

Why should my council get RSS?

RSS is perhaps one of the easiest ways to get your message across:

- to more people
- faster
- cheaper
- more efficiently

It helps connect people to the services you deliver.

With RSS feeds, the people you want to reach can sign up for updates that are relevant to them, using the delivery

methods they choose: text messaging, email, social networks like Facebook and Twitter. RSS expands your options and makes you adaptable to the new ways people are communicating.

And, unlike mailing lists, you won't have to maintain databases of subscribers or deal with returned emails and unsubscriptions.

Once you've got RSS in place, all you have to do is keep adding information to your website - the internet will do the rest of the work.

Case studies

Job applicants

Potential applicants can sign up for the jobs feed and get an email the instant you put up a new vacancy, if you make an RSS feed for jobs!

Advertising events

Everyone young and old can get word of the latest council activities sent to their mobile phones, if you make an events feed.

What can I do next?

- Think about how your council website could use RSS
- Talk to your IT department or web guru about putting RSS in place
- Tell your colleagues about how RSS can help you reach more people

What is RSS?



RSS (arr-ess-ess) is technology that takes what you put onto your website every day, and turns them into a list of messages, put in date order. This is called an RSS feed.

How RSS works for you

Websites put out a lot of information every week - press releases, breaking news, events, publications, consultations, jobs and more.

With RSS, your customers can sign up to get this information the minute you put it up on the website.

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