


RSS FEEDS

What are RSS feeds?

“RSS” stands for “Real Simple Syndication.” RSS feeds are a way to distribute online content such as blog posts, news headlines, and podcasts. With an RSS feed, you subscribe to a particular feed and receive updates via email or an RSS reader. RSS feeds are often identified by this symbol .

You can use RSS feeds to stay updated about new content from many different websites and organizations. You can also use RSS feeds to share news and updates from your organization with clients and colleagues.

Some common RSS readers include [GoogleReader](#) , [NetVibes](#) , and [Bloglines](#) . If you or your organization have a website, blog, or podcast, tools like [Feedburner](#)  can help you create, publish, and distribute feeds.


RSS feeds in response to HIV

- Receive updates on breaking news about HIV prevention, testing, treatment policy, and research.
- Provide notifications about HIV-related events and activities.
- Distribute website and blog updates.

Examples from the field

- AIDS.gov’s HIV/AIDS RSS feeds: aids.gov/news-and-events/?showTab=hiv-aids-feeds
- CDC’s HIV/AIDS Prevention Resources RSS feed: feed://www.cdc.gov/hiv/rss/hiv.xml
- National Institutes of Health’s AIDSinfo’s RSS feeds: aidsinfo.nih.gov/Other/rss.aspx
- CDC’s National Prevention Information Network’s Daily News Updates: feed:www.cdcnpin.org/NPINRSS/NewsRssFeed.aspx

Where can I learn more about RSS feeds?

- Common Craft’s Video “RSS in Plain English”: www.commoncraft.com/rss_plain_english 
- Why RSS?’s “The Really Simple Guide to RSS”: www.whyrss.com/ 
- Google FeedBurner: www.feedburner.com/fb/a/feed101 

Thinking about developing an RSS feed for your site?

- Check out “[Understanding Your Audiences](#)” at AIDS.gov to help decide if an RSS feed is an appropriate tool to reach your target audience(s).

 Exit Disclaimer: Links marked with this image are non-government websites

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email: contact@AIDS.gov

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 www.youtube.com/AIDSGov