



## WHAT IS IT?

[HowTo.gov](https://www.howto.gov) is a website to help government agencies improve the customer experience. It offers “how to” training, best practices, common tools, and step-by-step guidance for:

- Managing federal websites
- Social media and citizen engagement
- Cloud computing, mobile, apps, data and web infrastructure tools
- Contact center services
- Strategic planning, and coordinating customer service channels

## HOW IS IT MANAGED?

- Content is developed collaboratively by GSA, practitioners, and subject matter experts from across government.
- Aggregating and sharing lessons learned, guidance, tools and training helps agencies to be more efficient and effective, saving money and time
- The site is managed by GSA’s Office of Citizen Services and Innovative Technologies, and the Federal Web Managers Council.

## WHY IS IT IMPORTANT?

- When people contact their government for information or services, they deserve a pleasant experience, and should be able to easily get the right answer to their question, no matter which contact channel they use.
- HowTo.gov aims to give agencies the tools and guidance they need to deliver a great customer experience – via web, phone, email, or in-person – and improve the public’s overall satisfaction with government.
- The collaborative nature of the site helps ensure the most current guidance and resources are presented on any given topic, vetted by subject matter experts from across government.

## WHO’S IT FOR?

HowTo.gov is for government workers who:

- manage or support a government website or call center;
- communicate with the public via social media;
- manage or support an agency’s IT operations;
- write or edit content for web or print publication; or
- manage customer service operations.

## WHAT’S NEXT?

HowTo.gov has adopted a culture of continuous improvement.

- We plan to regularly update the site based on customer feedback.
- We will expand the breadth and depth of information on the site, especially in the Tech Solutions and Contact Centers channels.
- The most popular content will be rewritten into the “how to” format, incorporating videos, tutorials, and other training tools, organized in an easy to follow, step-by-step format.
- HowTo.gov integrates content from other websites such as WebContent.gov and CitizenServices.gov, which will eventually be shut down to save money.
- Consolidating content also improves service, since customers don’t have to search several different websites to find information – they can find everything they need, written in plain language and intuitively organized, on HowTo.gov.