

## Share This Email

Share This Email makes it easy for anyone receiving emails from government organizations on the GovDelivery platform to repost the content to more than 35 social media websites or to forward the content to a friend via email. Government-to-citizen email communication is an ideal launching pad to encourage sharing of official government content, giving it a 'viral' effect, thus reaching a larger audience.

### REACH A BROADER AUDIENCE: INTEGRATE WITH EMAIL COMMUNICATION AND SUBSCRIPTION PROCESS

The reach of social media is growing rapidly. Organizations sending email communications through GovDelivery can deploy Share This Email social media content sharing in minutes. This feature allows an organization to fully leverage its existing subscriber base by making it easy for subscribers to post content received by email to social media channels such as Facebook®, Twitter®, FriendFeed® and LinkedIn®.

### BUILD SUBSCRIBER BASE: ENCOURAGE USERS THAT FIND CONTENT IN SOCIAL MEDIA TO BECOME SUBSCRIBERS

GovDelivery integrates email subscription sign-up with content shared in social media to help create a viral effect. Any user that views an organization's content in social media can easily enter their email address and become a part of the organization's subscriber base for future content.

### DEPLOY QUICKLY: EASY IMPLEMENTATION AND SIMPLE ADMINISTRATION

With no need to build code or manage the platform infrastructure, GovDelivery allows organizations to reach out through social media channels within minutes and leverage existing content. GovDelivery tracks and reports on sharing activity, enabling an organization to measure the impact of social media.

