

## Web 2.0 Collaboration Module

Web 2.0 holds great promise for improving communication with the public. Social media and Web 2.0 technologies such as YouTube<sup>®</sup>, blogging, and tag clouds can be part of an integrated communication strategy. Agencies leveraging Web 2.0 technologies reach more people and give citizens improved access.

GovDelivery utilizes Web 2.0 technologies to connect government agencies with each other and to the public. The Web 2.0 Collaboration Module enhances communications, improves cross-agency collaboration and improves promotion of government services.

***“Web 2.0 services and technologies are transforming the Internet into a set of connected-communities which allow people to interact with each other in new and distinct ways.” -Bill Shrier, CTO, City of Seattle***

### Enhance Communication and Increase Public Trust

By making sure information is available to citizens immediately and efficiently, government organizations are viewed as transparent and accessible. Public trust and satisfaction are directly and positively impacted.

### Promote Government Services & Information

Web 2.0 technologies make it easier for government agencies to reach the public by making collaboration possible across agencies and departments. Agencies grow their audience and reach more citizens because of Web 2.0 collaboration network.

### Gain Valuable Public Feedback

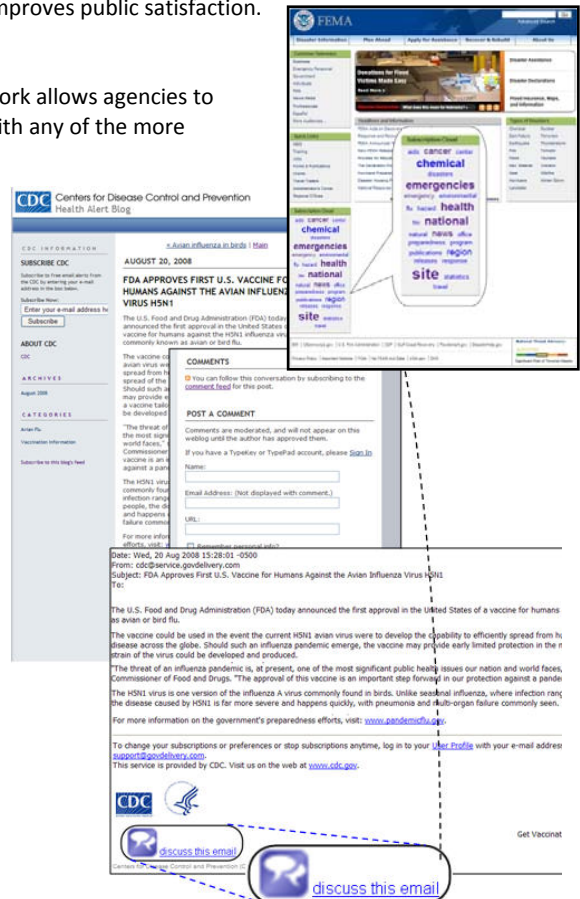
Agencies can use the “Discuss this Email” blog to get feedback on agency information, programs, or proposed policies. Soliciting feedback boosts public engagement builds trust, leads to better decision making and improves public satisfaction.

### GovDelivery Web 2.0 Collaboration Module Features:

- **Collaboration Network.** The unique Web 2.0 Collaboration Network allows agencies to cross-promote related website content and subscription items with any of the more than 250 government agencies participating.
- **“Discuss this Email” Blog.** GovDelivery’s “Discuss This Email” Blog feature allows agencies to launch complex blogging capability and gather feedback and public opinion faster. Utilizing the existing GovDelivery email subscription platform, subscribers respond to an email alert, navigating them back to agency web site content to leave comments and read other posts on the topic.
- **Subscription Tag Cloud.** GovDelivery’s Subscription Tag Cloud provides visitors with an instant illustration of the main topics available for subscription, and will be based on items owned by the client and any network partners. It allows subscribers even more access to subscription items offered and can increase cross-promotion among networked sites.

### Easy implementation. Proven ROI. A Web-based solution from the leader in government-to-citizen communication.

- GovDelivery operates as Software-as-a-Service (SaaS) platform. No hardware or software required.
- Agencies maintain control of the information, relieving security concerns
- Easy implementation, can be less than 30 days
- Low cost of ownership resulting in an improved ROI



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