

## Social Media Integration

Leveraging Web 2.0 tools such as Twitter®, Facebook®, YouTube®, and Flickr® allow government agencies to reach an expanded public with news and important information, making for a more effective and transparent government. While these new tools open a door to more effective communication with citizens, many authorities don't know where to begin and are concerned by a lack of resources to implement social media. Through GovDelivery Social Media Integration, agencies are able to automatically deliver updated content from social media sites to their existing subscriber base.

GovDelivery Social Media Integration utilises email, social media, and RSS to enhance communication with citizens and improve promotion of government services. Agencies are already creating the content; utilising GovDelivery's Social Media Integration makes distributing the content simple.

### Promote Official Authority Information & Leverage Content





Although the popularity of social media is growing, email is the #1 use of the Internet.\* GovDelivery social media integration capabilities allow government agencies to connect popular social media sites to their communication strategy to further automate the communication process and reach a larger public audience. Agencies will save time by allowing GovDelivery to automate the creation of messages based on published social media content.

### Support Social Media Presence & Engage the Public

Web 2.0 technologies make it easier for government agencies to reach more citizens. Through GovDelivery Social Media Integration, a direct link to the social media website with the updated content will be provided in each message, driving more traffic back to the agency's main website while increasing awareness of its Web 2.0 presence.

### Enhance Communication & Message Consistency

No matter what channel a citizen is using to get his or her information, agencies can efficiently send consistent content and messaging through all channels. Relevant information from an authoritative source is available to citizens immediately and efficiently, regardless of channel.

Social Media	Integration with GovDelivery®
	Twitter is a micro-blogging service that allows users to send updates of 140 characters or less to all followers. GovDelivery can watch an agency's Twitter feed (RSS) and send an automated email whenever an update is made. The message will contain the full content of the Twitter updates from each of the agency's Twitter channels.
	Everyone knows Facebook! GovDelivery can help ensure consistent messaging to Facebook fans and message subscribers. Whenever an update is made to a government agency's Facebook 'Status' or a new 'Note' is posted, GovDelivery automatically sends the message to subscribers informing them of the change, with no additional administrative oversight required.
	YouTube is the leader in online video and no longer inaccessible to many agencies. GovDelivery integrates with YouTube to send a message automatically, with a link to the video, whenever a new video is posted.
	Flickr is an online photo management and sharing application. When an authority updates their Flickr account with new pictures and video intended for public consumption, GovDelivery detects the update in the RSS feed and generates a message with this update. From the message, subscribers can see the new photos or video embedded directly or link back to the agency's Flickr account.

\*Pew Internet & American Life Project

## Example: Send Twitter Updates Through GovDelivery

1. Agency updates its Twitter account with 'tweets' that are posted directly from the authority.



2. GovDelivery picks up the change in the RSS feed associated with the authority's Twitter account. When an update is posted, GovDelivery generates a notification with the new 'tweet'. GovDelivery can automatically send hourly or daily emails with all updates during that period, rather than an email for each new 'tweet'.



3. From the notification, users can link directly to the Twitter update, driving more traffic and increasing exposure to the authority's Twitter account. Integrating social media with messages helps promote a local authority's Twitter presence to its large audience of subscribers.

### More Examples

Email notifications with new image or video embedded directly in the email



Updated September 2009