alerts, proactively communicating new information to citizens.
- **Participation.** Utilize and manage multiple communication channels through GovDelivery, including pushing agency content into social media and promoting existing blogs and social media channels.
- **Collaboration.** The [Web 2.0 Collaboration Network](#) allows your agency to form partnerships with other agencies of similar focus and cross-promote content to reach a larger audience with your mission (see image on left).

Daily New Subscribers for CDC
(growth since launching Collaboration Network)



Agencies Using GovDelivery to Support Open Government:

Since launching GovDelivery in November 2006 the CDC has:



- Sent more than 86.9 million email alerts to subscribing citizens.
- Signed up more than 606,000 subscribers.
- Established partnerships with 11 federal agencies including U.S. HHS, FDA, FEMA and USA.gov through the Collaboration Network.



Since launching GovDelivery in May 2005 Disability.gov has:



- Sent more than 14.3 million updates on 290 unique topics.
- Signed up more than 133,000 subscribers.
- Established partnerships with 20 federal agencies as well as the Minnesota Governor's Council for Disabilities through the Collaboration Network.



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GovDelivery helps agencies meet the major goals and objectives set forth by the [Open Government Directive](#). GovDelivery Digital Subscription Management solution allows agencies to **proactively communicate compelling content** to interested citizens. Utilizing social media, text messaging and email (the #1 use of the Internet) allows agencies to **reach the largest possible audience**. Government agencies experience the following benefits through GovDelivery:

Personalization

- Engage citizens by giving them what they want, when and how they want it.
 - Empower citizens by offering highly-personalized subscription options tied directly to your agency's mission and your open government activities (plans, FOIA, etc.)
- *If you would like a representative from GovDelivery to conduct a subscription item review, visit www.govdelivery.com/portals/opengov.

Automation

- Promote content that is *already being created* by your agency, proactively delivering it to interested individuals.
- Monitor your organization's web pages and RSS feeds to automatically generate alerts as content is updated.
- Integrate with RSS feeds to make it easy to offer subscriptions to non-traditional agency content such as blogs, videos, podcasts, and other Web 2.0 communication channels including Twitter and Facebook.

Deliverability

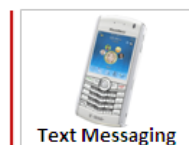
- GovDelivery stays at the [forefront of deliverability issues](#) to ensure emails land in inboxes, not junk mail folders.
- Achieve 98% delivery through GovDelivery, compared to an industry average of 88.5%.

Collaboration

- Use GovDelivery's [Web 2.0 Collaboration Network](#) to cross-promote content and subscription items with related agencies to dramatically increase reach.
- Leverage Web 2.0 tools such as [GovLoop](#), the premier social network connecting the government community: a powerful space where those that work in and around government can collaborate and support each others' efforts.

Complete Communication Solution:

- [Text Message Alerts](#) – Allows agencies to deliver updates via SMS text messaging directly to a subscriber's wireless device.
- [Information Sharing Widgets](#) – Allows agencies to automatically present official content in a dynamic way, enabling citizens to install the widget and stream updated information onto their websites, blogs and social media accounts.
- [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](#) – Allows government agencies to reach an expanded audience with news and important information, making a more transparent and participatory government. Integrate with email subscription service to reach the largest possible audience.



To learn more about how Digital Subscription Management from GovDelivery can improve your communications efforts and help you meet the goals of the Open Government Directive, contact us at (866) 276-5583 or email us at opengov@govdelivery.com.

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