

Where are they now?

The Movement of Key Audiences to New Media

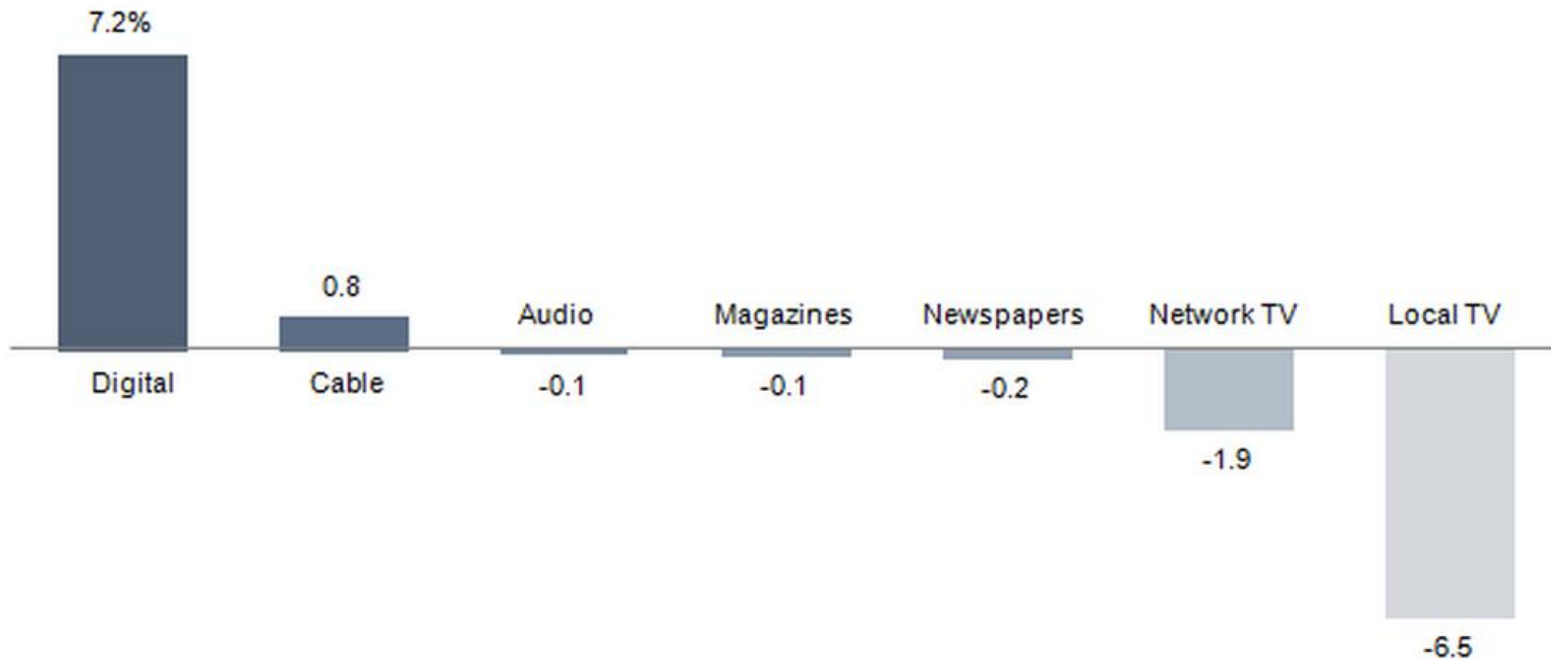


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TO

BIENNIAL AUDIT FORUM
DENVER, CO
AUGUST 20, 2014

Audiences Moving Digital

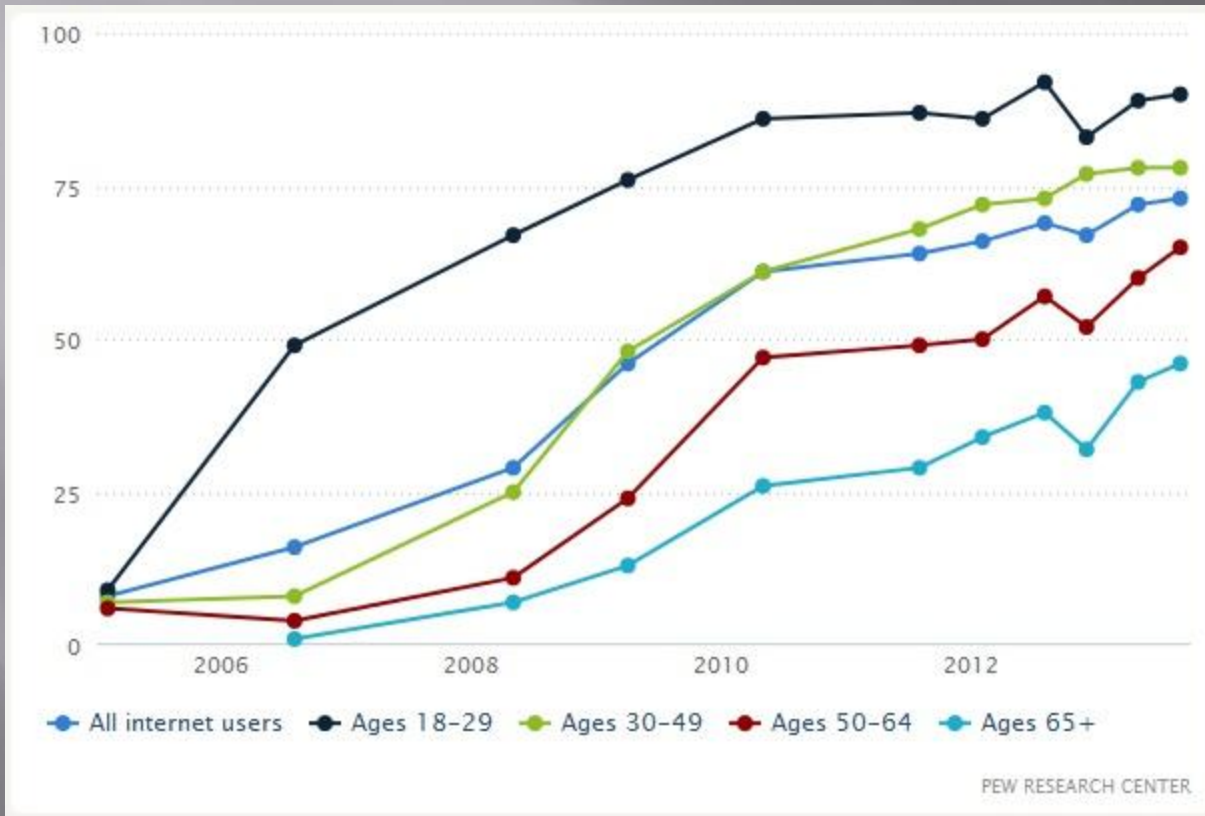


Source: Nielsen Media Research, comScore, Alliance for Audited Media and Arbitron*

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

2013 STATE OF THE NEWS MEDIA

The Scope of Social Media



•73% of all online adults are currently using social media.

•In the last 8 years, social media usage over all Internet users has skyrocketed from 8% to 73%.

New Media at GAO

•Using today's technology to share our work with Congress and the American people.



Twitter

@usgao & @usgaolegal



- ▣ Joined in 2009
- ▣ 30,000 followers (10K more subscribers than the daybook).
- ▣ @usgao tweets reach 28,000 people.

Flickr

[flickr.com/photos/usgao](https://www.flickr.com/photos/usgao)



- ▣ Joined in 2011
- ▣ 1,100 photos uploaded
- ▣ More than 900,000 lifetime views of our photos

The WatchBlog

blog.gao.gov



- ▣ Started in 2014
- ▣ 26,500 views
- ▣ 82 posts

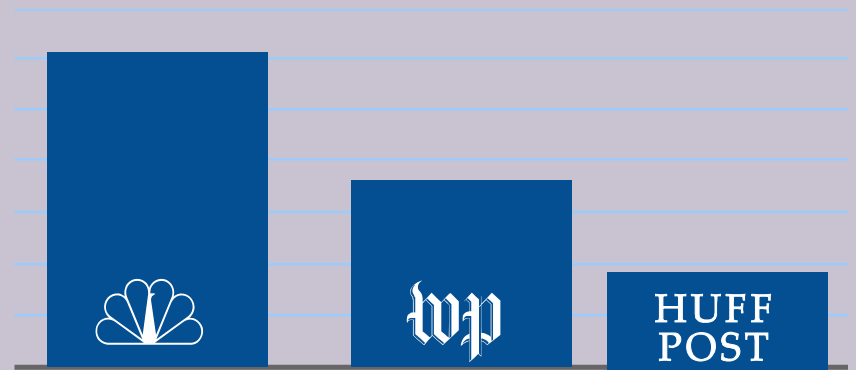
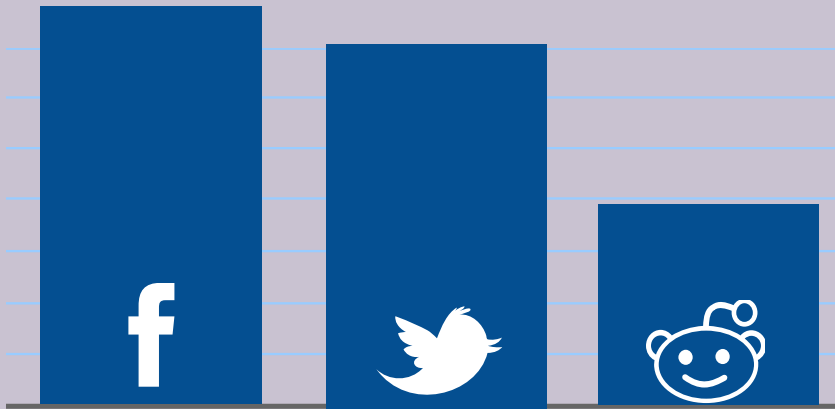
• *Top 3*

• *Sources of traffic to GAO.gov in 2013*



• From Social Media sites:

• From Mass Media sites:



- 19,477 from Facebook
- 15,212 from Twitter
- 8,955 from reddit

- 15,473 from nbcnews.com
- 8,281 from washingtonpost.com
- 4,635 from huffingtonpost.com