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Introduction

What is GovDelivery?

GovDelivery is a Digital Subscription Management system that allows organizations to send emails or text messages to alert subscribers of new information.

What is Email Subscription?

Email Subscription is one of the newest and fastest ways to update citizens with current news and information delivered to them via email or wireless device.

How Does It Work?

The service allows web site visitors to sign up for automatic notifications via email or wireless text message when new information is posted on the County's web site.

When a change is made to a web page that is included in the subscription service, the system detects the change and sends an email alert to an item administrator. This is called "Page Watch". The item administrator can then choose to either to send the alert to the subscribers immediately, later on or not at all.

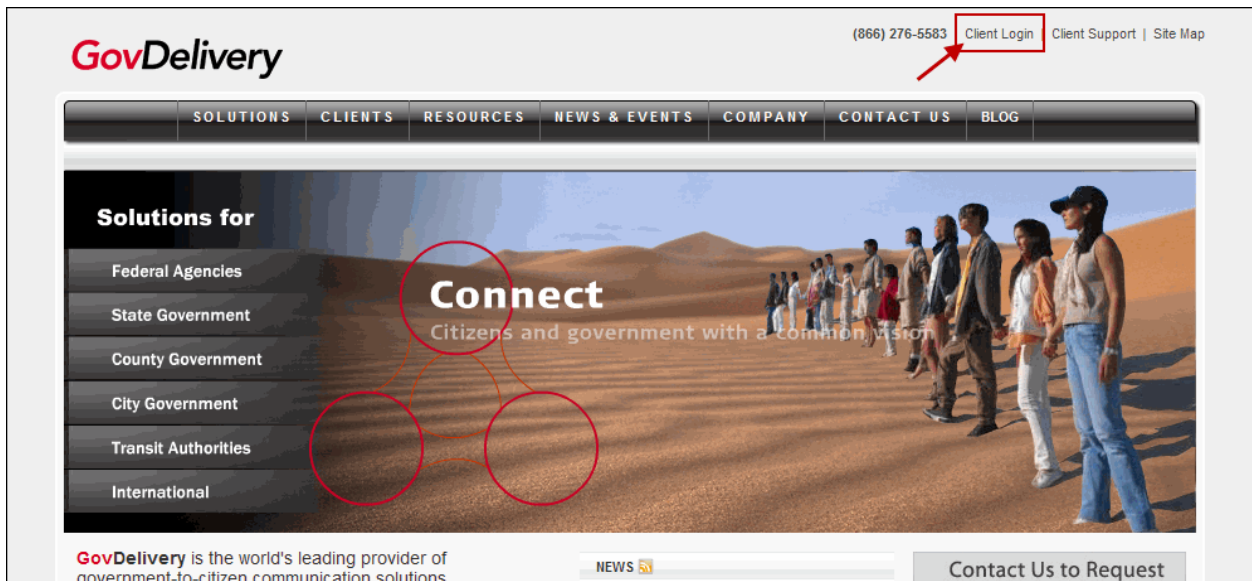
What is an Item Administrator?

An Item Administrator is assigned the task of maintaining a single or multiple items. This task includes receiving Page Watch messages and sending out email bulletins to subscribers.

Email Subscription Item Administrator's Guide

Logging into GovDelivery

1. Open Internet Explorer.
2. Type <http://www.govdelivery.com> into the address bar.
3. Click on **Client Login** located at the top right hand side of the page.



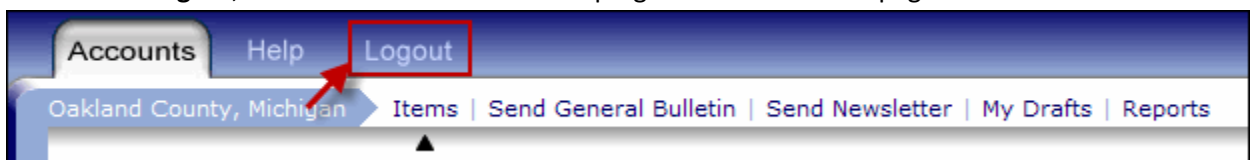
4. The **Client Login** screen will appear. Enter the following information into the proper fields:
 - **Email Address**
 - **Password**



5. Click **Login**.

Logging Out of GovDelivery

1. Click on **Logout**, located in the menu at the top right hand side of the page.



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The **Send Item Bulletin** screen will appear.

now available.' 6. Footer: A rich text editor with a toolbar and a text area containing the preview text: 'Update your subscriptions, modify your password or e-mail address, or stop subscriptions at any time on your [Subscriber Preferences Page](#). You will need to use your e-mail address to log in. If you have questions or problems with the subscription service, please contact [support@govdelivery.com](#). All other inquiries may be directed to [webmaster@oakgov.com](#). This service is provided to you at no charge by [Oakland County, Michigan](#).' At the bottom of the form are five buttons: 'Preview' (with description: 'the bulletin in a new window.'), 'Save Draft' (with description: 'to preserve your changes. This bulletin will be available in My Drafts until sent.'), 'Test' (with description: 'send the bulletin to a list of email addresses you define.'), and 'Send' (with description: 'this bulletin to the selected recipients.')."/>

3. Send the bulletin with the default text or change the text of the message and click on **Send** located at the bottom of the page. The bulletin will then be sent to the subscribers of this item.
4. A **Success** screen will appear, click **OK**. You will be taken back to the **Item Information** page.

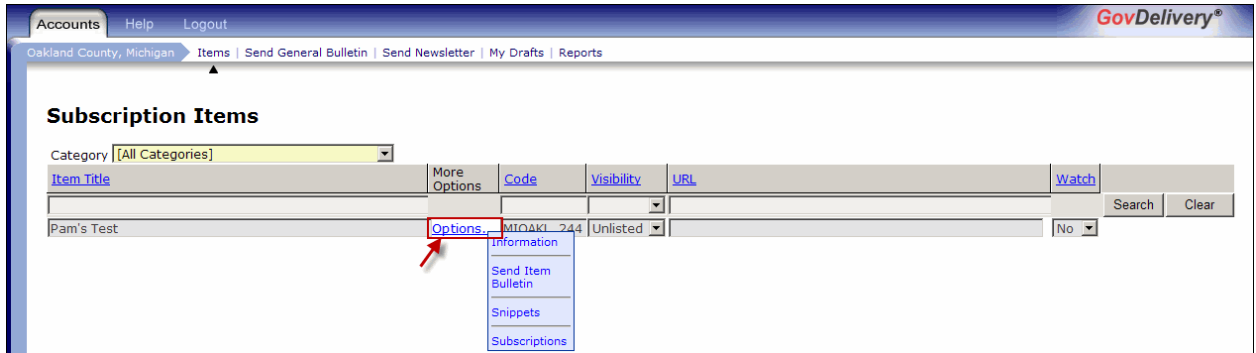
Email Subscription Item Administrator's Guide

Bulletins

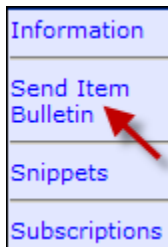
Bulletins are used to notify subscribers that the information they subscribed to has been updated on the web site.

Sending a Item Bulletin

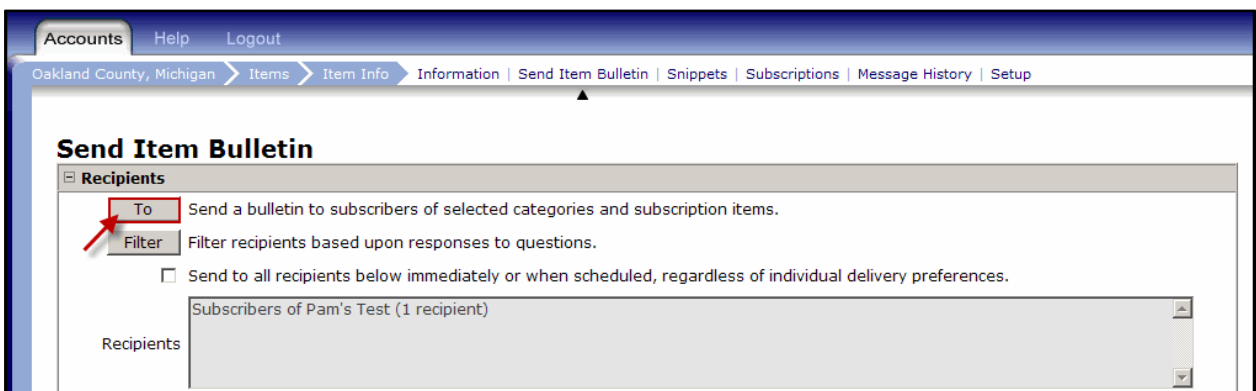
1. Locate the bulletin item you wish to send and hover over the blue **Options** link directly to the right of the item.



2. Click **Send Item Bulletin** from the drop-down menu.

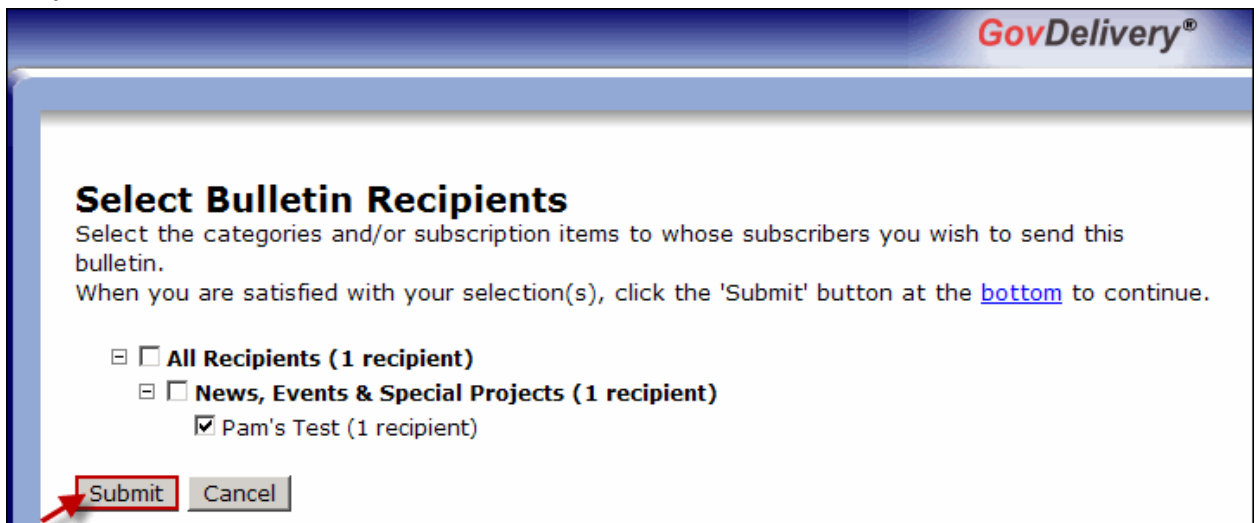


3. The **Send Item Bulletin** screen will appear. Under the **Recipients** section use the **To** button to select additional category and/or subscription item subscribers that have not subscribed to that particular item.



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4. Select the checkbox to the left of the subscription item and/or category and click **Submit**. The selected categories and/or subscription items subscribers of these items will show up in the **Recipients** field.



GovDelivery®

Select Bulletin Recipients

Select the categories and/or subscription items to whose subscribers you wish to send this bulletin.
When you are satisfied with your selection(s), click the 'Submit' button at the [bottom](#) to continue.

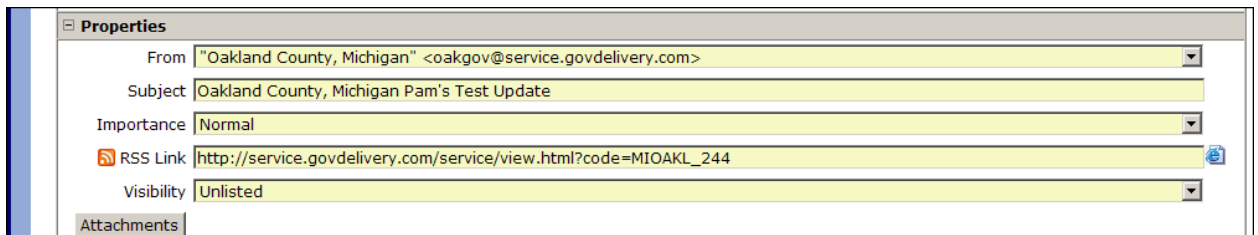
All Recipients (1 recipient)

News, Events & Special Projects (1 recipient)

Pam's Test (1 recipient)

Submit **Cancel**

5. Under the **Properties** section, enter information into the following fields:



Properties

From: "Oakland County, Michigan" <oakgov@service.govdelivery.com>

Subject: Oakland County, Michigan Pam's Test Update

Importance: Normal

RSS Link: http://service.govdelivery.com/service/view.html?code=MIOAKL_244

Visibility: Unlisted

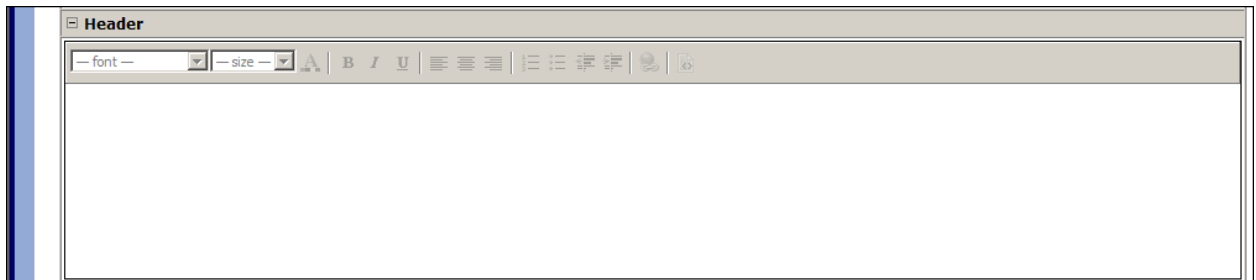
Attachments

- **From:** Use the default.
- **Subject:** Use the default or modify the text.
- **Importance:** Select **High**, **Normal** or **Low** from the drop-down menu.
- **RSS Link: (Do not edit)**
- **Visibility:** Select **Listed** if you would like this item to show up from the main items list or select **Unlisted** if you don't want the item to show up in the main items list.
- Click on the **Attachments** button to include a file along with the email.
 - From the **Upload Attachments** window, use the **Browse** button to locate the file.
 - Select the file and click **Open**.
 - Click the **OK** button.

Note: GovDelivery limits attachment file sizes to 2MB.

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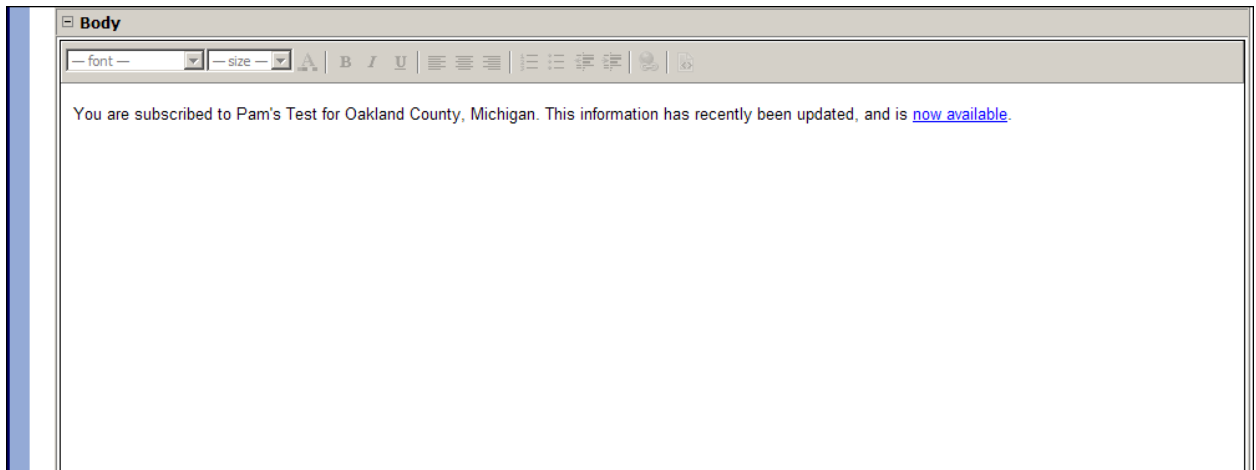
- Under the **Header** section, leave the header blank, enter text or add a logo/graphic.



The screenshot shows a web editor window titled "Header". It features a standard rich text editor toolbar with options for font, size, bold, italic, underline, bulleted list, numbered list, link, unlink, and image. The main editing area is currently blank.

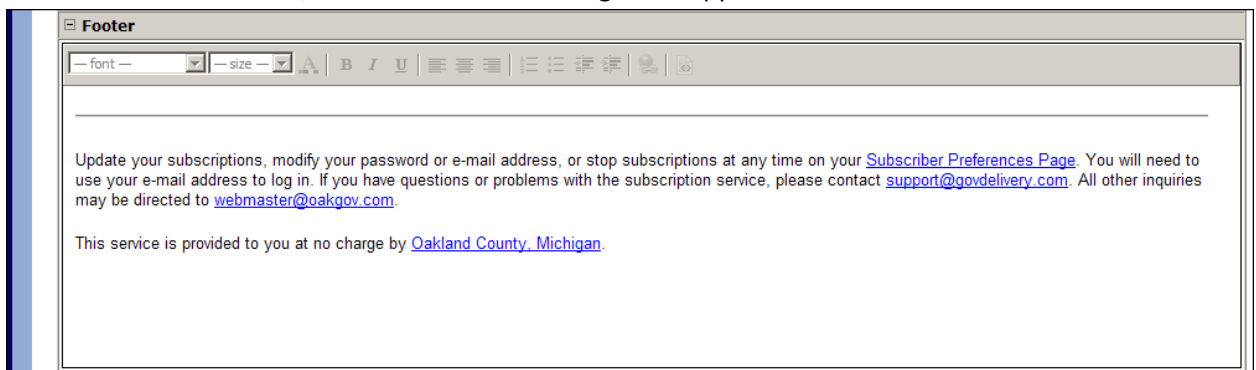
- Under the **Body** section, use the standard message that appears.

Note: This message will include a link to the page with the updated information.



The screenshot shows a web editor window titled "Body". The toolbar is identical to the Header section. The main editing area contains the following text: "You are subscribed to Pam's Test for Oakland County, Michigan. This information has recently been updated, and is [now available](#)."

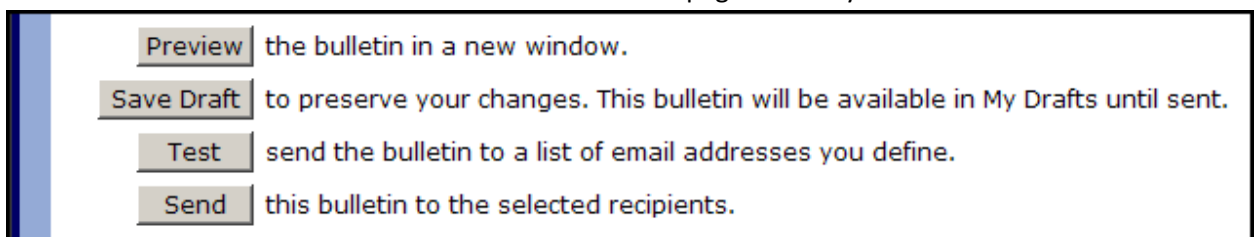
- Under the **Footer** section, use the standard message that appears.



The screenshot shows a web editor window titled "Footer". The toolbar is identical to the other sections. The main editing area contains the following text: "Update your subscriptions, modify your password or e-mail address, or stop subscriptions at any time on your [Subscriber Preferences Page](#). You will need to use your e-mail address to log in. If you have questions or problems with the subscription service, please contact support@govdelivery.com. All other inquiries may be directed to webmaster@oakgov.com.

This service is provided to you at no charge by [Oakland County, Michigan](#)."

- Click on the **Preview** button located at the bottom of the page to view your bulletin.



The screenshot shows four buttons with their corresponding actions:

- Preview** the bulletin in a new window.
- Save Draft** to preserve your changes. This bulletin will be available in My Drafts until sent.
- Test** send the bulletin to a list of email addresses you define.
- Send** this bulletin to the selected recipients.

Email Subscription Item Administrator's Guide

10. Use the **Test** button located at the bottom of the page to send a test bulletin to email addresses of your choice.
11. Click on the **Send** button located at the bottom of the page to send your finished bulletin.
12. A **Success** page will appear, click **OK**.

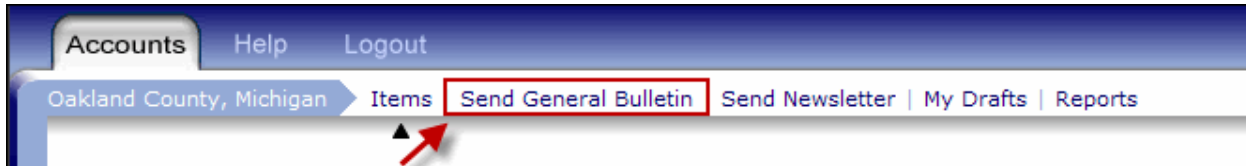


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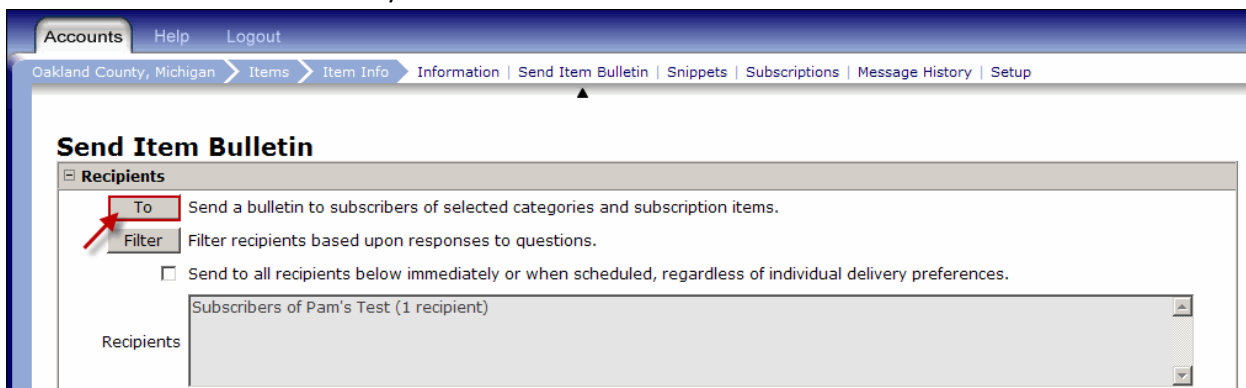
Sending a General Bulletin

This feature is used for sending out messages about events or emergency notifications that are not associated with a particular item.

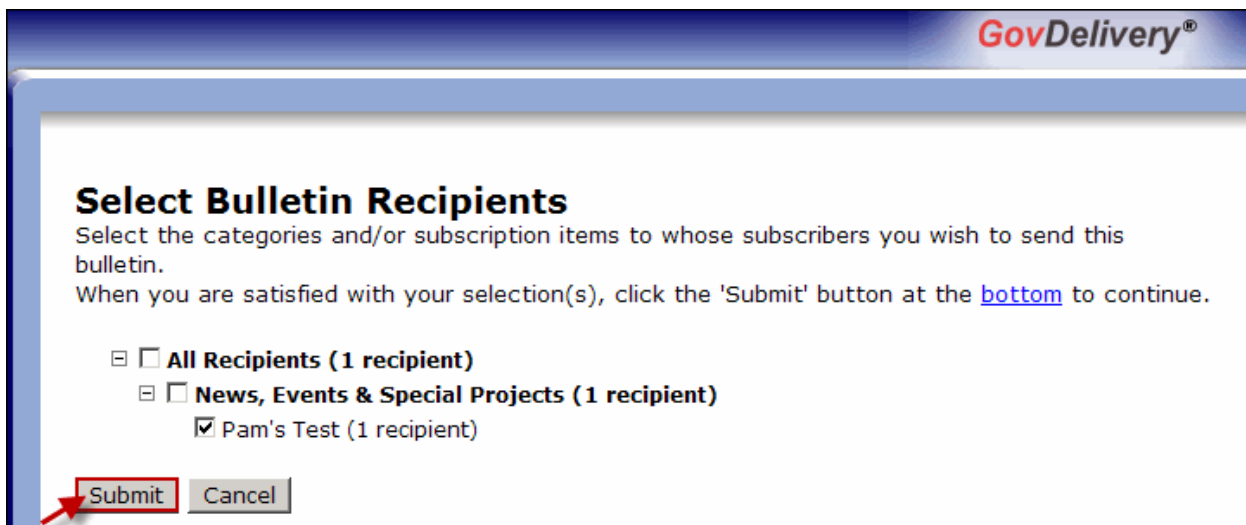
1. Click on **Send General Bulletin**, located in the menu at the top left hand side of the page.



2. The **Send General Bulletin** screen will appear. Under the **Recipients** section, click on the **To** button to select the subscribers you wish to send the bulletin.

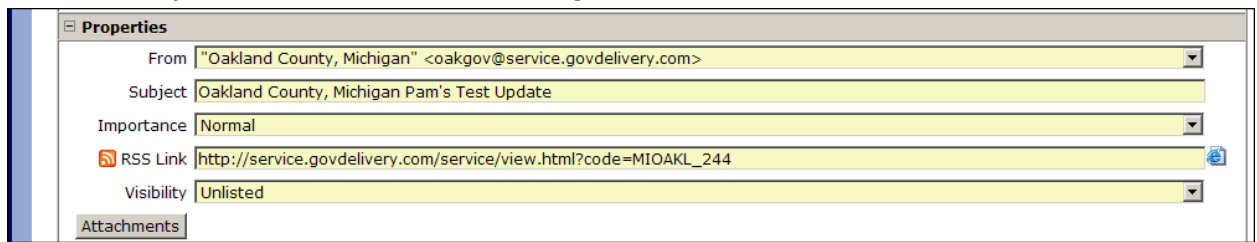


3. Select the checkbox to the left of the subscription item and click **Submit**. The selected categories and/or subscription items subscribers of these items will show up in the **Recipients** field.



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4. Under the **Properties** section, fill in the following fields:



Properties	
From	"Oakland County, Michigan" <oakgov@service.govdelivery.com>
Subject	Oakland County, Michigan Pam's Test Update
Importance	Normal
RSS Link	http://service.govdelivery.com/service/view.html?code=MIOAKL_244
Visibility	Unlisted
Attachments	

- **From:** Use the default.
 - **Subject:** Enter the subject line of the email.
 - **Importance:** Select **High**, **Normal** or **Low** from the drop-down menu.
 - **RSS Link: (Do not edit)**
 - **Visibility:** Select **Listed** if you would like this item to show up from the main items list or select **Unlisted** if you don't want the item to show up in the main items list.
 - **Attachments:** Use the **Attachments** button to browse for files.
5. Under the **Header** section: (Optional) Use a logo or graphic or leave blank.
6. Under the **Body** section: Enter the text of the message.
Note: Before copying to GovDelivery, paste the text from Word into a text editor (like Notepad, the default Windows text editor) and then copy and paste from there into your bulletin.
7. Under the **Footer** section: Use the pre-composed standard text.
8. Click on the **Preview** button located at the bottom of the page to view a preview of the bulletin.
9. Click on the **Send** button located at the bottom of the page to send the finished bulletin.
10. A **Success** page will appear, click **OK**. You will then be taken back to the **Item Information** screen.

Bulletin Drafts

Saving a Bulletin Draft

Use this feature to save a copy of a bulletin to edit later.

1. Compose your bulletin.

The screenshot displays the 'Send General Bulletin' interface. At the top, there are navigation tabs for 'Accounts', 'Help', and 'Logout'. Below this is a breadcrumb trail: 'Oakland County, Michigan > Items | Send General Bulletin | Send Newsletter | My Drafts | Reports'. The main heading is 'Send General Bulletin'. A message states: 'This draft bulletin was last saved by pzawisa@live.com on 12/28/2009 14:08:31'.

Recipients

- To:** Send a bulletin to subscribers of selected categories and subscription items.
- Filter:** Filter recipients based upon responses to questions.
- Send to all recipients below immediately or when scheduled, regardless of individual delivery preferences.
- Recipients: Subscribers of News, Events & Special Projects, Pam's Test (1 recipient)

Properties

- From:** "Oakland County, Michigan" <oakgov@service.govdelivery.com>
- Subject:** Oakland County Health Division H1N1 Clinics are Open
- Importance:** Normal
- RSS Link:** <http://www.oakgov.com/index.html>
- Visibility:** Listed

Header

Rich text editor with font and size dropdowns, and icons for bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, and image.

Body

Rich text editor with the same toolbar as the header section.

The Oakland County Health Division (OCHD) reminds you that the 2009 H1N1 flu vaccination is available to the general population at all three office locations:

- North Oakland Health Center, 1200 N Telegraph Road, Building 34 East, Pontiac
- South Oakland Health Center, 27725 Greenfield Road, Southfield

The Health Division will be closed Thursday, December 24 and Friday, December 25, 2009. The Health Division will also be closed on Thursday, December 31, 2009 and Friday, January 1, 2010.

These sites will also provide second dose vaccine for children 6 months to 9 years of age with proof of the first dose.

Pre-enrollment is required for all 2009 H1N1 clinics, including the second dose clinics. Walk-ins will not be allowed. Clients can pre-enroll at www.oakgov.com/health or call 248-858-1200. This system will allow clients to select the clinic location, date and time of their choice and also provides a consent form that must be taken to the clinic where they pre-enrolled.

H1N1 flu shots are available to individuals age 6 months or older. Nasal and injectable vaccine will be available at all clinic locations. There is no charge for the 2009 H1N1 flu vaccine.

Oakland County Health Division continues to offer seasonal flu shots at all three offices in Pontiac, Southfield, and Walled Lake until further notice. Please call the flu hotline at 800-434-3358 or contact Nurse on Call at 800-848-5533 for up-to-date information. Please visit the Health Division website at www.oakgov.com/health for additional H1N1 and seasonal flu vaccine information.

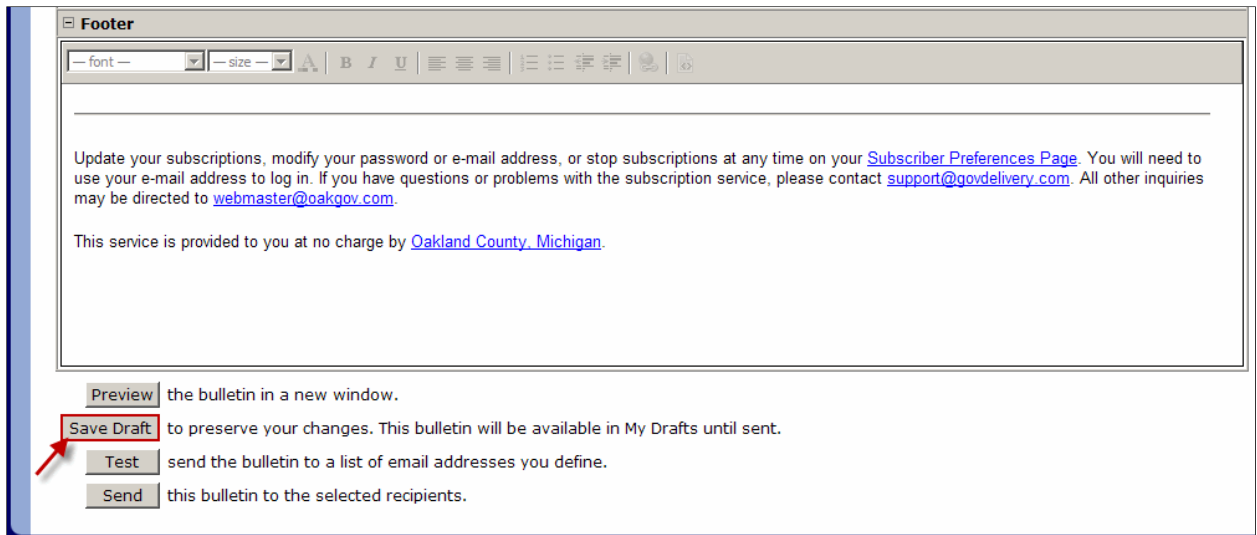
Footer

Rich text editor with the same toolbar as the header section.

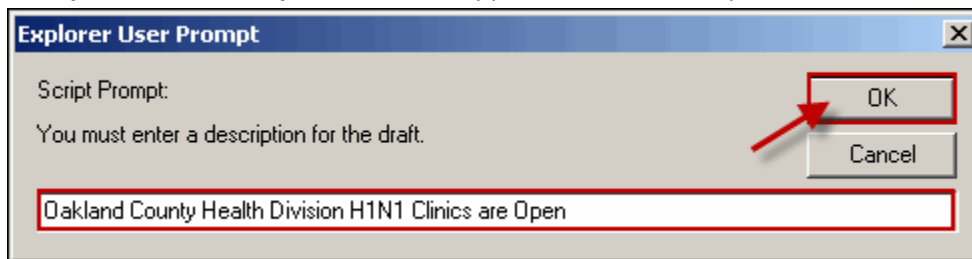
Update your subscriptions, modify your password or e-mail address, or stop subscriptions at any time on your [Subscriber Preferences Page](#). You will need to use your e-mail address to log in. If you have questions or problems with the subscription service, please contact support@govdelivery.com. All other inquiries may be directed to webmaster@oakgov.com.

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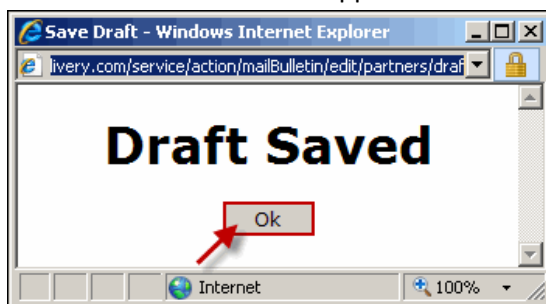
2. Click the **Save Draft** button, located at the bottom of the page.



3. An **Explorer User Prompt** window will appear. Enter a description for the draft and click **OK**.



4. A **Draft Saved** window will appear. Click **OK**.

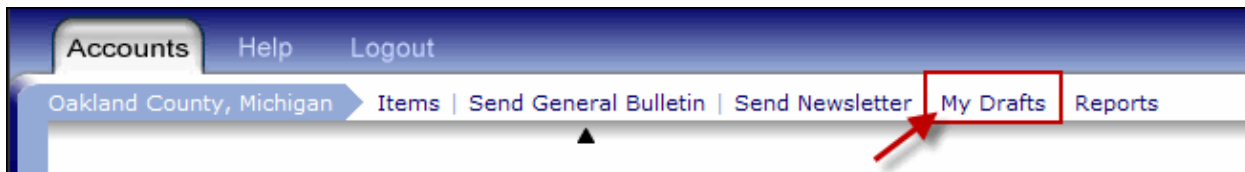


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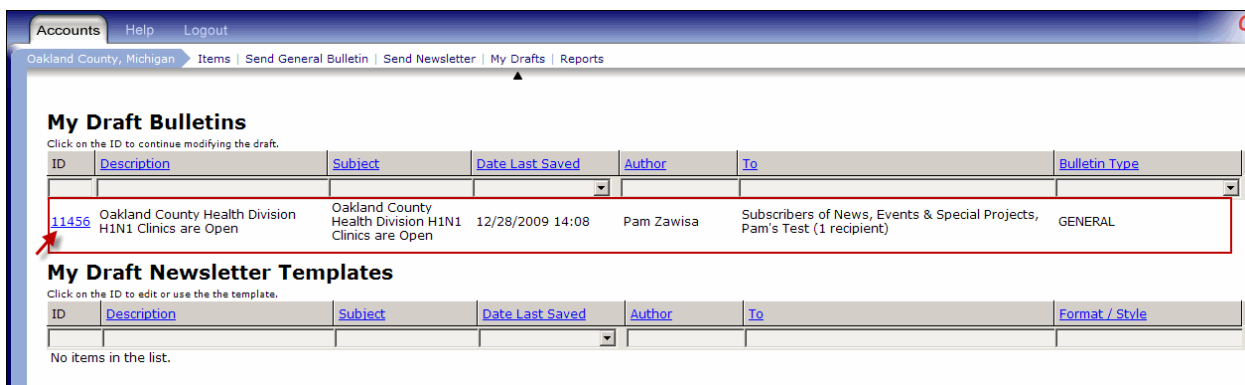
Accessing My Drafts

If you created a draft version of a bulletin you can access the draft from this section where you can edit and send the bulletin. **Note:** You can only access your bulletin from the **My Drafts** section until your bulletin has been sent.

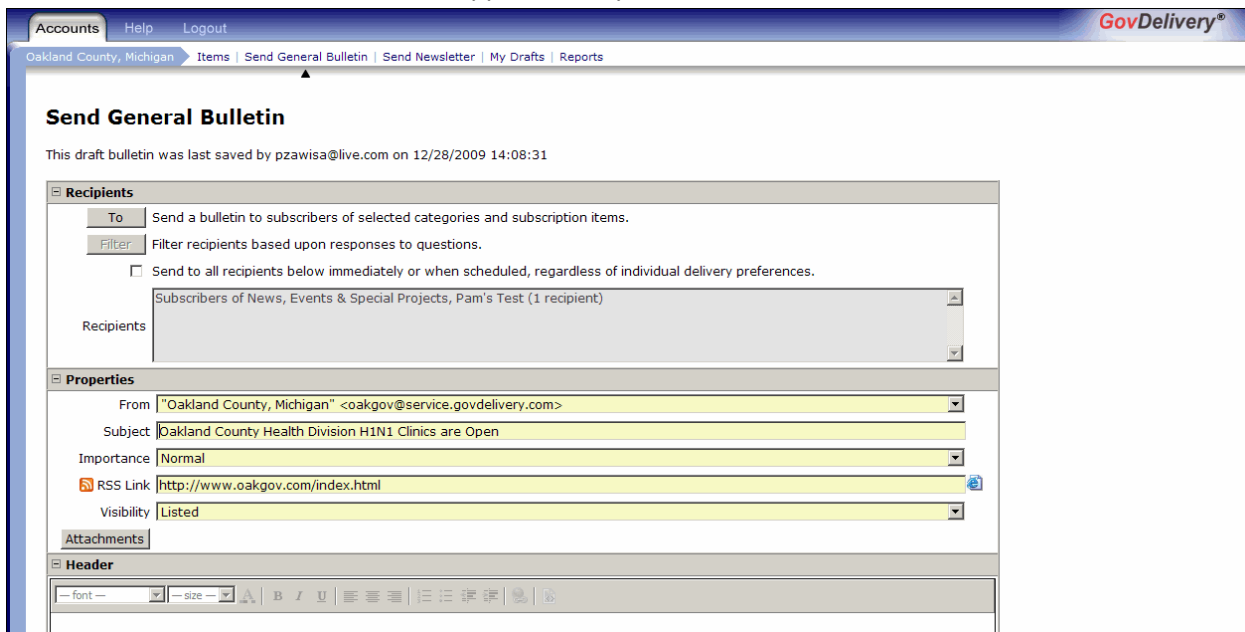
1. Click on **My Drafts** located in the menu at the top of the screen.



2. The draft will appear under the **My Draft Bulletins** section. To edit or send the draft click on the drafts ID number.



3. The **Send General Bulletin** screen will appear. Edit your draft.



4. Click on the **Send** button located at the bottom of the page to send the finished bulletin.

Email Subscription Item Administrator's Guide

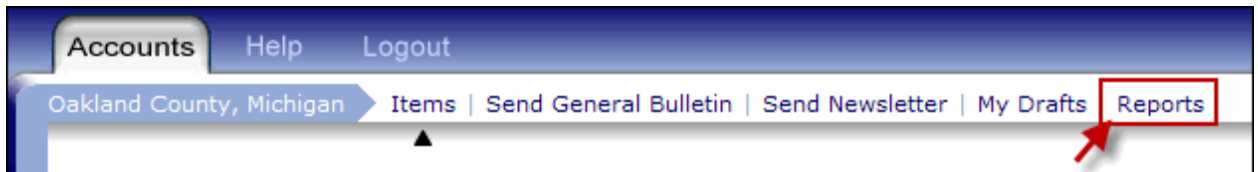
Reports

Use this feature to view the total number of subscribers, how many people are signing up for the email subscription service and what types of things users are signing up for.

Usage Report

The Usage Report shows item and category activity during a selected time frame.

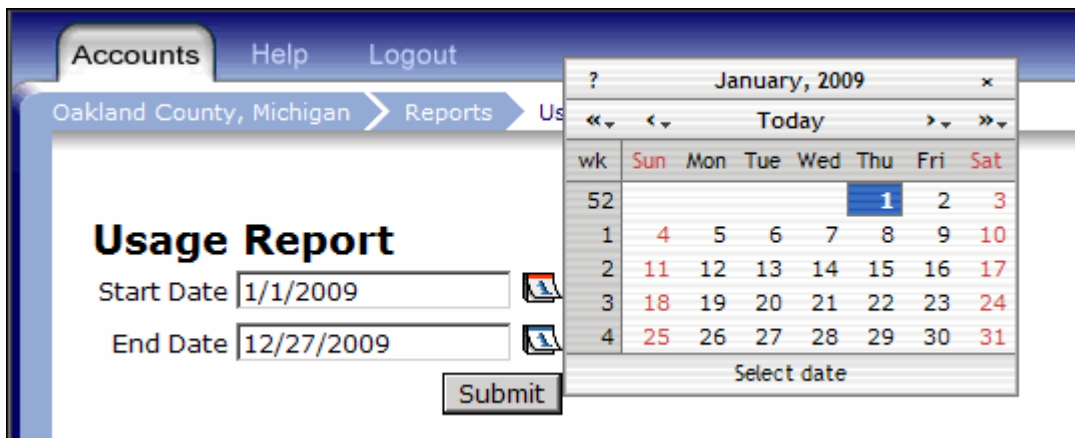
1. To access the Usage Report, click on **Reports** located in the menu at the top of the page.



2. The **Usage Report** screen will appear.



3. Enter the time frame in which you would like to see the report by selecting the **Start Date** and **End Date**.



4. Click **Submit**. The report will appear.

The screenshot shows the GovDelivery web interface. At the top, there are navigation links: Accounts, Help, Logout, and the GovDelivery logo. Below that, a breadcrumb trail reads: Oakland County, Michigan > Reports > Usage | Bulletins | Dashboard. The main heading is "Usage Report". Below the heading are two date input fields: "Start Date" with the value "1/1/2009" and "End Date" with the value "12/27/2009". A "Submit" button is located below the date fields. The report title is "GovDelivery Usage Report for Oakland County, Michigan" with the date range "1/1/2009 to 12/27/2009". Below the title is a "Subscription Item Summary" table. The table has 12 columns: Subscription Item Name, Visibility, New Subscriptions This Period, Total Subscriptions To Date, New Downloads This Period, Total Downloads To Date, Bulletins Sent This Period, Total Bulletins Sent To Date, Bulletin Opens This Period, Clickthroughs This Period, and Total Clickthroughs To Date. The table contains three rows of data and a total row. An "Export" button is located at the bottom left of the table.

Subscription Item Name	Visibility	New Subscriptions This Period	Total Subscriptions To Date	New Downloads This Period	Total Downloads To Date	Bulletins Sent This Period	Total Bulletins Sent To Date	Bulletin Opens This Period	Clickthroughs This Period	Total Clickthroughs To Date
Addison Township Substation Emergency Alerts	Listed	20	20	0	0	0	0	6	0	0
Addison Township Substation General News & Information	Listed	19	19	0	0	0	0	0	0	0
Sheriff's Office News & Events	Listed	430	569	0	0	5707	5707	1674	2308	2308
Total		469	608	0	0	5707	5707	1680	2308	2308

Summary:

- **Subscription Item Name:** Full title of the item (not the short title). All items that existed at any time during the date range selected appear in this list.
- **Visibility:** Shows the current visibility of the item (not the visibility of the item during the selected date range). If the visibility changes, it appears on this list immediately. Options include: Deleted, Listed, Restricted, and Unlisted.
- **New Subscriptions This Period:** Number of subscriber records that were created within the date range for the item.
- **Total Subscriptions To Date:** For the end date of the date range selected, the total number of subscriber records associated with the item.
- **New Downloads This Period:** Total number of downloads for the item initiated during the selected date range. *Applies only to Content Management accounts.
- **Total Downloads To Date:** Total number of downloads for item to date. *Applies only to Content Management accounts.
- **Bulletins Sent This Period:** Number of bulletins sent for this item during the selected date range. Sent date is determined by when the Send button is clicked, not when the bulletin was delivered. Note that bulletins sent to multiple items are counted multiple times (i.e., if a bulletin is sent to two items, it is counted twice).
- **Total Bulletins Sent To Date:** Total number of bulletins sent for this item to date. Sent date is determined by when the Send button is clicked, not when the bulletin was delivered.

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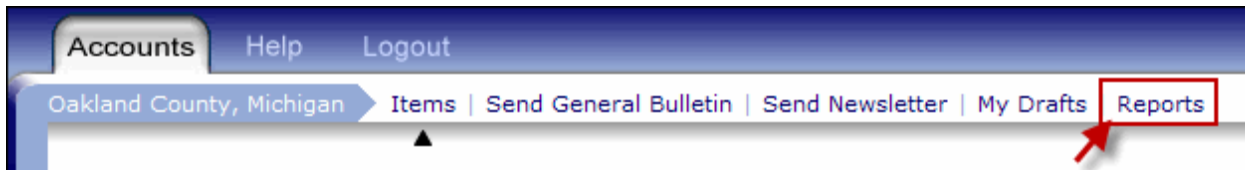
- **Clickthroughs This Period:** The number of recipients who clicked a link included in bulletins for this item during the date range. Note that the link must contain the redirect (tracking code) added by GovDelivery and the mail sender. The link will typically open the client's site.
 - **Example 1:** A bulletin is sent to 500 recipients, the bulletin has two links. 200 recipients open the bulletin. 50 recipients click one of the two links and 50 recipients click both links. Clickthroughs= 150.
 - **Example 2:** A click is counted only the first time a link is clicked by that recipient. - If three recipients click one of five links in the bulletin once, three clickthroughs are counted.
 - If three recipients click two of the five links in the bulletin once, six clickthroughs are counted.
 - If three recipients click one of the five links in the bulletin twice, three clickthroughs are counted.
- **Total Clickthroughs To Date:** Total number of clickthroughs for the item to date.
- **Category Name:** Full category name.
- **New Subscriptions This Period:** Number of subscriber records that were created within the date range for the category.
- **Total Subscriptions to Date:** For the end date of the date range selected, the total number of subscriber records associated with the category.

Email Subscription Item Administrator's Guide

Bulletins Report

The Bulletins Report is a complete listing of all bulletins sent.

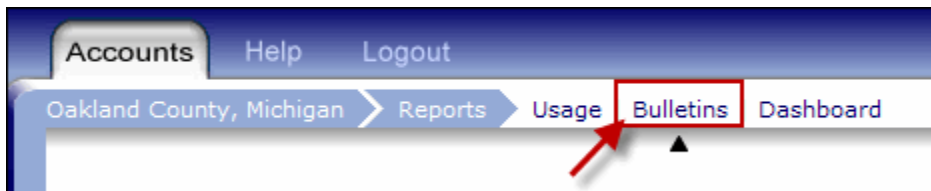
1. To access the Bulletins Report, click on **Reports** located in the menu at the top of the page.



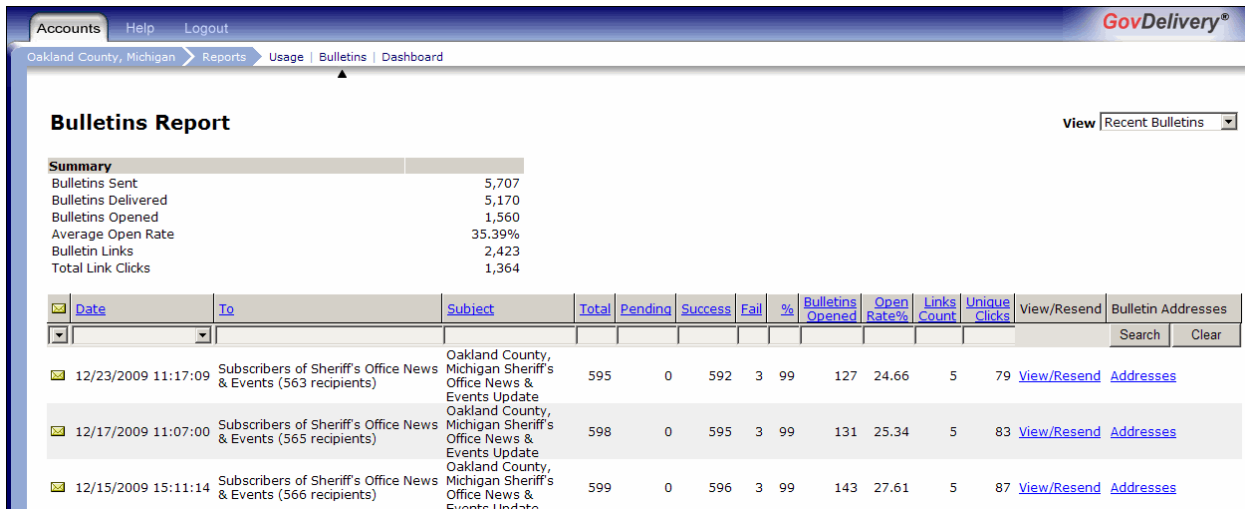
2. The **Usage Report** screen will appear.



3. Click on **Bulletins** located in the menu at the top of the page.



4. The **Bulletins Report** screen will appear.



Summary:

- **Summary:** The summary details the number of bulletins sent from your account and the number of bulletins successfully delivered to the recipient's inboxes.
- **View:** Select Recent Bulletins (sent in last 45 days), Historical Bulletins, or All Bulletins.
- **Priority:** Filter bulletins by their priority – High (H), Normal (N), or Low (L).
- **Date:** Filter bulletins by when they were sent – Last 5 Minutes, Last 30 Minutes, Last Hour, Last 12 Hours, Last Day, Last Week, Last Month, or Last Year.
- **To:** The recipients of the bulletin, identified by item(s), mailing list(s), and/or question filter(s) and the number of recipients.
- **Subject:** The subject line of the bulletin.
- **Total:** The count of recipients identified by the To list. This count does not include duplicate recipients (i.e., recipients in two or more items included in To).
- **Pending:** After a bulletin is sent, the number of bulletins that are waiting to be delivered (neither successfully delivered to recipients nor failed to deliver).
- **Success:** The number of bulletins successfully delivered to the recipients.
- **Fail:** The number of bulletins the system failed to deliver to the recipients. Failures may include an email address to an unknown domain (e.g., 99999.com), inbox full, or many other reasons.
- **%:** Percent of bulletins that were successfully delivered to recipients (Total divided by Success).
- **View/Resend:** Link to the View/Resend Bulletin Page. Populates the page with the original bulletin content.
- **Bulletin Addresses:** Link to the Bulletin Addresses report, which shows the recipient addresses where the bulletin was sent.

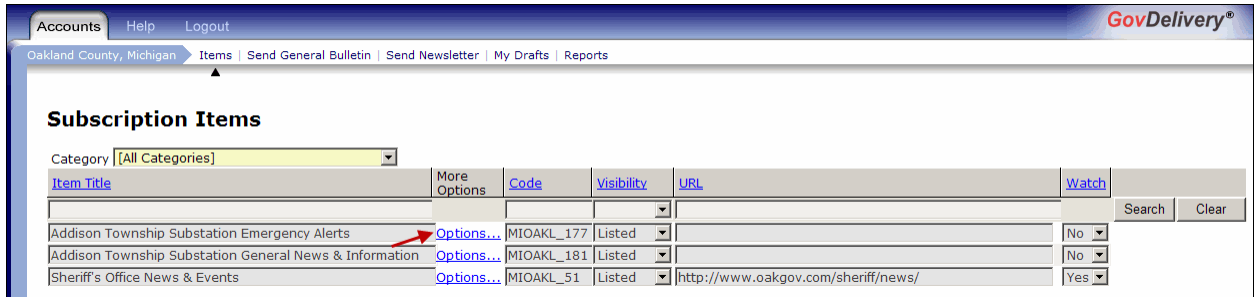
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Adding and Deleting Subscribers

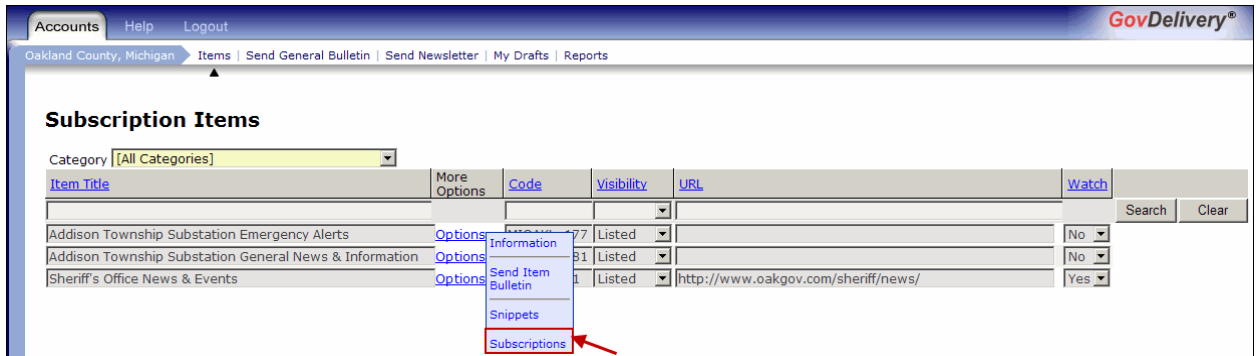
Adding New Subscribers

Use this feature if you would like to manually add additional subscribers to an item.

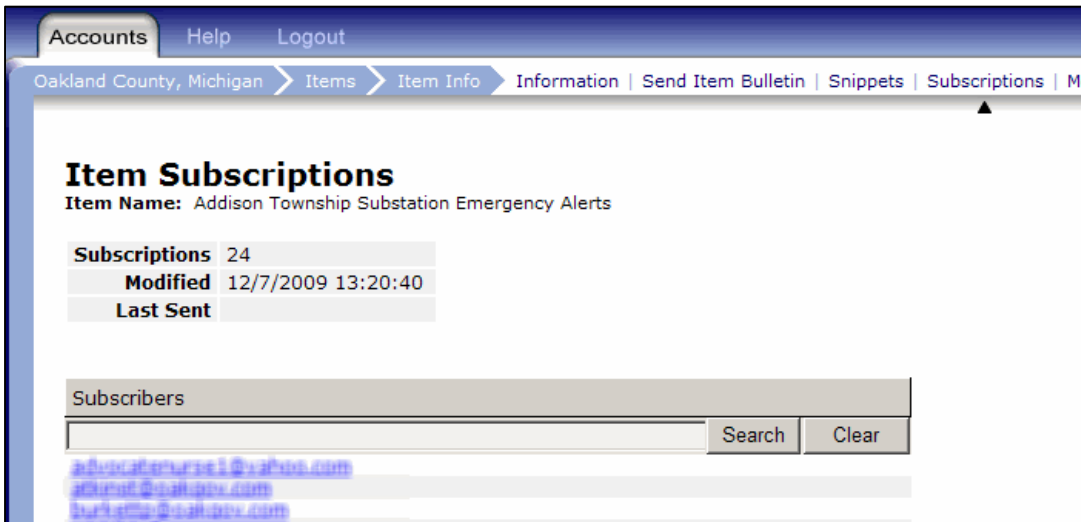
1. From the **Subscriptions Item** section, hover over the blue **Options** link directly to the right of the item you wish to modify.



2. Click on the **Subscriptions** from the drop-down menu.



3. The **Item Subscriptions** screen will appear.



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- Under the **Add New Subscribers** section, enter in the new e-mail addresses separated by commas in the box and click **Add**.

Add New Subscribers

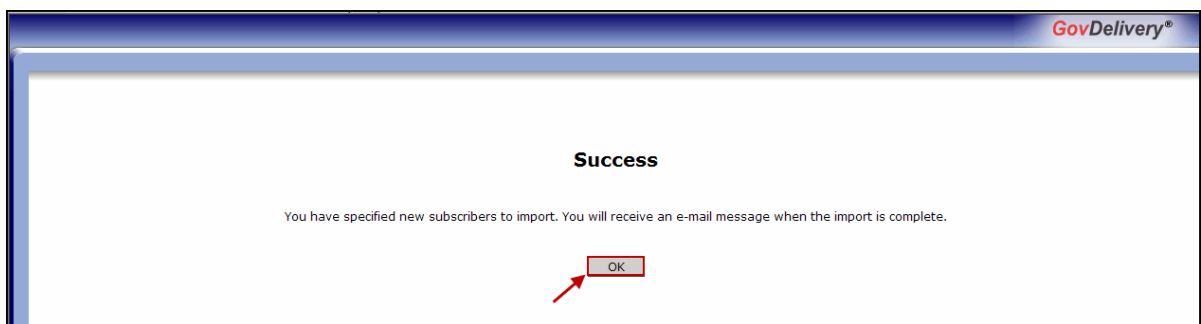
Enter comma-separated e-mail addresses to add as subscribers.
If you need to add large numbers of subscribers, please use the import function below.

zawisap@oakgov.com, pzawisa@live.com

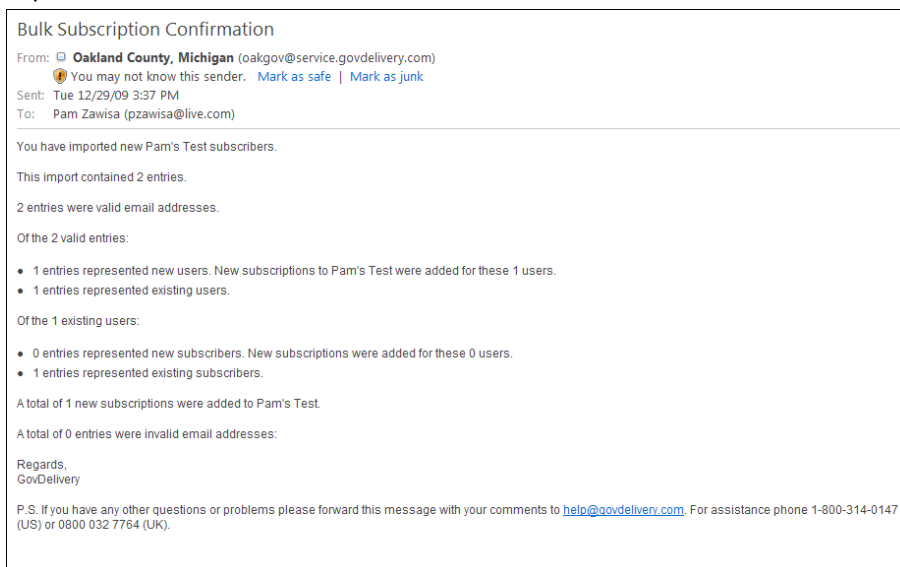
Send Welcome e-mails to new users
 Send Subscription e-mails to new subscribers

Add

- A **Success** screen will appear indicating that the e-mail addresses were successfully imported, click **OK**.



- Once completed you will receive an email indicating how many addresses were successfully imported.

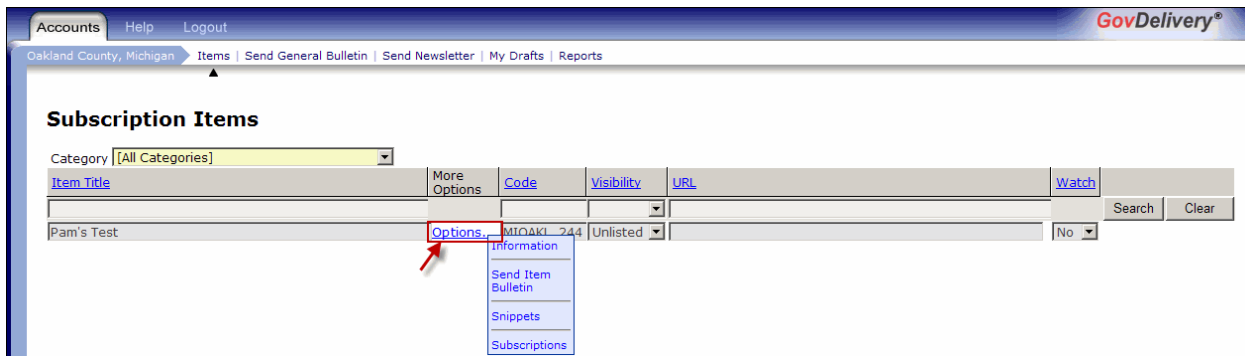


Email Subscription Item Administrator's Guide

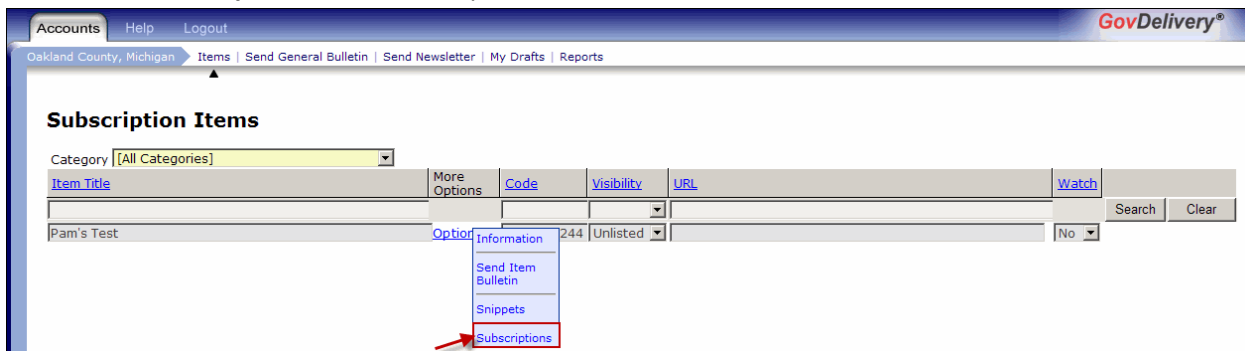
Adding a Large Number of Subscribers

To add a large number of subscribers use the Import New Subscribers feature. This feature requires all emails that are being imported to be included in a CSV (Comma Separated Variable) file.

1. From the **Subscriptions Item** section, hover over the blue **Options** link directly to the right of the item you wish to modify.

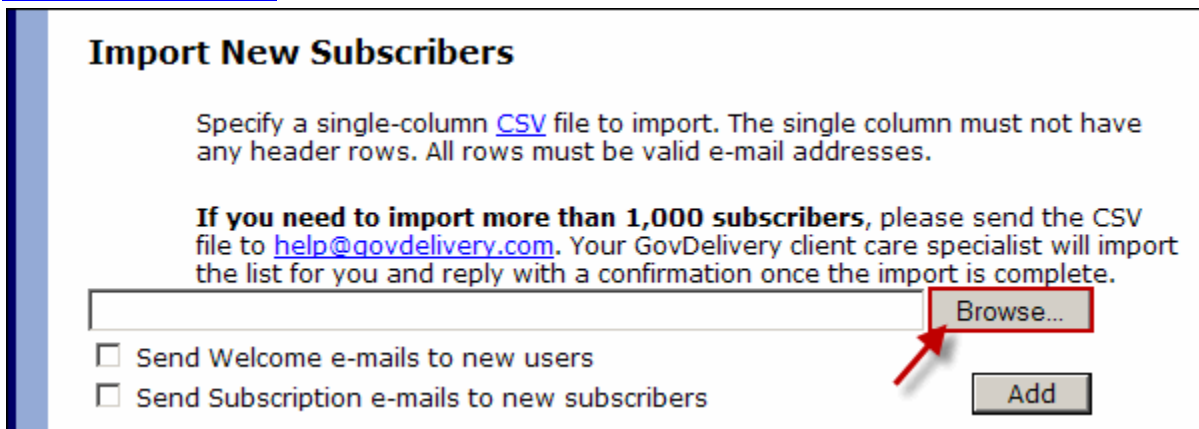


2. Click on the **Subscriptions** from the drop-down menu.



3. The **Item Subscriptions** screen will appear. Under the **Import New Subscribers** section, click on the **Browse** button and navigate to the folder where the CSV file is located.

Note: If you need to import more than a 1,000 e-mail addresses, please send the full list to help@govdelivery.com.



Email Subscription Item Administrator's Guide

4. Select the CSV file you want to import. Click **Add** to import the file.

Import New Subscribers

Specify a single-column [CSV](#) file to import. The single column must not have any header rows. All rows must be valid e-mail addresses.

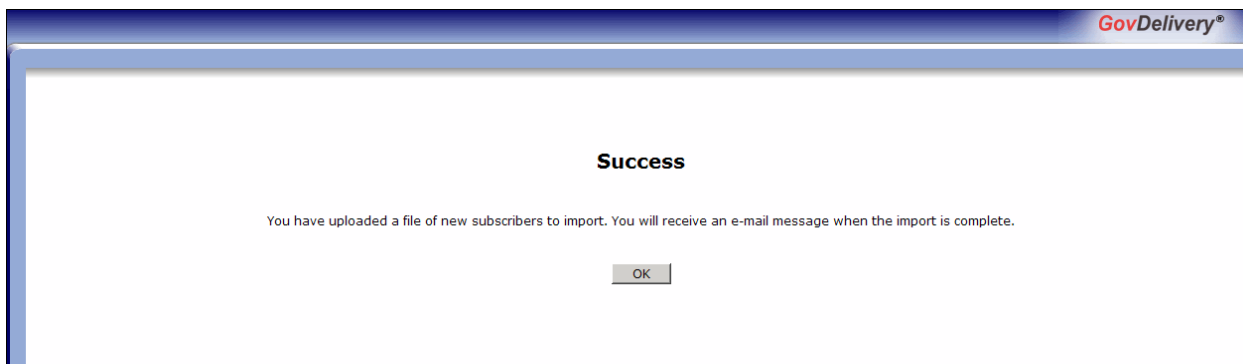
If you need to import more than 1,000 subscribers, please send the CSV file to help@govdelivery.com. Your GovDelivery client care specialist will import the list for you and reply with a confirmation once the import is complete.

C:\Documents and Settings\zawisap\Desktop\subscribers.csv

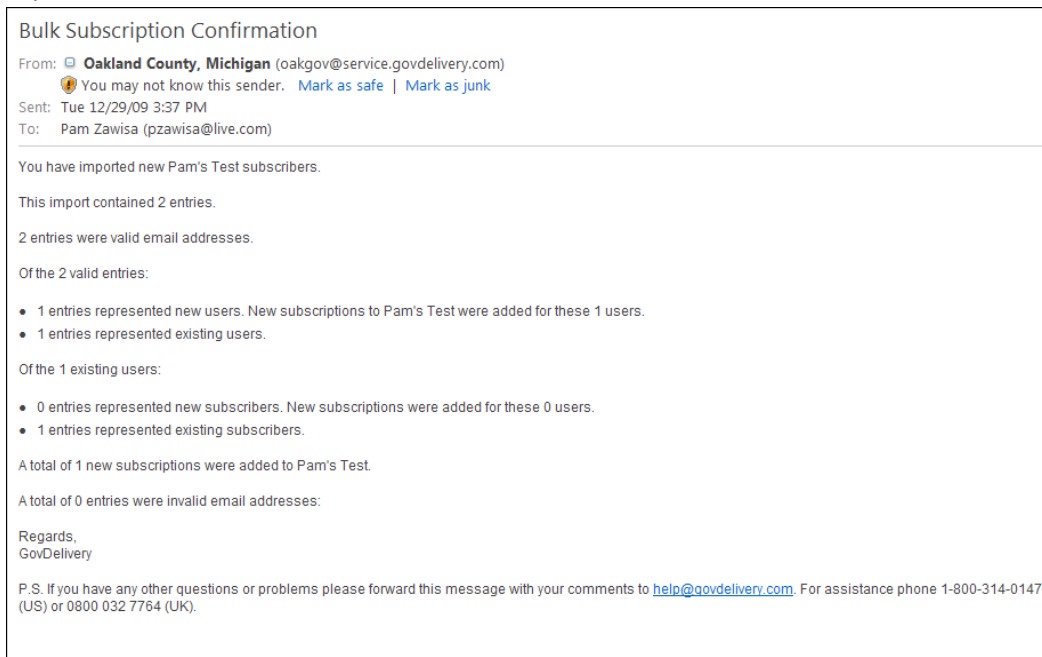
Send Welcome e-mails to new users

Send Subscription e-mails to new subscribers

5. A **Success** screen will appear indicating that the e-mail addresses were successfully imported, click OK.



6. Once complete you will receive an email indicating how many addresses were successfully imported.

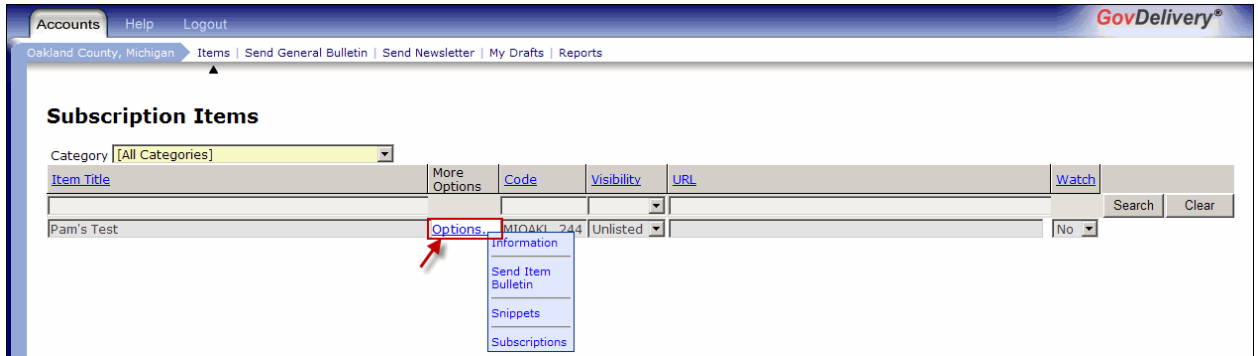


Email Subscription Item Administrator's Guide

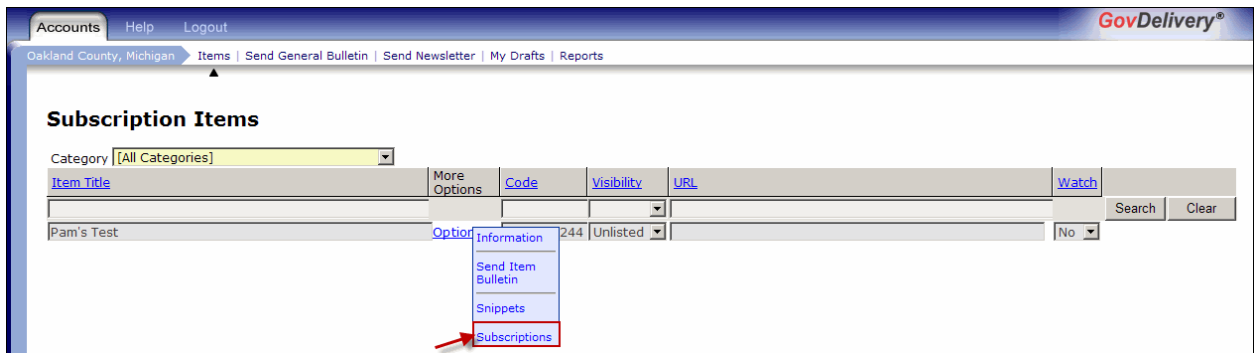
Deleting Subscribers

Use this feature if you need to manually delete a subscriber from an item.

1. From the **Subscriptions Item** section, hover over the blue **Options** link directly to the right of the item you wish to modify.



2. Click on the **Subscriptions** from the drop-down menu.



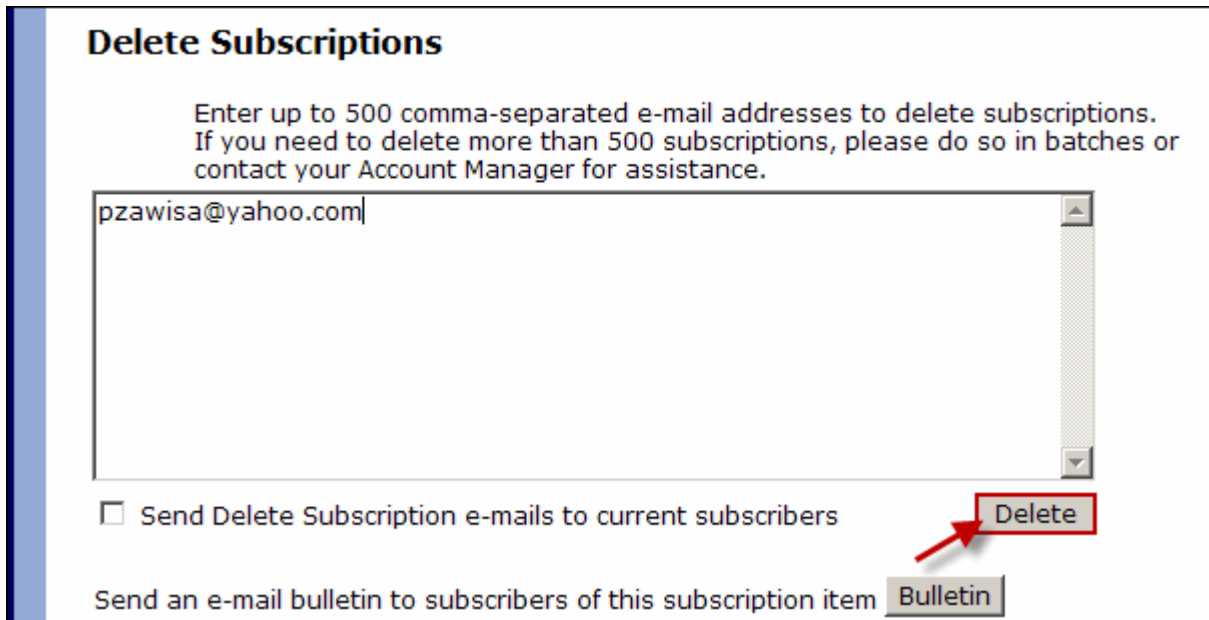
3. The **Item Subscriptions** screen will appear. Scroll down to the **Delete Subscriptions** section.



Email Subscription Item Administrator's Guide

- Under the **Delete Subscriptions** section, enter in the email address you would like to delete and click **Delete**. If you have multiple email address, separate the address by commas.

Note: You can delete up to 500 comma-separated e-mail addresses. If you need to delete more than 500 addresses, please send the full list to help@govdelivery.com.



Delete Subscriptions

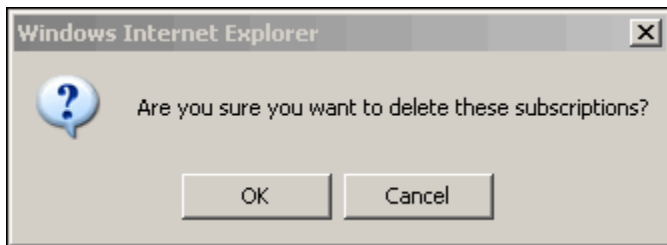
Enter up to 500 comma-separated e-mail addresses to delete subscriptions. If you need to delete more than 500 subscriptions, please do so in batches or contact your Account Manager for assistance.

pzawisa@yahoo.com

Send Delete Subscription e-mails to current subscribers

Send an e-mail bulletin to subscribers of this subscription item

- A **Windows Internet Explorer** window will pop-up, verify that you would like to delete the subscriptions by clicking **OK**.



- A **Success** screen will appear indicating that the e-mail addresses were successfully deleted. Click **OK**.

