

## Social Media Integration

Leveraging Web 2.0 tools such as Twitter®, Facebook®, YouTube®, and Flickr® allow government organizations to reach an expanded audience with news and important information, making a more effective and transparent government. While these new tools open a door to more effective government-to-citizen communication, many don't know where to begin and are concerned with a lack of resources to implement social media. Through GovDelivery [Social Media Integration](#), government organizations are able to automatically deliver updated content from social media sites to the existing email subscriber base.

GovDelivery Social Media Integration utilizes email, social media, and RSS to enhance communication with citizens and improve promotion of government services. Government agencies are already creating the content; utilizing Social Media Integration makes distributing the content simple.

### PROMOTE GOVERNMENT 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 organizations to connect popular social media sites to their foundational email communication strategy to further automate the communication process and reach an expanded audience. Organizations are able to save time by allowing GovDelivery to automate the creation of emails based on published social media content.

### SUPPORT SOCIAL MEDIA PRESENCE & ENGAGE PUBLIC

Web 2.0 technologies make it easier for government agencies to reach a larger audience. Through GovDelivery Social Media Integration, a direct link to the social media website with the updated content will be provided in each email, driving more traffic back to the website and increasing awareness of an organization's Web 2.0 presence.

### ENHANCE COMMUNICATION & MESSAGE CONSISTENCY

No matter what channel the citizen is using to get his or her information, government organizations 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 organization's Twitter feed (RSS) and send an automated email whenever an update is made. The email will contain the full content of the Twitter update.  |
|  | YouTube is the leader in online video and is no longer inaccessible to many government agencies. GovDelivery integrates with YouTube to send an email automatically, with the embedded video, whenever a new video is posted.  |
|  | Flickr is an online photo management and sharing application. When an agency updates their Flickr account with new pictures and video intended for public consumption, GovDelivery detects the update in the RSS feed and generates an email with this update. From the email, subscribers can see the new photos or video embedded directly in the email or link back to the organization's Flickr account. |

\*Pew Internet & American Life Project

## Examples

### SEND TWITTER UPDATES

**1**



TheNatIGuard: Ohio #NationalGuard and Serbia refurbish schools as part of the Guard's State Partnership Program. #SPP <<http://bit.ly/x5Y0Q>>

TheNatIGuard: Families can be proud of their troops, Georgia #NationalGuard TAG says <<http://bit.ly/342w1>>

TheNatIGuard: Oklahoma #NationalGuard Major says add a dollar to your golf greens fees this Labor Day weekend to help troops <<http://bit.ly/2X2A3>>

**2**

From: National Guard Bureau [mailto:[ngb@service.govdelivery.com](mailto:ngb@service.govdelivery.com)]  
 Sent: Tuesday, April 27, 2010 3:08 PM  
 To: Renee Houser  
 Subject: National Guard on Twitter

TheNatIGuard: Ohio #NationalGuard and Serbia refurbish schools as part of the Guard's State Partnership Program. #SPP <<http://bit.ly/x5Y0Q>>  
 Sun, 06 Sep 2009 10:25:30 -0500

TheNatIGuard: Ohio #NationalGuard and Serbia refurbish schools as part of the Guard's State Partnership Program. #SPP <<http://bit.ly/x5Y0Q>>

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This service is provided to you at no charge by the [National Guard Bureau](#).

**SOCIAL MEDIA:**  
 flickr: <http://www.flickr.com/photos/TheNationalGuard>  
 Facebook: <http://www.facebook.com/TheNationalGuard>  
 YouTube: <http://www.youtube.com/user/TheNationalGuard>  
 Twitter: <http://www.twitter.com/thenatiguard>

**3**



Ohio #NationalGuard and Serbia refurbish schools as part of the Guard's State Partnership Program. #SPP <<http://bit.ly/x5Y0Q>>

10:25 AM Sep 6th, 2009 via web

TheNatIGuard  
National Guard

Organization updates its Twitter account with 'tweets' that are directly from the agency.

GovDelivery picks up the change in the RSS feed associated with the organization's Twitter account. When an update is posted, GovDelivery generates an email 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' (recommended).


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

### SEND FLICKER OR YOUTUBE UPDATES

From: National Guard Bureau [ngb@service.govdelivery.com] Sent: Tue 4/27/2010 2:57 PM  
 To: Renee Houser  
 Cc: National Guard on Flickr

South Carolina Quartermaster staves with Afghan children outside a school in Kabul, Afghanistan  
 Fri, 27 Apr 2010 08:29:05 -0500

The National Guard posted a photo



Sgt. 1st Class Kris Aley of Bozota Creek, South Carolina's 1-138th Field Artillery Battalion, South Carolina Army National Guard plays with Afghan children outside a school in southern Kabul, Afghanistan. Photo by Capt. Chris O. Neeley, Public Affairs Officer

Jack Harrison  
 Director, Office of Communications  
 And Public Affairs

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 Facebook: <http://www.facebook.com/TheNationalGuard>  
 YouTube: <http://www.youtube.com/user/TheNationalGuard>  
 Twitter: <http://www.twitter.com/thenatiguard>

GovDelivery, Inc. sending on behalf of National Guard Bureau - 1411 Jefferson Davis Hwy - Arlington VA 22202 - 800-438-1420

From: National Guard Bureau [ngb@service.govdelivery.com] Sent: Tue 4/27/2010 2:57 PM  
 To: Renee Houser  
 Cc: WARRIOR II web

WARRIOR II web  
 Wed, 02 Sep 2009 12:58:06 -0500



From: TheNationalGuard  
 Views: 0  
 0 ratings  
 More in [Music](#)

Time: 02:36

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