

Who'll Read This?

Communications in an Information Age

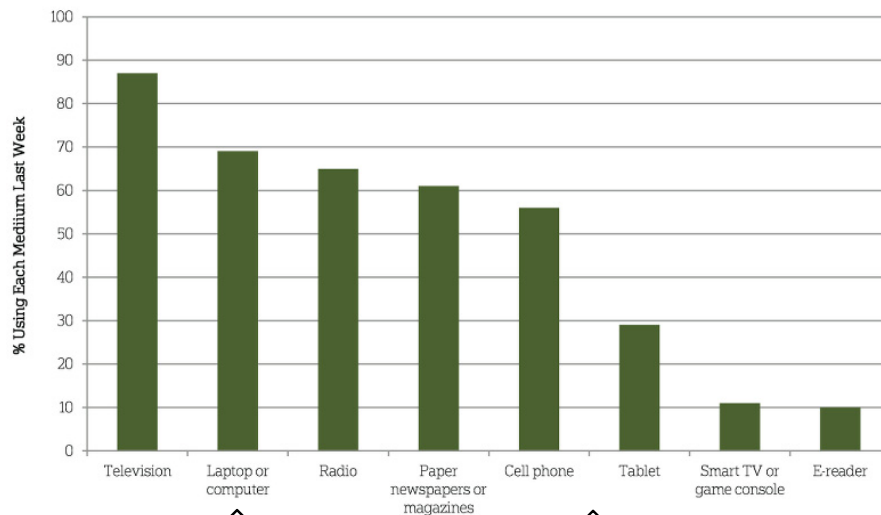


CHUCK YOUNG
MANAGING DIRECTOR
OFFICE OF PUBLIC AFFAIRS
GOVERNMENT ACCOUNTABILITY OFFICE
MAMIAF
DEC. 2, 2016

A New Media Landscape



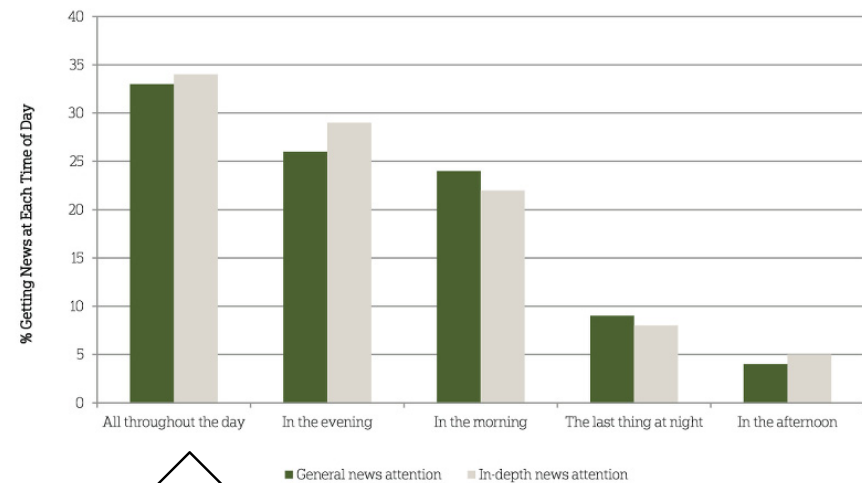
How Americans access news



#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

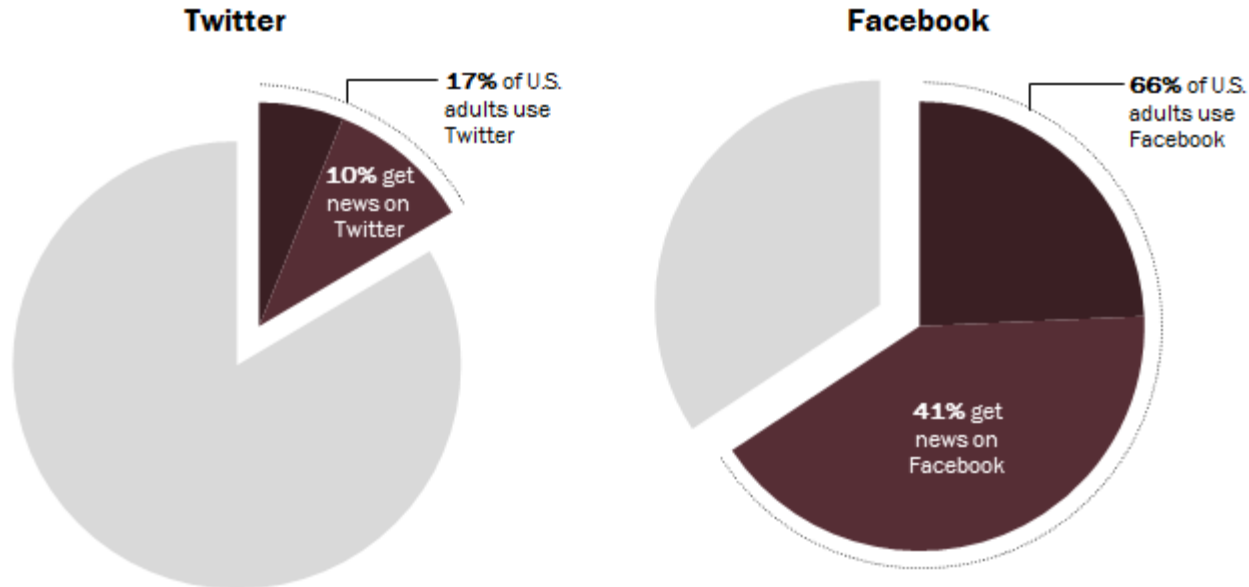
Tools

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 use and get news from each site



“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 13-15 & 20-22, 2015. Q1, Q2, Q3, Q4.

PEW RESEARCH CENTER

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

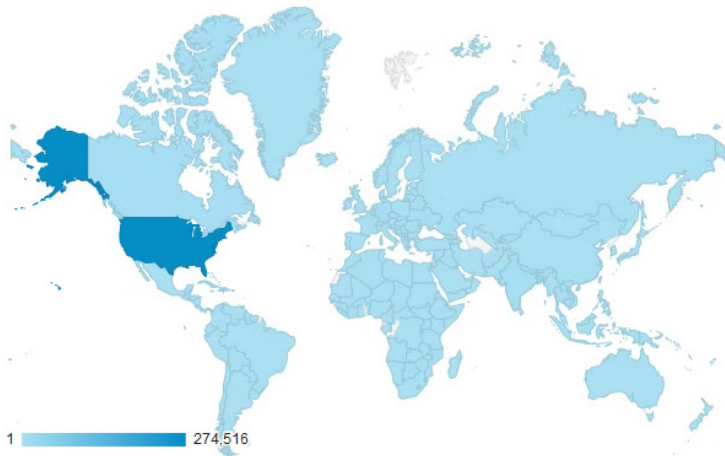
New Media

Digital
Government

Social & Digital
Media @ GAO

Tools

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)

New Media

Digital
Government

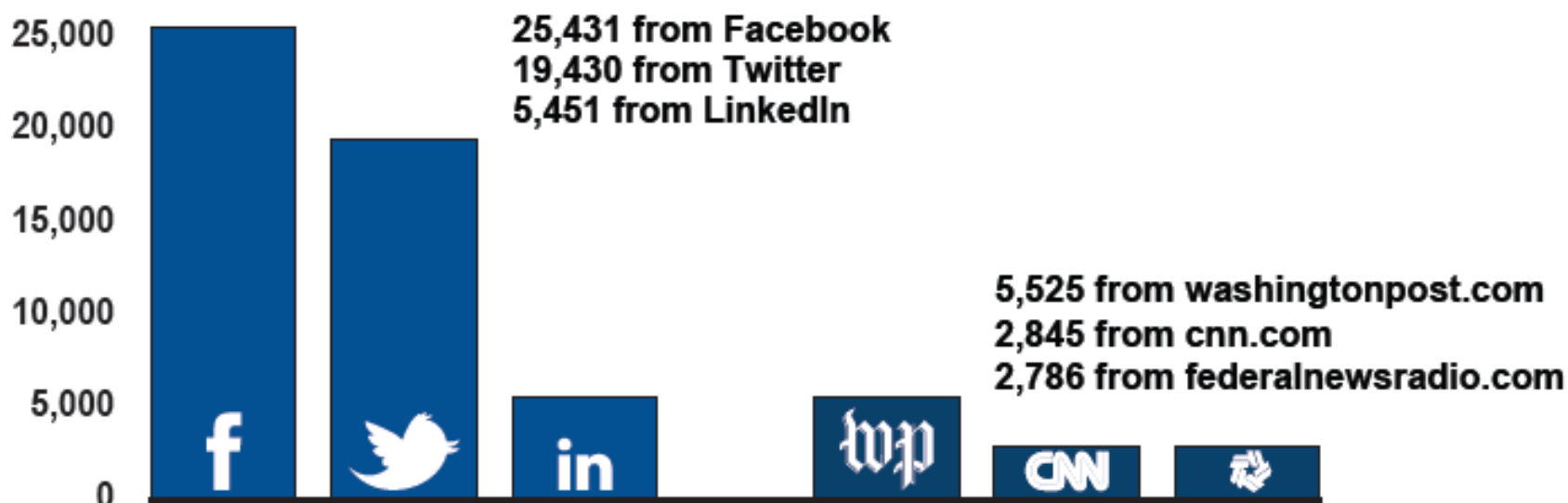
Social & Digital
Media @ GAO

Tools

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



Top 3 Sources of Social Media and Mass Media Traffic to GAO.gov



Source: GAO 2015 Social Media Report

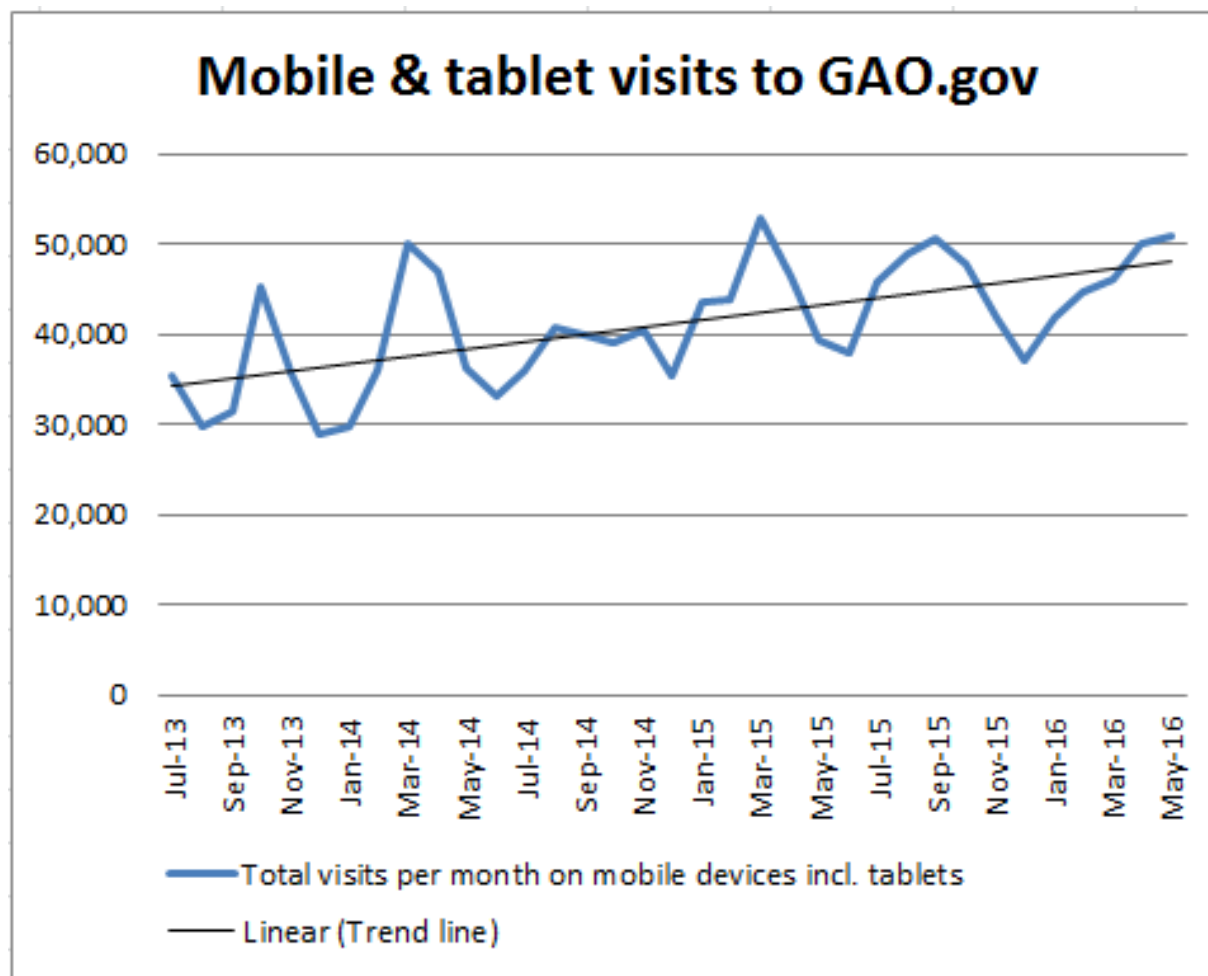
New Media

Digital
Government

Social & Digital
Media @ GAO

Tools

New Media Lessons from Google Analytics: Growth of Mobile



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Challenges

- Volume & complexity of content
- Two audiences

Digital Solutions

- Video, podcasts, mobile

Social Solutions

- Twitter, Flickr, Facebook, blog, podcasts

• Getting GAO's Message Out



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Goal

- Engage larger and more diverse audiences

Goal

- Position GAO as a new media leader in the federal government

Goal

- Leverage appeal of video, new platforms

• GAO's Social and Digital Media Timeline

- 2009: YouTube
- 2009: Twitter
- 2010: Podcasts
- 2010: GAO apps
- 2011: flickr
- 2011: Facebook
- 2012: #AskGAOLive web chats
- 2012: Google Analytics
- 2013: LinkedIn
- 2014: WatchBlog
- 2015: govdelivery
- 2016: Fast Facts pilot

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Purpose

- Engage with the public, receive and respond to comments

Access

- Username: [USGAO](#)

• GAO on Facebook



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools

GAO on Facebook: The Floppy Disk Example



Figure 4: Example of an 8-Inch Floppy Disk



GAO U.S. Government Accountability Office (GAO)

May 25 at 1:30pm · 🌐

No, this isn't Throwback Thursday. The Department of Defense still uses 8-inch floppy disks in a legacy IT system that coordinates the operational functions of U.S. nuclear forces. Read about the costs of maintaining the federal government's aging legacy IT systems, and check out three more reports and testimonies issued today: <http://1.usa.gov/1sax22U>

Figure 6: Example of an 8-Inch Floppy Disk



Source: GAO. | GAO-16-468

👍 Like 💬 Comment

Teresa Byrd, Gwyneth Blevins Woolwine, Sarah Kaczmarek and 97 others like this.

155 shares

View 43 more comments

- 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.



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Resources

- Requires responses
- Some staff time

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

• GAO on Facebook

- 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 Facebook or other tools
 - Schedule within Facebook
 - Social media management tools, such as Hoot Suite
- Strong driver of traffic to GAO.gov
 - Primary source of referrals
 - Referred an ~5,000 first time visitors last quarter

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Purpose

- Share new reports
- Participate in discussion of GAO reports

Access

- [@usgao](https://twitter.com/usgao)
- [@usgaolegal](https://twitter.com/usgaolegal)

• GAO on Twitter

 **U.S. GAO** ✓
@USGAO

Following

Air Force declared F-35 aircraft combat ready. But can the service sustain the program? Our Watchblog investigated:

 **Can DOD Operate and Sustain the F-35 Fleet?**
The F-35 is the Department of Defense's largest and most expensive weapon system ever. This fleet of aircraft is the most technologically advanced in history, possessing state-of-the-...
blog.gao.gov

RETWEETS 9 LIKES 5

6:17 PM - 10 Aug 2016

 **U.S. GAO** ✓
@USGAO

Following

Defense Budget: DOD Needs to Improve Reporting of Operation and Maintenance Base Obligations bit.ly/2aXZ12Z

1:07 PM - 16 Aug 2016

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Resources

- Auto or manual tweeting
- 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

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Purpose

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

Access

- Wordpress: blog.gao.gov

• GAO's WatchBlog



Will "Hamilton" Win Big? Its Namesake Already Inspired a Lot of GAO Work

Posted on [June 9, 2016](#) by [WatchBlog](#)

Alexander Hamilton has quite the legacy: he was the first Secretary of the Treasury; he created a plan for managing the national debt; and he is now the inspiration behind the Tony Award-nominated musical, *Hamilton*.

In anticipation of this Sunday's Tony Awards, the WatchBlog shares some of the GAO reports that are in the front row center of this founding father's institutions and policies.

Hamilton's Treasury: then and now



 [GAO Website](#)

 [Facebook](#)

 [Twitter](#)

 [LinkedIn](#)

You are following this blog
You are following this blog, along with 480 other amazing people ([manage](#)).

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



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.

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



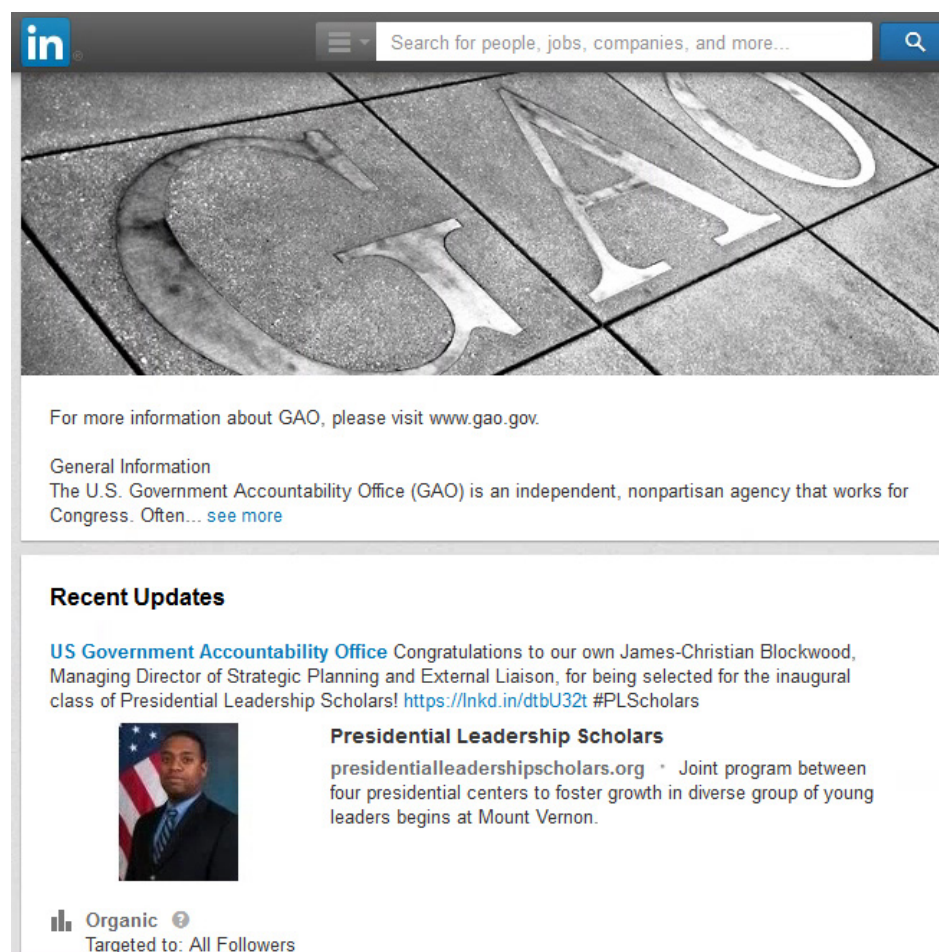
Purpose

- Engage potential job seekers, current employees, public

Access

- US Government Accountability Office
([/company/us-government](https://company/us-government))

• GAO on LinkedIn



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Resources

- Same as Facebook

Impact

- 40,000+ connections as of August 2016

• GAO on LinkedIn

- Expanded LinkedIn content last year, adding daily and weekend posts
- Daily and weekend posts often the same as for Facebook, requiring minimal additional effort
- Post to LinkedIn
- LinkedIn audience grows more than 5% each year
- Engages different audiences than Facebook

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Purpose

- Feature reports & testimonies with 5 minute, unscripted interviews

Access

- [Watchdog report home page](#), [RSS feed](#), [iTunes](#)

• Podcasts

The screenshot displays the GAO (U.S. Government Accountability Office) website. The header includes the GAO logo and navigation links: Reports & Testimonies, Bid Protests & Appropriations Law, Key Issues, About GAO, Careers, Multimedia, and Resources. A search bar is located in the top right corner. The main content area is divided into two columns. The left column, titled 'Recently Issued', lists three reports: 'MANAGEMENT REPORT: Improvements Needed in CFPB's Internal Controls and Accounting Procedures' (JUN 13, 2016), 'CLIMATE CHANGE: Selected Governments Have Approached Adaptation through Laws and Long-Term Plans' (JUN 13, 2016), and 'UNEMPLOYMENT INSURANCE: States' Customer Service Challenges and DOL's Related Assistance' (JUN 13, 2016). The right column features a banner for 'The Best Places to Work IN THE FEDERAL GOVERNMENT' with a yellow ribbon stating 'AGAIN IN 2015!'. Below the banner is a section for the 'Comptroller General' Gene L. Dodaro. The 'Podcasts' section at the bottom right highlights 'Federal Legacy IT Systems' with a play button, a progress bar (0:00:00 to 0:05:41), and a 'Transcript' link. A large red arrow points to the 'Podcasts' section.

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Resources

- Recording equipment

Impact

- More than 200 episodes
- 250,000+ downloads

• Podcasts

- <1 week total time to schedule, draft questions, record 5-10 minutes, editing, transcription
- News outlets and other publications often cite or use quotes from podcasts
- Podcasts regularly have significantly more downloads than their related reports

Week ending	<u>Downloads</u>	
	Top 2 podcasts	Top 2 PDFs
August 10	10,000+	8,000+
August 3	10,000+	4,500+
July 27	8,700+	2,100+

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Purpose

- Align GAO.gov with best practices for online readers

Access

- GAO.gov

Impact

- Improve bounce rate, time on page
- Engage busy readers

• Fast Facts

- Re-imagine report landing pages for online readers
- Provide the bottom line up front
- Prominent use of visuals
- Create more shareable introductions to our work

The screenshot shows the GAO report landing page. At the top is the GAO logo and navigation menu. The report title is prominently displayed. Below the title, there are tabs for 'FAST FACTS', 'HIGHLIGHTS', and 'VIEW REPORT (PDF, 84 PAGES)'. The 'FAST FACTS' tab is selected. The content area includes a summary paragraph, a recommendation, and a map titled 'Figure: Development Corridors Targeted by U.S. Post-Earthquake Assistance'. The map shows four corridors: St. Marc Corridor, Cap-Haitien Corridor, Port-au-Prince Corridor, and Port-au-Prince Corridor. To the right of the map, there is a 'Share This:' section with social media icons and a 'Contact:' section with contact information for David Gootnick and the Office of Public Affairs.

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Platforms

- All, including Facebook, Twitter, and flickr

Purpose

- Encourage distribution of GAO products w/o limiting expression

• Employee Use of Social Media

- Free to express opinions in policy discussions, but be careful not to speak or suggest to be speaking on behalf of GAO
 - Refrain from opinions on matters within your current area of responsibility
 - If you identify yourself as a GAO employee, consider noting "The views expressed here are my own and do not represent GAO's position or opinion"
- Always protect sensitive information, including your own
- DO NOT publish or report information about ongoing or unpublished GAO engagements.



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Platforms

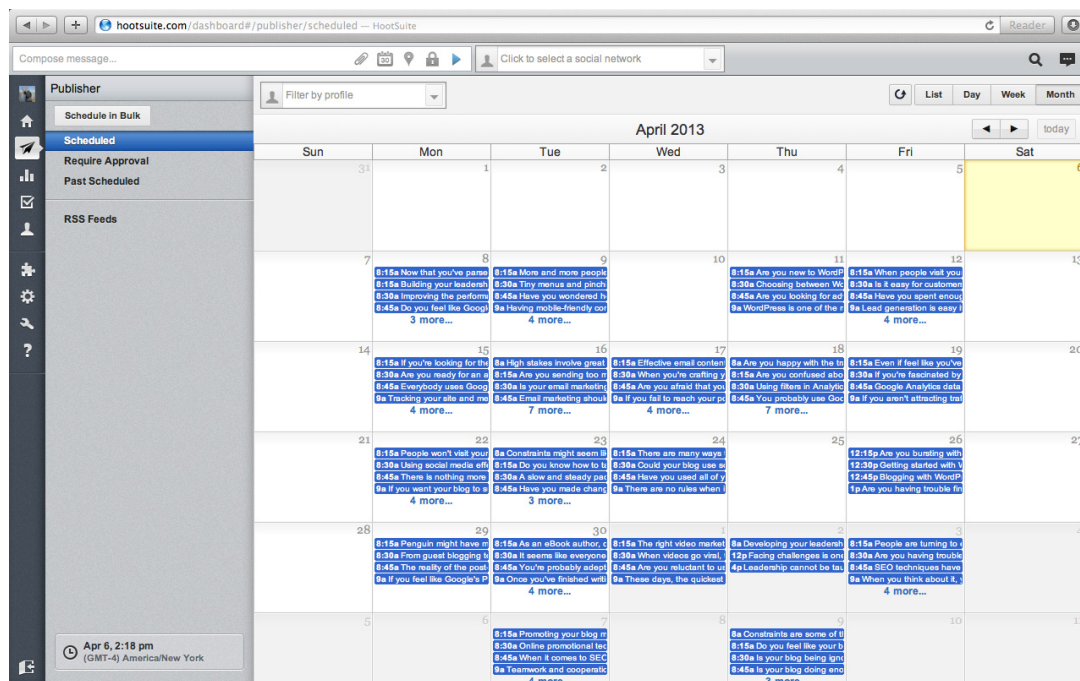
- Social media Management software, WordPress, Google Analytics

Costs

- Varies based on number of users, profiles & selected analytic tools

• Tools

- Easy to use for writing, editing, reviewing and scheduling
- Various features available depending on your plan.
- Providers include Hoot Suite, Sprout Social, within platforms; check with attorneys



New Media

Digital
Government

Social & Digital
Media @ GAO

Tools

Thank you



Please feel free to contact me:

Chuck Young, Youngc1@gao.gov