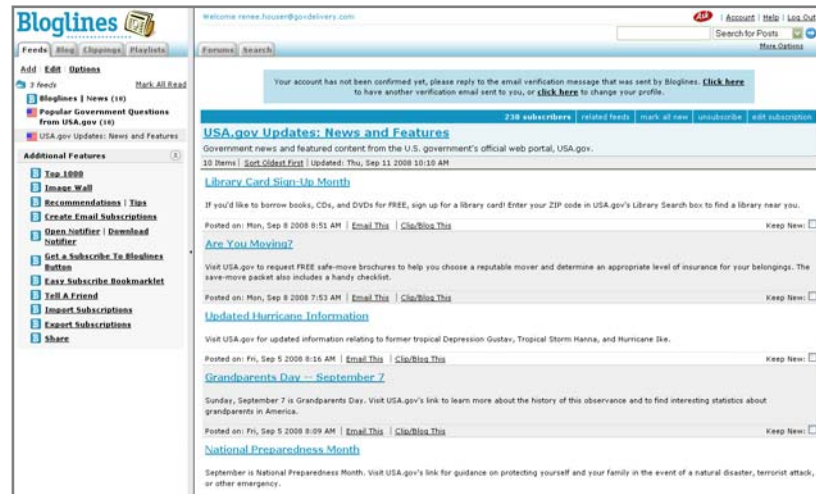


## GovDelivery Personal RSS Feeds

Personal RSS Feeds enable citizens to receive all of their updates from you in a single RSS feed. This new approach to RSS allows you to offer citizens a broader range of information for subscription than typical RSS feeds, generate Personal RSS usage reports, and reach subscribers even when there are no changes to your website.

### How Personal RSS Feeds Work

1. Citizen signs up to receive any number of updates from you. All of those updates are automatically available in one, convenient RSS feed;
2. They can view their Personal RSS Feed by clicking the **XML** icon within their subscriber profile and following the instructions to add the feed to the RSS reader of their choice;
3. Citizens can opt to receive updates via email and RSS or RSS only.



### Benefits of GovDelivery Personal RSS Feeds

#### Combine all updates into one feed

Unlike typical RSS feeds where links are added to a reader one topic at a time, GovDelivery combines all of the subscription topics a citizen has selected into one, convenient feed. That means they only need to paste one link into their RSS reader and view one feed for all of their updates.

#### Enable you to offer a broader range of content via RSS

The Personal RSS Feed empowers citizens to tailor updates to their specific needs and includes a broader range of topics than typical, news-focused feeds.

#### Eliminate redundant updates

With Personal RSS Feeds, citizens receive one update for a given topic, even if the update is sent out to multiple subscriber lists. Most RSS feeds do not remove duplicate updates.

#### Allow you to reach citizens on topics that are not updated on your website

You can send out manual updates to subscribers on specific topics at any time.

#### Help you avoid losing subscribers

Having a list of subscribers in place when you change content management systems (CMS) or redesign your website allows you to proactively notify citizens of the changes and where they can find information on your website. With typical RSS feeds, all subscribers to feeds are lost when the CMS or website changes.

#### Give you access to usage reports

GovDelivery enables you to pull reports on how often the feed is viewed, how often it is updated, and click-through rates.

*Personal RSS Feeds are an optional feature that can be turned on at your discretion.*

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