

Highways Agency

Email and Digital Subscription Management



The Highways Agency (HA) is responsible for England’s strategic road network – managing traffic, tackling congestion, informing road users, improving safety, minimising adverse impact on the environment and more. The following shows how HA is leveraging its website (<http://www.highways.gov.uk>) and multiple communication channels, including email and social media, to reach the largest possible audience.

Solution Benefits

Agency Benefits

Automation

Streamline the process of communicating new information the public.

- GovDelivery automatically delivers alerts to subscribers when content updates occur.
- Provides a method for continually re-engaging subscribers and pulling them back to the HA website.
- Enables information to be shared throughout the Internet quickly and efficiently.
- Provides greater communication reach at much lower cost than previously possible.

Subscriber Benefits

Personalisation

Give subscribers what they want, how and when they want it.

- Subscribers have access to more information that is delivered directly to them. (Highways Agency offers subscribers 500+ subscription topics.)
- Engage subscribers by sending relevant, timely messages.
- Allow subscribers to choose how they would like to receive their updates (email, SMS text message or RSS).

Highways Agency Email Updates – How it Works

Agency: Automation Makes Communication Efficient & Easy

When Highways Agency updates its Road Projects and Incidents webpage, an email is automatically created and delivered to subscribers of this topic.

From: Highways Agency [highwaysagency@govdelivery.com]
To: Renee Houser
Cc:
Subject: Incidents and events affecting North East England

Sent: Fri 9/4/2009 1:48 PM

[A1 Newcastle upon Tyne | Northbound | Heavy traffic | Clear](#)
Fri, 04 Sep 2009 10:22:18 -0500

On the A1 northbound between the junctions with the A69 and the A1056, delays due to heavy traffic have now cleared. Link to Disclaimer: <http://www.highways.gov.uk/aboutus/2301.aspx>

To unsubscribe, view and update your subscriptions or change your password or email address, go to your [User Profile Page](#).

Highways Agency - City Walk - Leeds, LS11 9AT - 08457 50 40 30

Subscriber Signup Process:

1. Subscriber follows the email notification link and logo located on the homepage and throughout the Highways Agency website.
2. Subscriber enters and confirms email address.
3. Subscriber chooses the topics of interest from one subscription page.

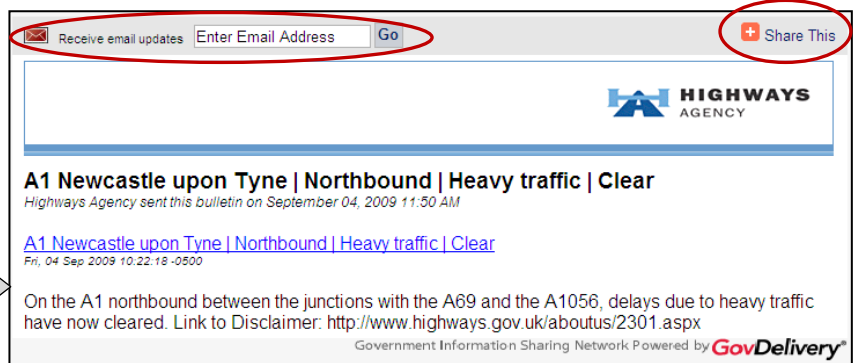
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Highways Agency Experiences Greater Reach & Engagement Through Use of Web 2.0 & Social Media

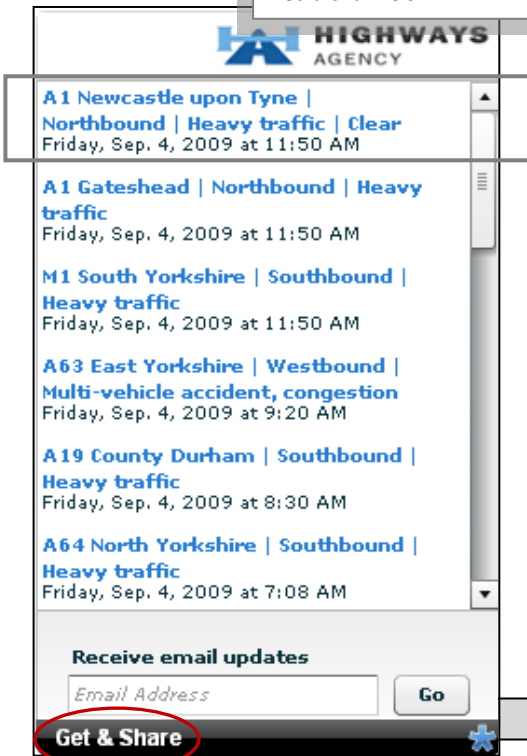
More information on [Web 2.0 & Social Media](#)

Leveraging Web 2.0 tools such as Twitter® and Facebook® through dynamic widgets allows Highways Agency to reach an expanded audience through multiple communication channels. HA has created its own set of [Information Sharing Widgets](#) (a dynamic mash-up of news or content). The widgets integrate with GovDelivery’s [Share This](#) capability, through an agency-branded ‘landing page’, allowing viewers of the widget content to post official Highways Agency traffic information to more than 35 social media channels, such as Facebook® and Digg®, or forward to a friend through email.

Clicking through on a story headline takes the reader to a HA branded landing page where they can sign up for further updates from Highways Agency or “Share This” content through email, Facebook®, Twitter®, and other social media channels.

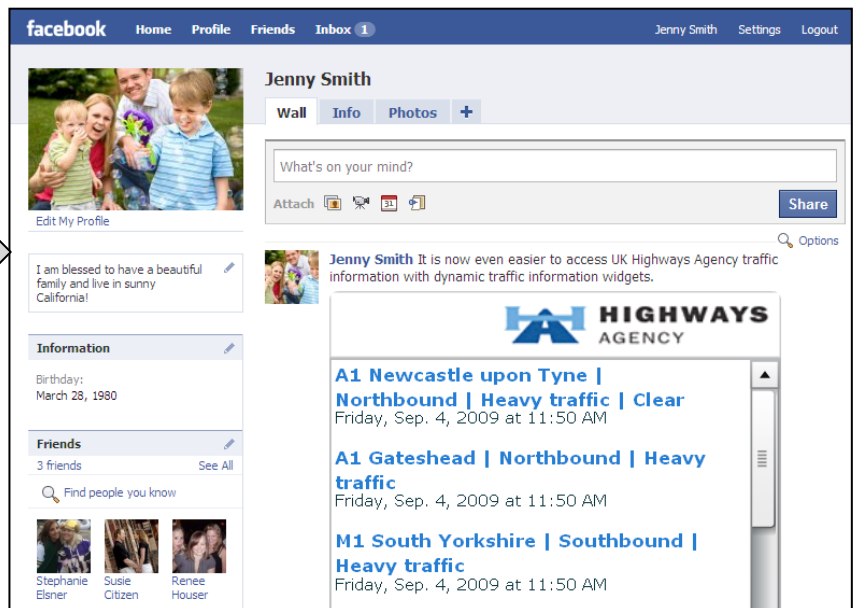


Traffic information ‘landing page’ with more information and option to sign up for future Highways Agency email alerts.



HA traffic widgets show up-to-date stories. Widget can be shared and posted easily to other sites.

Widget viewers are able to subscribe to receive future email updates by simply entering their email address in the subscription box.



A Highways Agency widget ‘shared on Facebook®’.

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