

HIGHPOINT HELPS THE US DEPARTMENT OF STATE SPREAD THE GOOD WORD THROUGH SHAREAMERICA

The US Department of State (DOS) depends on social media to reach constituents around the world. Social media enables the DOS to share compelling images and stories and encourage debate about global issues for thousands of users on social networks. The content is delivered in multiple languages to bridge communication barriers.

THE CHALLENGE

The DOS wanted to expand its social media presence, and agency leaders realized that would require selecting and implementing new technology. Stakeholders would also need to train employees on how to use the new technology and ensure that all users and posts complied with the agency's social media policy guidelines.

THE SOLUTIONS



HighPoint designed and deployed the **ShareAmerica** website, which **drives much of the agency's social media presence**. As part of the deployment, HighPoint developed websites and applications, graphics, UX components, and conducted training.



The DOS collaborated with HighPoint, which **partnered with the agency to devise and implement web and social media content**. HighPoint was involved throughout the project lifecycle, which included developing specifications and requirements, tracking risks and issues, training on new components, and managing releases.



HighPoint helped develop **MapGive**, a website designed for the DOS's Humanitarian Information Unit that makes it easier to identify worldwide volunteer opportunities. HighPoint provided **creative direction and strategy**; graphics, web design, video production, and animation services; and content development in multiple programming languages.



To best serve the DOS's training needs, HighPoint developed educational materials for community managers, which included computer-based training, PDFs, field guides, webinars, videos, and unique "Ask the Experts" sessions. As a result of this training, **DOS employees had a better understanding of how to use social media to further the agency's mission**.

THE RESULTS

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HighPoint employees received customer satisfaction awards from the DOS



The creating of thoughtful content and using analytics and online tools training program were recognized as effective

“ This is the best training I've had in my seven years in the Foreign Service. ”

— User Comment



ABOUT HIGHPOINT

HighPoint helps government agencies elevate experiences by improving the touchpoints through which customers interact with government. From contact centers and training to digital and data services, our team works with government agencies to more efficiently integrate the people, processes and technology that help government deliver on the needs of citizens and employees.

HighPoint is a privately held company with offices in Indianapolis, Indiana; Baltimore, Maryland; and Herndon, Virginia. For additional information about HighPoint, visit www.highpointglobal.com.



OUR CERTIFICATIONS



CMMISVC / 2SM
Exp. 2019-01-14 / Appraisal #25607

Assessed at CMMI:
Level 2 for Services



CMMIDEV / 3SM
Exp. 2019-01-14 / Appraisal #25607

Assessed at CMMI:
Level 3 for Development



ISO 9001:2015 certification



OUR CONTRACT VEHICLES

- GSA Professional Services
- GSA Schedule 70
- CIO-SP3
- EAGLE II
- GSA COE BPA for Contact Centers



OUR CLIENTS

HighPoint helps citizens access healthcare, ensures that our troops are fed around the world, and connects the world to US diplomacy.

We deliver services for 15 government clients including the Centers for Medicare and Medicaid Services, Office of the Comptroller of Currency, Department of State, Defense Logistics Agency, and Department of Housing and Urban Development.

