

Where are they now?

The Movement of Key Audiences to New Media



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to

NEW ENGLAND INTERGOVERNMENTAL AUDIT FORUM

OCTOBER 25, 2013

Where are they now?

The Movement of Key Audiences to New Media



[An Introduction to the Topic](#)
(thanks to YouTube...)

New Media

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GAO & Digital
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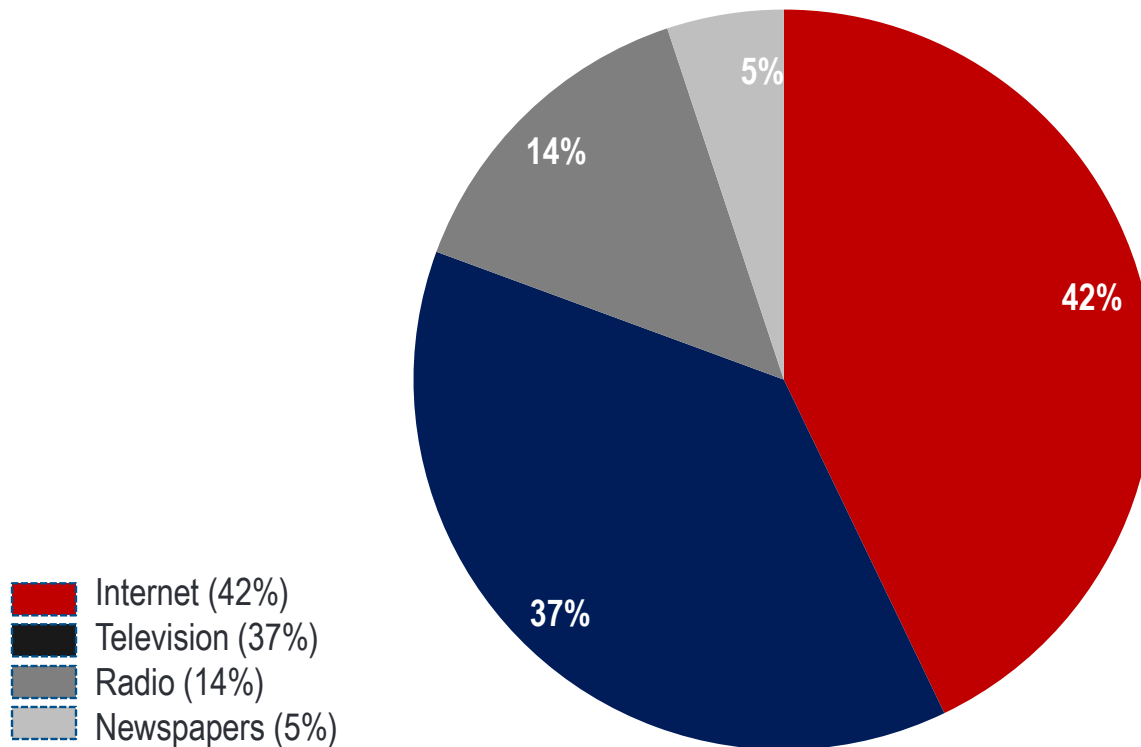
GAO & Social
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Next Steps

A New Media Landscape



“Most Essential” Medium



Source: Arbitron/Edison Research, “The Infinite Dial 2010”

New Media

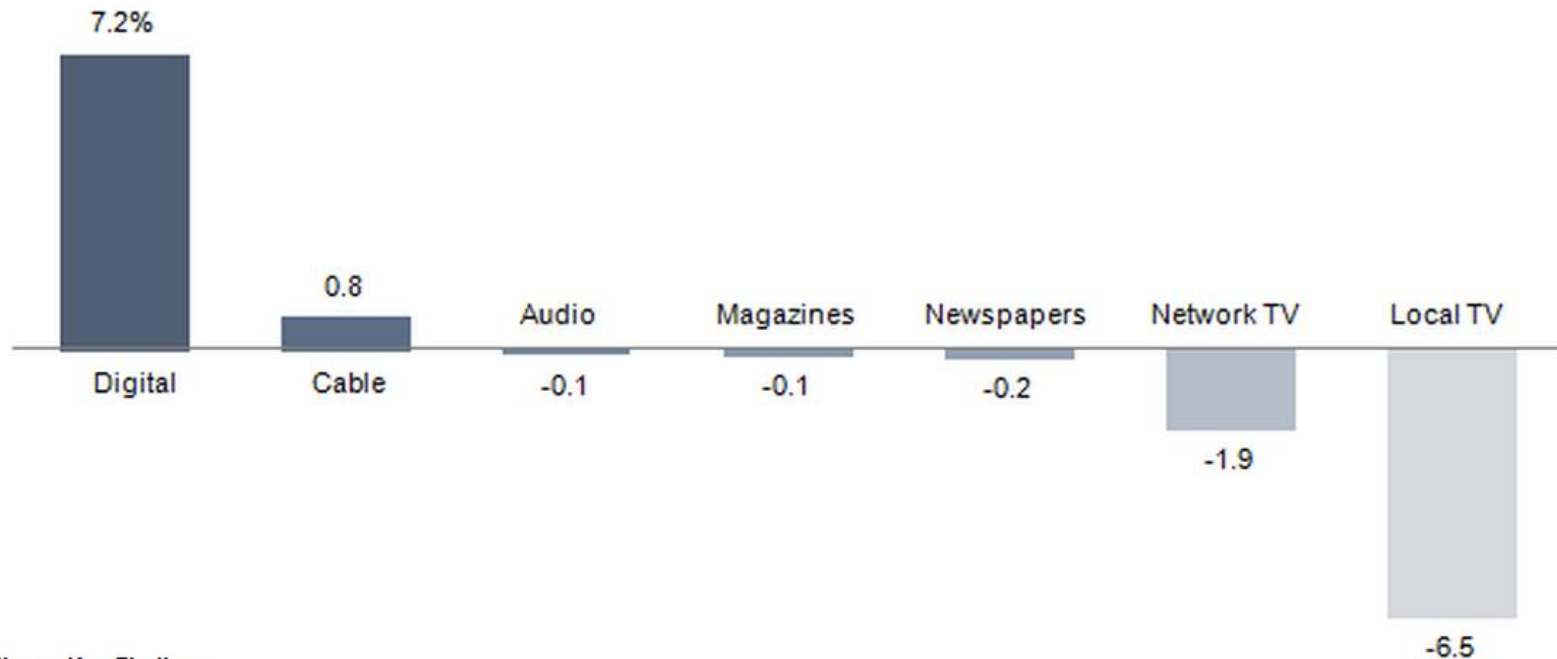
Digital
Government

Audible Audits

The Mechanics

Results

Audiences Moving Digital



Audience Key Findings

Percentage Change in Audience, 2011 to 2012

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

New Media

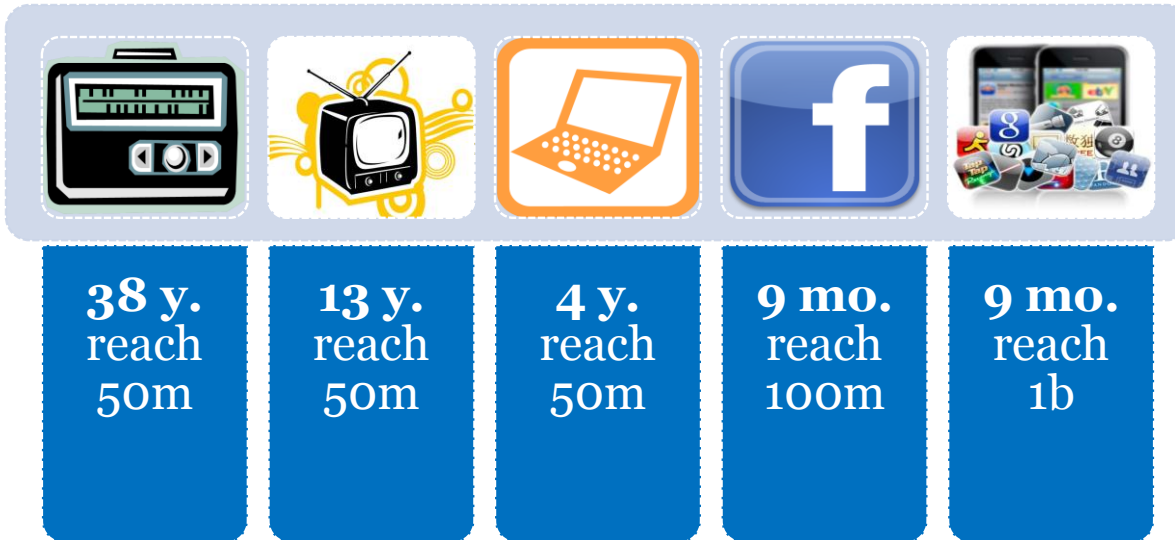
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Audible Audits

The Mechanics

Results

Adopting New Media



Source: www.presentationmultimedia.com/social-media-marketing
Image sources: iphone-droid.com, ionradio1640.com

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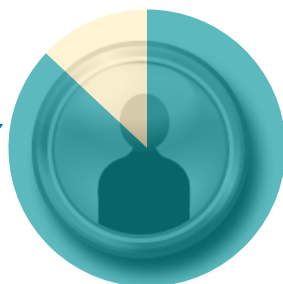
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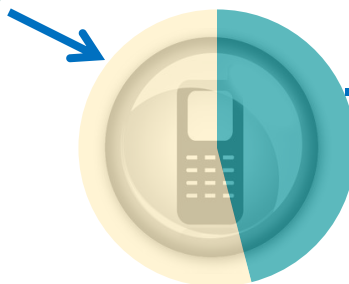
The Growth of Mobile Media



Adults in the US



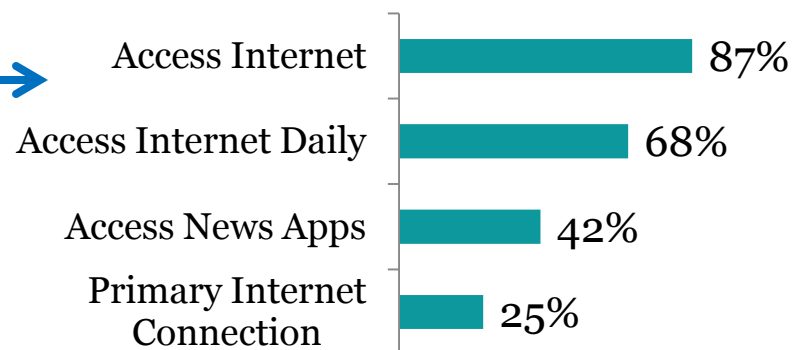
87% Cell Phone



46% Smart Phone

By 2015 more people will access the web on their phone than on a PC!

Smart Phone Usage



Source: Nielsen Social Media Report, Q3, 2011. Pew Internet & American Life Project, articles from 3/2/12, 7/11/11, 3/2/11.

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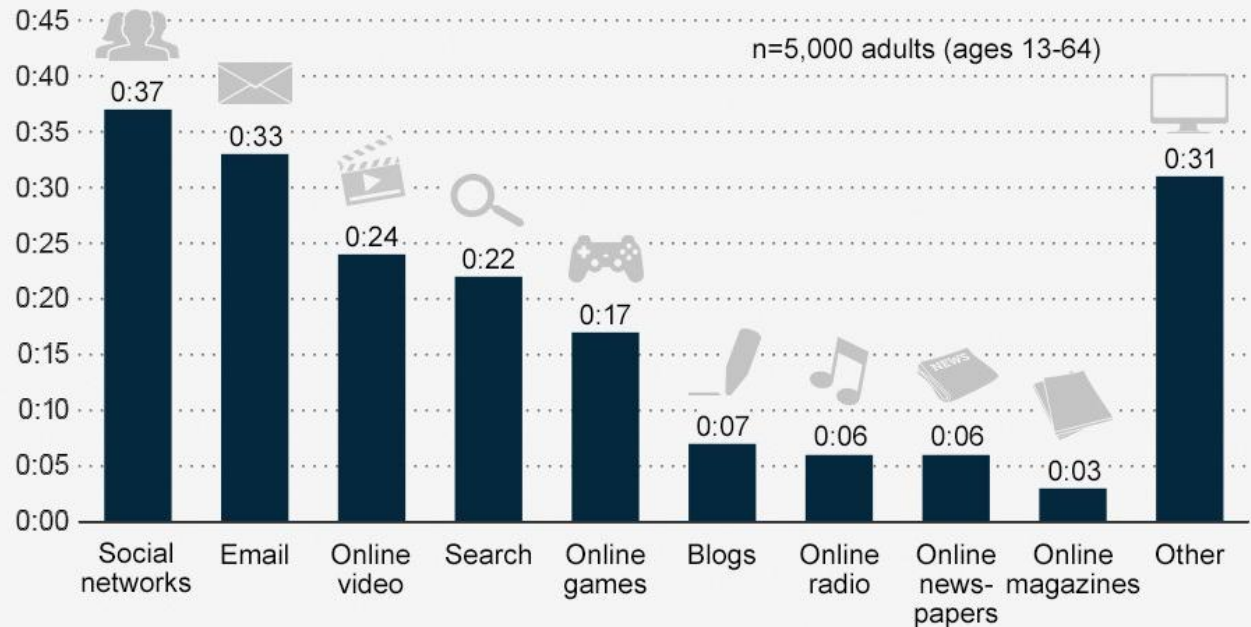
Next Steps

The Scope of Social Media



**Social
Networking**
#1 online activity

Average time U.S. consumers spent with digital media per day in 2012 (hours:minutes)



statista
The Statistics Portal

Mashable

Source: GfK, IAB

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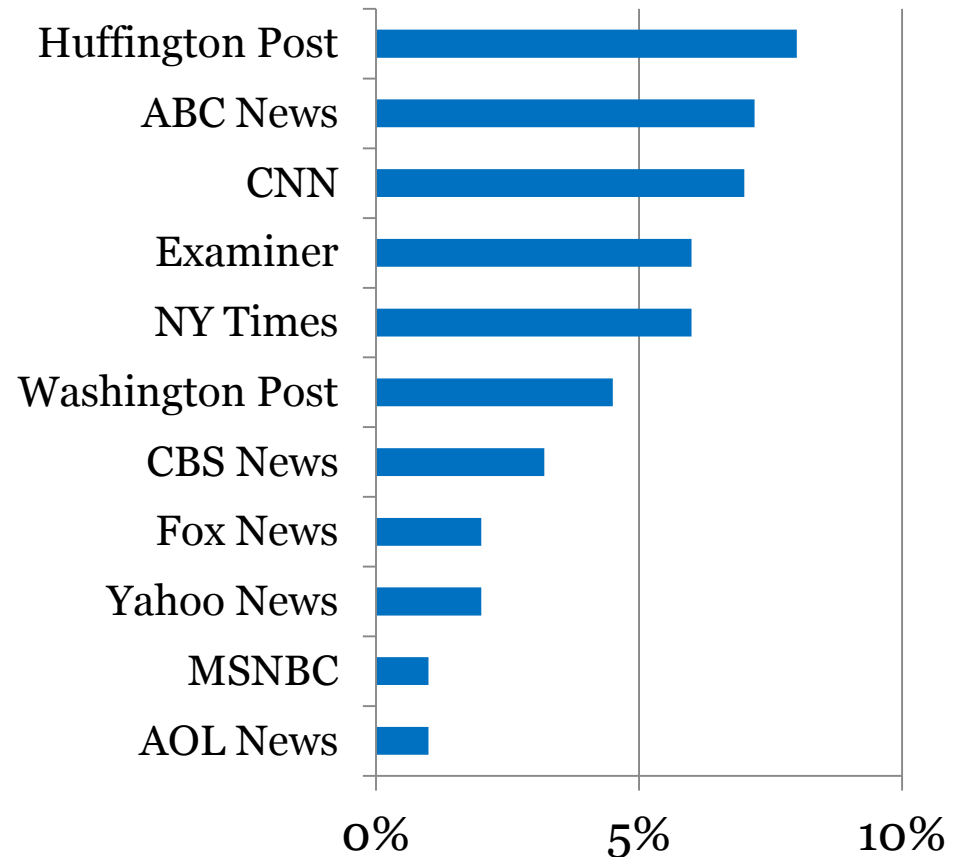
Facebook: All the News that's Fit to Share



2nd most popular
referrer to top news
sites, behind Google

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

% of Audience from Facebook



Source: Pew Internet & American Life Project, "Navigating News Online, Facebook is Becoming Increasingly Important," May 2011.

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How Some Agencies Are Adapting



WWW.STATE.GOV

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Latest From DipNote Blog

#SecClinton is now holding a bilateral meeting with #Israeli PM
#BenjaminNetanyahu in Washington, DC.

1:49 PM MAR 22

New Blog Post: Passports Get a Day of Their Own <http://bit.ly/a6Hoh8>

10:32 AM MAR 22

#SecClinton gives keynote for World Water Day @ 10:30 a.m. Event cohosts: #NationalGeographic, #WaterAdvocates. Watch: <http://www.state.gov>

8:47 AM MAR 22

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OVERVIEW Social Media



Twitter

- USEDGov
- EDPressSec
- ED_Outreach
- FreeResources
- EDPartners



Facebook Pages

- ED.gov
- Secretary Arne Duncan
- College.gov
- EDPartners
- Presidential Scholars Program



YouTube

- USEDGov

WWW.NASA.GOV



The first official NASA App invites you to discover a wealth of NASA information right on your iPhone or iPod Touch. The NASA App collects, customizes and delivers an extensive selection of

dynamically updated information, images and videos from various online NASA sources in a convenient mobile package. It is available free of charge on the App Store from Apple directly on iPhone and/or iPod Touch or within iTunes.

[Learn More](#)

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WWW.FBI.GOV



(Second Life)

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The Value of Video

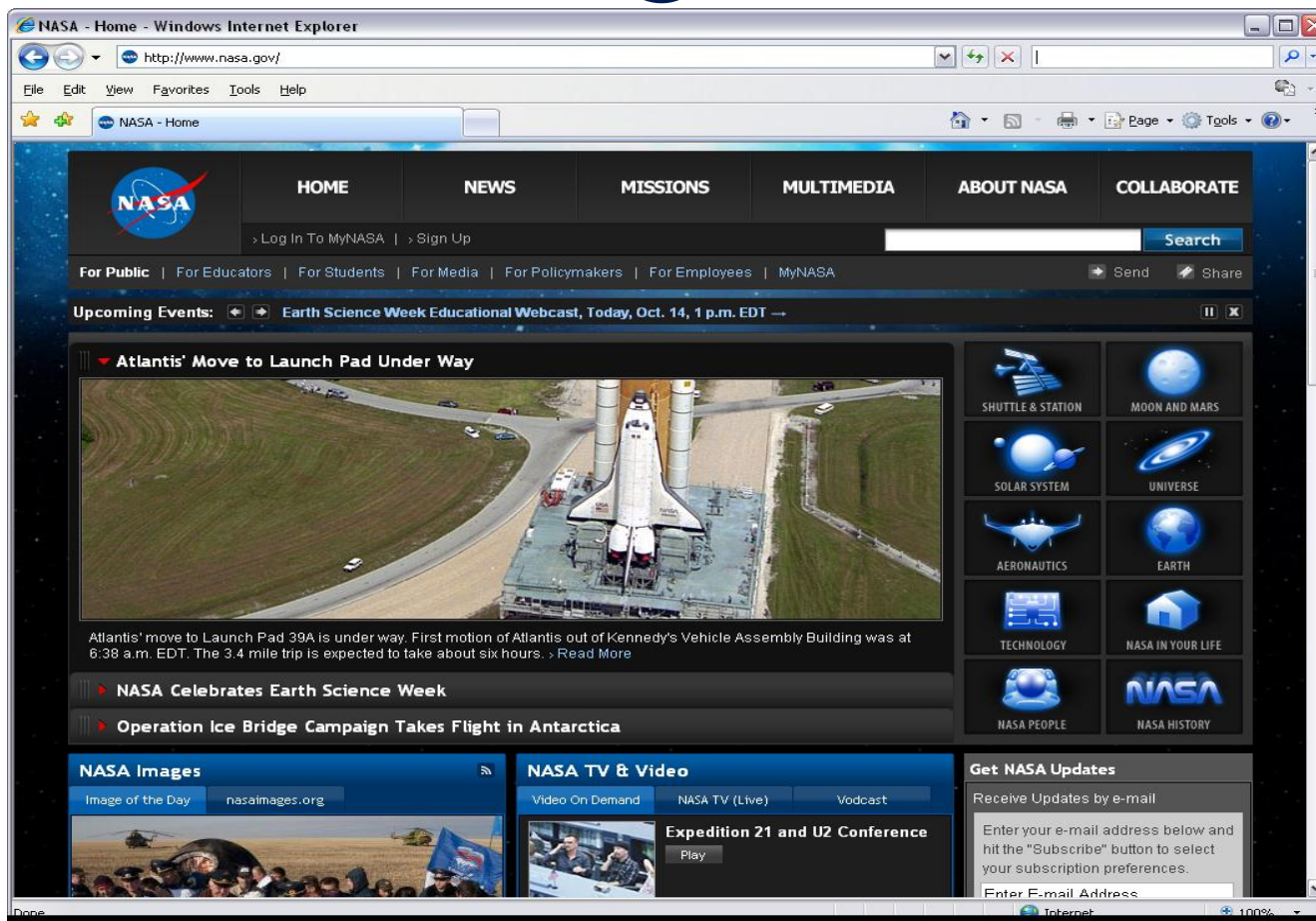


Image source: <http://www.nasa.gov/>

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Challenges

- Volume & complexity of content
- Two audiences

Digital Solutions

- Video, podcasts, mobile, QR codes

Social Solutions

- Twitter, Flickr, Facebook, live chats

• Getting GAO's Message Out



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Purpose

- Inform the new Congress and administration of 13 urgent national issues

Access

- GAO.gov

Impact

- 35% jump in traffic week after launch
- Highest customer satisfaction scores

• 'o8 Presidential Transition Videos



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Purpose

- Share video from High Risk series, Recovery Act, and select testimonies

Access

- Multimedia gallery
- YouTube channel
- Select reports

Impact

- Increased traffic to GAO.gov
- Higher satisfaction scores

• 2009 Greater Video Use

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U.S. Government Accountability Office

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Keyword or Report #
Advanced Search | Search Only Legal

Reports & Testimonies | Legal Decisions & Bid Protests | About GAO | Careers | Multimedia | Resources For ...

Multimedia: Video Gallery | Podcast Gallery

GAO: CNN Video, July 2009

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WORKING FOR U.S.

KITTY PILGRIM

It's called the GAO

UPDATE: Amanda Knox: I wasn't home night Kercher died

00:05 / 2:44

CC | Settings | YouTube

Jul 19, 2009 02:44

CNN Video, July 2009

This CNN report profiles GAO and its role in the federal government

Learn more

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Podcast: GAO Watchdog Report

Featuring interviews with GAO officials on significant issues and new products, the Watchdog Report is recorded, hosted, and produced by GAO staff.

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GAO Watchdog Report

Featured Videos

Testimonies 07:57

Comptroller General Testifies on the Transparency of Federal Spending

Report Excerpts 00:00

USAID Road in Indonesia Needs Foreign Assistance Actions to Ensure Quality & Sustainability

Testimonies 06:12

Comptroller General Testifies on Security Clearance Reform: Sustaining Progress for the Future

Scroll down

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Next Steps



Purpose

- Increase user engagement with reports and findings

Access

- Select reports
- Product summary pages
- Multimedia gallery

Impact

- Increased traffic to GAO.gov
- Higher satisfaction scores

• 2009 Videos in Reports



GAO-12-728



GAO-12-475



GAO-12-614

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Purpose

- Reach new audiences
- Direct traffic to GAO.gov

Access

- YouTube channel, multimedia gallery, email updates

Impact

- 600 subscribers
- 651 average views/week
- 116,285 total views as of Oct. 2013

• 2009 GAO Uses YouTube

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467 subscribers 77,979 video views

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Senate Committee on Homeland Security and Environmental Affairs

GAO: Comptroller General Testifies on the Transparency of Federal Spending 119 views
by usgao 4 weeks ago

Featured Playlists

Uploaded videos 103 videos

About U.S. Government Accountability Office

The official YouTube channel of the U.S. Government Accountability Office (GAO).

GAO is known as "the investigative arm of Congress" and "the congressional watchdog." GAO supports the Congress in meeting its constitutional responsibilities and h...

more ▾

gao.gov

by usgao ▾

Latest Activity	Jul 23, 2012
Date Joined	Feb 25, 2009
Country	United States

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Questions?



Purpose

- Feature reports & testimonies with 5 minute, unscripted interviews

Access

- Facebook, RSS feed, iTunes, Twitter, Media Gallery

Impact

- 150 podcasts
- 1,830 avg. weekly downloads
- +325K total downloads as of Oct. 2013

• 2010 GAO Starts Podcasts





Purpose

- Mobile-friendly portal to content

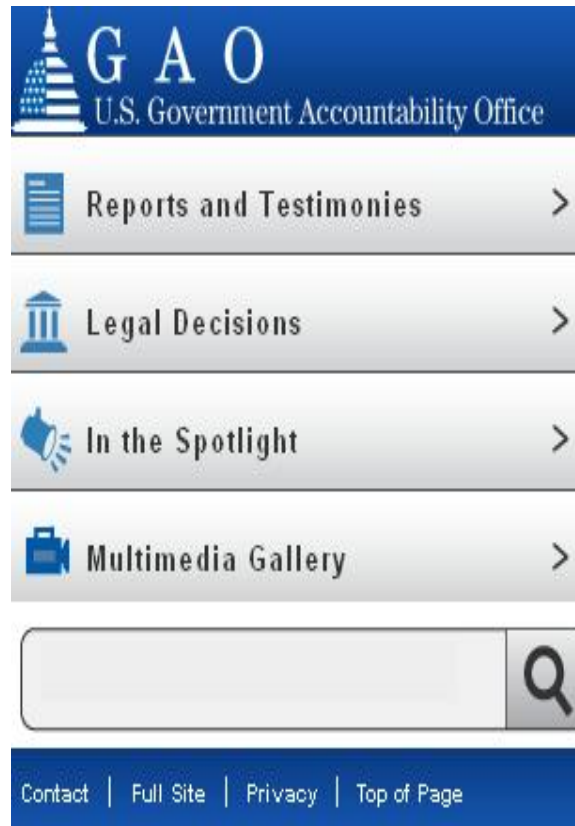
Access

- Any smartphone
- App for iPhones (since 2012)
- Android app (since 2013)

Impact

- 8% of traffic to GAO.gov
- 4,291 iPhone downloads
- 372 Android downloads as of Oct. 2013

• 2010 GAO Goes Mobile



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Purpose

- Interactive customer experience

Access

- Searchable
- GAO.gov

Impact

- 6 e-Reports developed, providing web-based content for users

• 2010 GAO Pilots e-Reports



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2012 ANNUAL REPORT

Opportunities to Reduce Duplication, Overlap and Fragmentation, Achieve Savings, and Enhance Revenue

GAO-12-342SP, Feb 28, 2012

Highlights

View Report

View Report (PDF, 426 pages)

Single page view

Next section >

Introduction

Letter

Report at a Glance

Section I: Duplication, Overlap & Fragmentation

Section II: Cost Savings & Revenue Enhancement

Objectives, Scope, & Methodology

Agency Comments

Abbreviations

Footnotes

Introduction

This is GAO's second annual report to Congress in response to the statutory requirement that GAO identify and report annually on federal programs, agencies, offices, and initiatives, either within departments or governmentwide, which have duplicative goals or activities. This body of work can help to inform government policymakers as they address the fiscal pressures facing our national government. The first report in this series, issued in March 2011, presented 81 opportunities to reduce potential government duplication, achieve cost savings, or enhance revenue.

Like our March 2011 publication, this report identifies government duplication, overlap, and fragmentation as well as other cost savings and revenue enhancement opportunities. Its findings involve a wide range of government missions and touch virtually all major federal departments and agencies.

[Link to report](#)

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Purpose

- Allows for mobile link to any GAO web content

Access

- Scan from smartphone
- Piloted at a Congressional hearing

Impact

- 326 scans as of Oct. 2013

• 2012 GAO Pilots QR Codes





Purpose

- Participate in discussion of GAO reports

Access

- @usgao
- @usgaolegal

Impact

- 26,076 followers as of Oct. 2013
- Second best social media driver of traffic to GAO.gov

• 2009 GAO Joins Twitter

Tweets

Following

Followers

Favorites

Lists

Tweet to U.S. GAO

@usgao

Photos and videos

Welcome to AskGAOLive

COME JOIN THE CONVERSATION

AskGAOLive

Who to follow · Refresh · View all

cdorobek @cdorobek

Follow

Scott Horvath @S_Horv

Follow

Jeff Bullas @jeffbullas

Follow

U.S. GAO @usgao

Watchdog Podcast: Improving the Federal Housing Administration's Finances and Implications for Homebuyers 1.usa.gov/1bU9112

Expand

U.S. GAO @usgao

#Federal Housing Administration: Analysis of Options for Modifying Its Products, Market Presence, and Powers tinyurl.com/o3twnrmv

Expand

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FHA Mortgage Insurance: Applicability of Industry Requirements Is Limited, but Certain Features Could Enhance.. tinyurl.com/np3vakk

Expand

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Purpose

- Feature select graphics and pictures

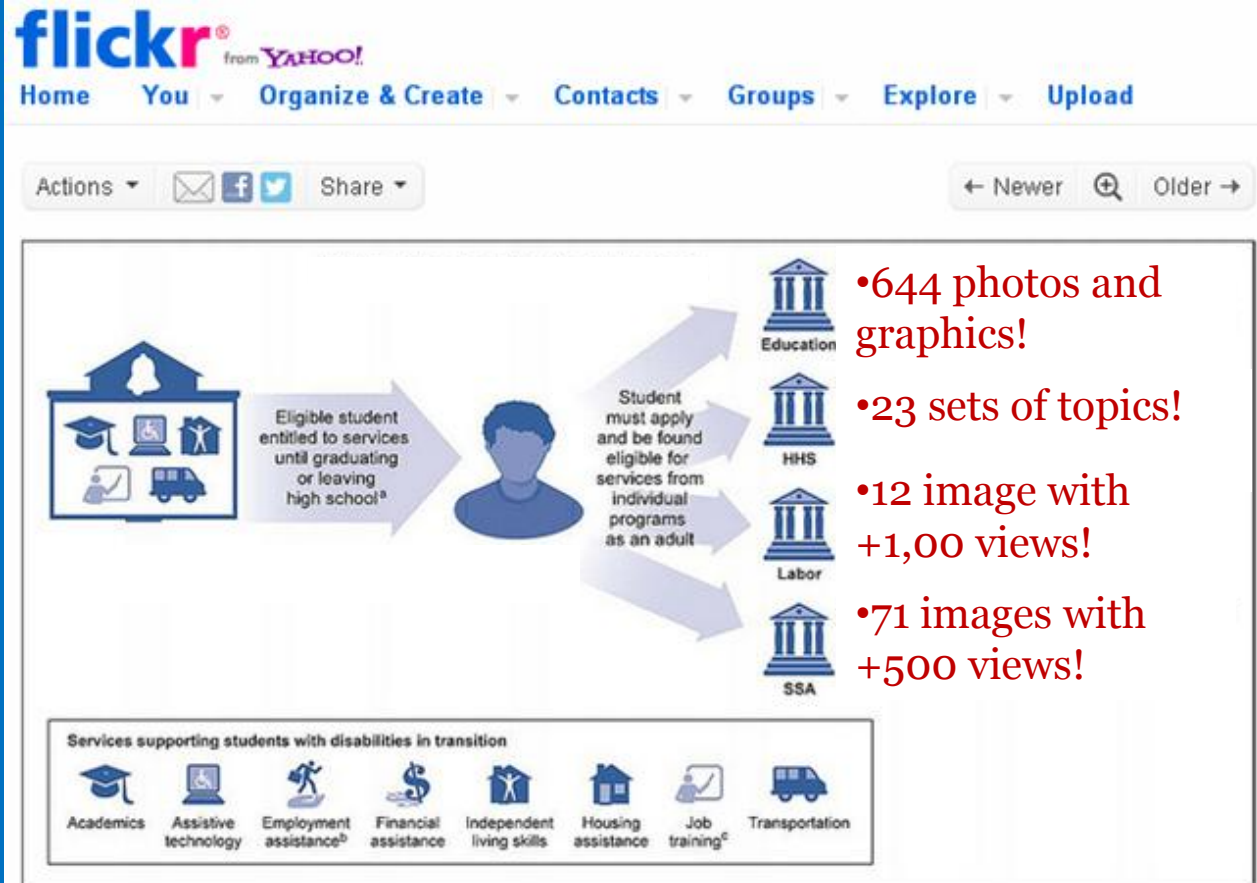
Access

- Searchable & downloadable

Impact

- 7,733 avg. weekly views
- 447,568 total views as of Oct. 2013
- Links to reports & directs traffic to GAO.gov

• 2011 GAO Joins Flickr



Source: GAO analysis of agency documentation, including postings and publications.



Purpose

- Engage with the public, receive and respond to comments

Access

- Username: USGAO

Impact

- 2,607 likes as of Oct. 2013
- Reaches an avg. of 1,500 users a week
- Best social media driver of traffic to GAO.gov

• 2011 GAO Joins Facebook



Post

•Daily posting of new reports!

Post

•Share videos, podcasts, pictures!

•Learn about the history of GAO as we update our milestones with images and key dates!

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Next Steps



Purpose

- Answer questions received via email and Twitter live

Access

- LiveStream
- Recordings in GAO.gov

Impact

- 1,823 views of 8 videos as of Oct. 2013

• 2012 GAO Begins Live Video Chats

AskGAOLive

Federal
Information
Security



Web Chat on Federal Information Security

News Event [More event details...](#) [Edit event](#)

Mon Sep 30, 2013 2:00pm EDT — Mon Sep 30, 2013 2:30pm EDT

Event Ended

1 update

♥ Share </> Embed

f Like

1

Twitter Tweet

12



AskGAOLive

22 days ago · 89 Views



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Purpose

- Understand users interactions with GAO.gov

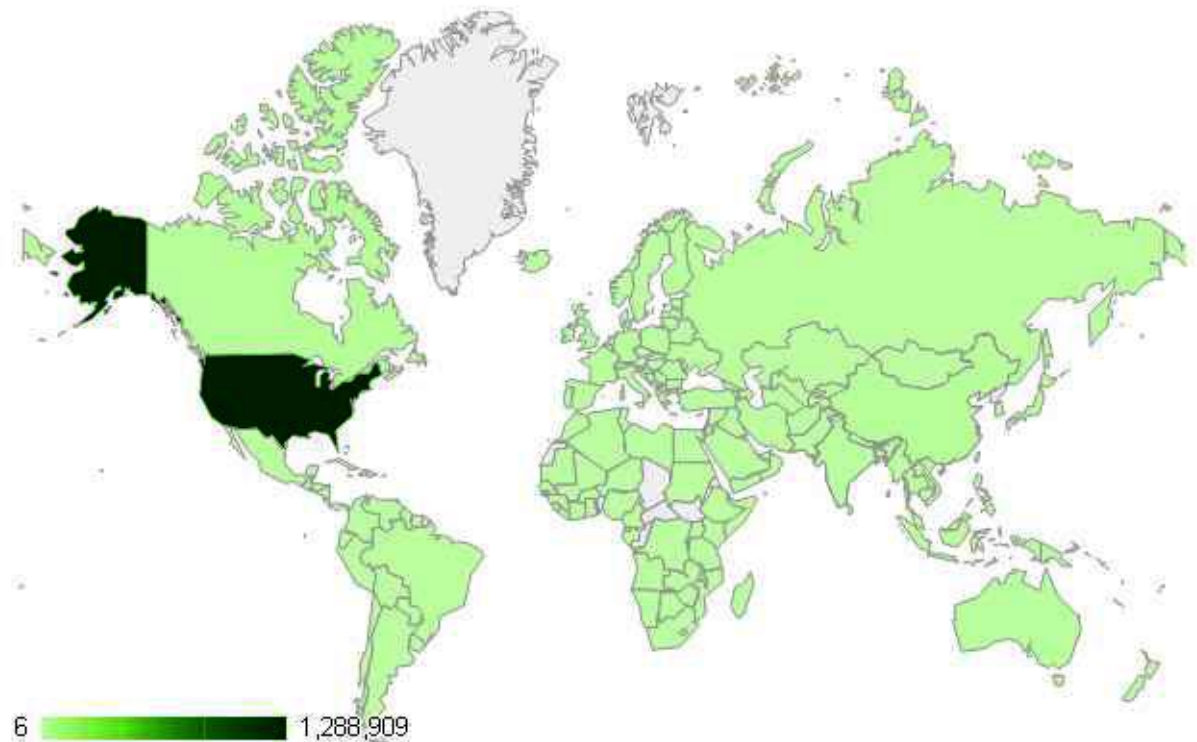
Access

- Used internally to measure key data

Impact

- Informs decision making on changes to GAO.gov

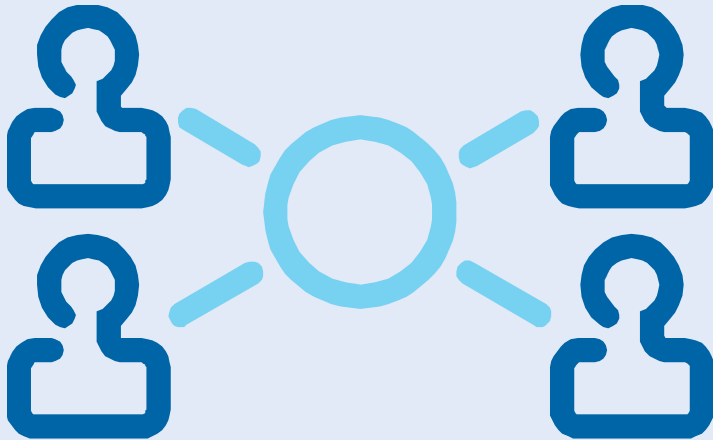
• 2012 GAO Uses Google Analytics



Next Steps into Digital Media



Product Line Steering Committee Short & Long Term Improvements



Present proposals on new initiatives

Evaluated feasibility and value

Present recommendations to the Executive Committee

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Other digital media opportunities



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Thank you



Please feel free to contact me:

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@StudioSarah