

Who'll Read This?

Communications in an Information Age

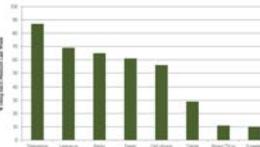


CHUCK YOUNG
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GOVERNMENT ACCOUNTABILITY OFFICE

U.S. GOVERNMENT ACCOUNTABILITY OFFICE

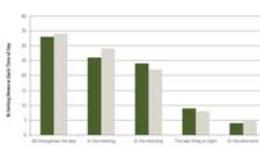
A New Media Landscape

How Americans access news



#2: laptop or computer
 #5: cell phone
 #6: tablet

Frequency of news consumption



#1: throughout the day, general & in-depth

Source: "How Americans get their news" AmericanPress Institute March 2014

New Media
Digital Government
Social & Digital Media @ GAO
Tools

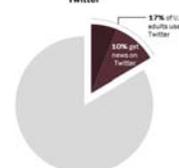
Facebook: All the News that's Fit to Share



One-in-Ten U.S. Adults Get News on Twitter, While About Four-in-Ten Get News on Facebook

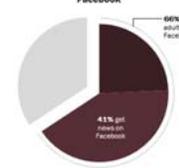
% of U.S. adults who search and get news from each site

Twitter



17% of U.S. adults use Twitter
 10% get news on Twitter

Facebook



66% of U.S. adults use Facebook
 41% get news on Facebook

"If searching for news was the most important development of the last decade, sharing news may be among the most important of the next."

Social Media and News Survey, March 13-16, 2010; 2010, Q1, Q2, Q3, Q4
 PEW RESEARCH CENTER

"Source: Pew Research, "The Evolving role of News on Twitter and Facebook," July 2015.

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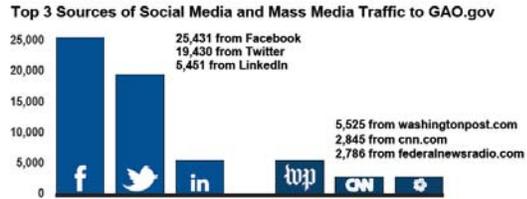
New Media Lessons from Google Analytics




- Added Google Analytics to GAO.gov in 2012
- Provides key metrics on
 - Visitors' behavior (engaging content, devices, time on page)
 - How people find our work (referral traffic, search engines)
 - Effectiveness of our social media campaigns (tagging)

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New Media Lessons from Google Analytics: More people come to us from social than mass media sites

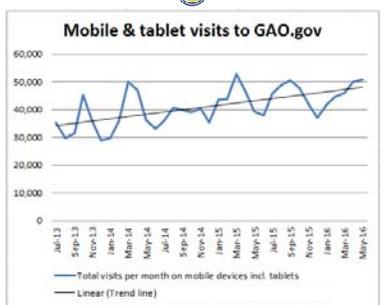


Source	Visits
Facebook	25,431
Twitter	19,430
LinkedIn	5,451
washingtonpost.com	5,525
cnn.com	2,845
federalnewsradio.com	2,786

Source: GAO 2015 Social Media Report

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New Media Lessons from Google Analytics: Growth of Mobile



Month	Total visits per month on mobile devices incl. tablets
Jul-13	~30,000
Sep-13	~45,000
Nov-13	~30,000
Jan-14	~40,000
Mar-14	~50,000
May-14	~35,000
Jul-14	~40,000
Sep-14	~40,000
Nov-14	~35,000
Jan-15	~45,000
Mar-15	~50,000
May-15	~40,000
Jul-15	~50,000
Sep-15	~40,000
Nov-15	~45,000
Jan-16	~40,000
Mar-16	~45,000
May-16	~50,000

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GAO on Facebook: The Floppy Disk Example

Resources

- Simple, direct figure from a report.
- Post had 100 likes and 155 shares, and reached nearly 25,000 users, making it the farthest reaching post we've ever had on Facebook.
- The report received widespread coverage including ABC, AP, MSNBC, Fox, PBS, CNN, Newsweek, BBC, many others.

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GAO on Facebook

Resources

- Measured Voice
- Limited staff

Impact

- 12,000+ page likes as of August 2016
- Posts reach an avg. of 30,000 users a month
- Best social media driver of traffic to GAO.gov

- Daily posts require 1-2 staff to select an image, draft text, and edit/review
 - ~1 hour total time
- Weekend posts are wrap-ups, requiring little editorial input
- Post to Facebook via Measured Voice (costs us <\$3,000 per year, several pricing tiers)
 - Easy to use
 - Controls access
 - Inexpensive
- Strong driver of traffic to GAO.gov
 - Primary source of referrals
 - Referred an ~5,000 first time visitors last quarter

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GAO on Twitter

Purpose

- Share new reports
- Participate in discussion of GAO reports

Access

- @usgao
- @usgaolegal

Resources

- Share new reports
- Participate in discussion of GAO reports

New Media Digital Government Social & Digital Media @ GAO Tools



Resources

- Measured Voice
- Leverage staff throughout the agency

Impact

- Nearly 40,000 followers as of August 2016
- Second best social media driver of traffic to GAO.gov

• GAO on Twitter

- New reports automatically tweeted, requiring no staff time or reviews
- PluggedIn tweets require minimal staff time
 - Generated by GAO mission staff
 - Edits, reviews, and approvals take <1 day
 - Minimal OPA effort
- PluggedIn tweets were the farthest reaching and most shared of GAO's tweets.
 - More than 700 tweets in 2015.
 - 30 PluggedIn tweets reached more 100,000 last year
 - Regularly retweeted by journalists, NGOs, and others

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Purpose

- Feature key findings & information in short posts written for the general public

Access

- Wordpress: blog.gao.gov

• GAO's WatchBlog



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Resources

- WordPress subscription
- Leverage staff throughout the agency

Impact

- Nearly 400 posts
- Viewed +155,000 times
- Drove 46,000+ GAO.gov page views
- Named 1 of 5 best government blogs by GovLoop

• GAO's WatchBlog

- Mission staff propose and draft most posts
 - OPA reviews and approves
- Drives more engaged readers to GAO.gov.
 - WatchBlog readers spent nearly twice as long on GAO.gov and view more pages than readers from other GAO campaigns
- Online publications increasingly link to our blog posts and/or write about existing GAO reports after we feature them on the blog.

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Platforms

- Measured Voice, WordPress, Google Analytics

Costs

- ~\$3,000/year (total)

Tools

- Give and control access
- Easy to use for writing, editing, reviewing and scheduling
- Federal TOS available through DigitalGov

Measured Voice
GAO Twitter
GAO Facebook
GAO LinkedIn

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Thank you

Please feel free to contact me:

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