

GovDelivery Share This Email – Frequently Asked Questions

1. How is *Share This Email* different or better than having our own Facebook page?

Many organizations are creating their own social media presence which is often one effective step in leveraging social media. However, when your organization's content is shared and recommended to friends directly by your subscribers, you will be able to reach new audiences and encourage "viral" distribution of important content.

2. We have bookmarking or sharing on our website, why do we need it in email?

To reach your largest possible audience, you should offer sharing capability wherever your content is posted. *Share this Email* empowers your most committed stakeholders, those that have provided you with their email address and signed up for your updates, with an easy way to share content with others. If you do not currently use sharing services on your website, *Share this Email* will be an easy first step into social media. If you are already using similar capabilities on your website, *Share this Email* will complement that feature.

3. What if users make comments we don't like?

The public can already use and comment on your content through social media channels. That is something that no organization can control with the prevalence of social technologies. By offer the *Share this Email* link, you encourage sharing of official information, empower your organization to track and understand activity in social media, and you demonstrate the openness and transparency that is so important in government and the social media arena.

4. Does this service cost extra if we have an existing GovDelivery Email & Digital Subscription Management license?

Charges for *Share this Email* depend on your current GovDelivery license. Contact info@govdelivery.com to understand whether additional costs will apply to your organization and to request a free trial of the service.

5. Our emails include only links back to our website, can we still use this service?

You can use the service with any style of email. However, emails that contain some or all of the relevant content will be most effective for sharing. GovDelivery encourages all clients to review our automation guide at <http://tinyurl.com/gdautomate> to learn how to get rich content directly into emails with minimal effort.

6. What kind of reporting do you offer?

GovDelivery works with commercial content sharing services to facilitate sharing from within the emails. GovDelivery can share data with you regarding account activity and will be offering more real time reporting capabilities in future releases.

7. Will users come back to our organization's website after seeing content in social media?

Links posted in social media will bring citizens back to a landing page that contains the original email content. This ensures that citizens that are visiting content they see posted in social media are not brought to a page where the original shared content has fallen out of date. From the landing page, citizens can choose to visit your organization's website through the links in the original email bulletin, signup for future updates, or re-share the content with others.

8. Can we use the capability on some emails and not on others?

The sharing capability is turned on at the account level meaning that all emails sent to the public will include the "Share" link. Emails sent to private lists and digested emails will not include "Share" link.

9. Can users share information through any means other than social media?

Yes, subscribers can share the content with friends via email after clicking the "Share" link.

10. Which services do you support? Can we control which social media services we offer?

GovDelivery allows clients to offer sharing to the default list of social media and bookmarking sites included with AddThis®, the number one social bookmarking and sharing service in the world. This includes all major social media websites as well as other relevant services.

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