

Who'll Read This?

Communications in an Information Age

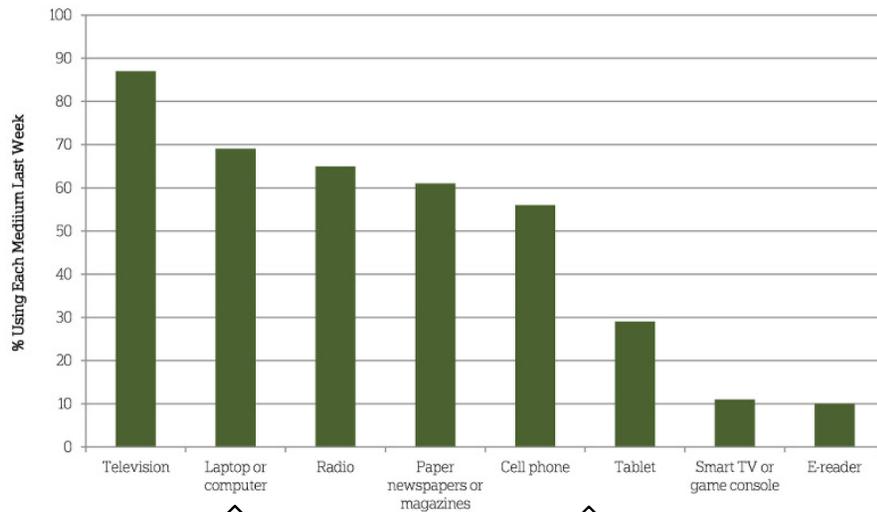


CHUCK YOUNG
MANAGING DIRECTOR
OFFICE OF PUBLIC AFFAIRS
GOVERNMENT ACCOUNTABILITY OFFICE

A New Media Landscape



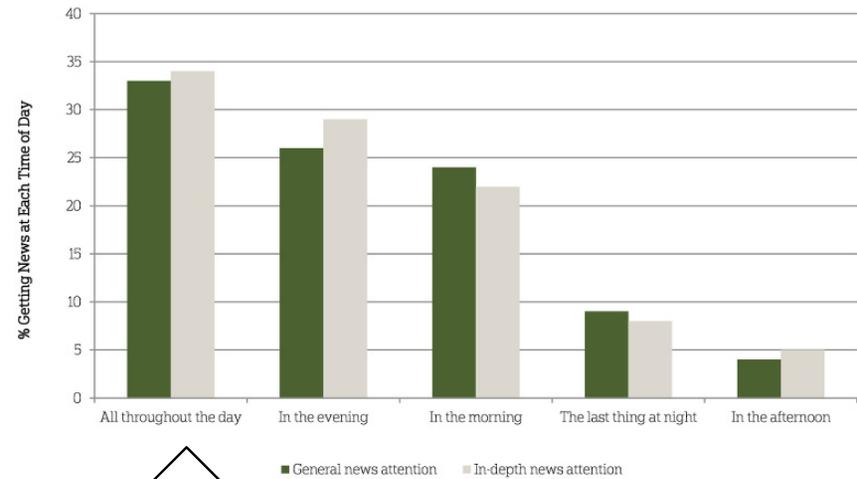
How Americans access news



#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

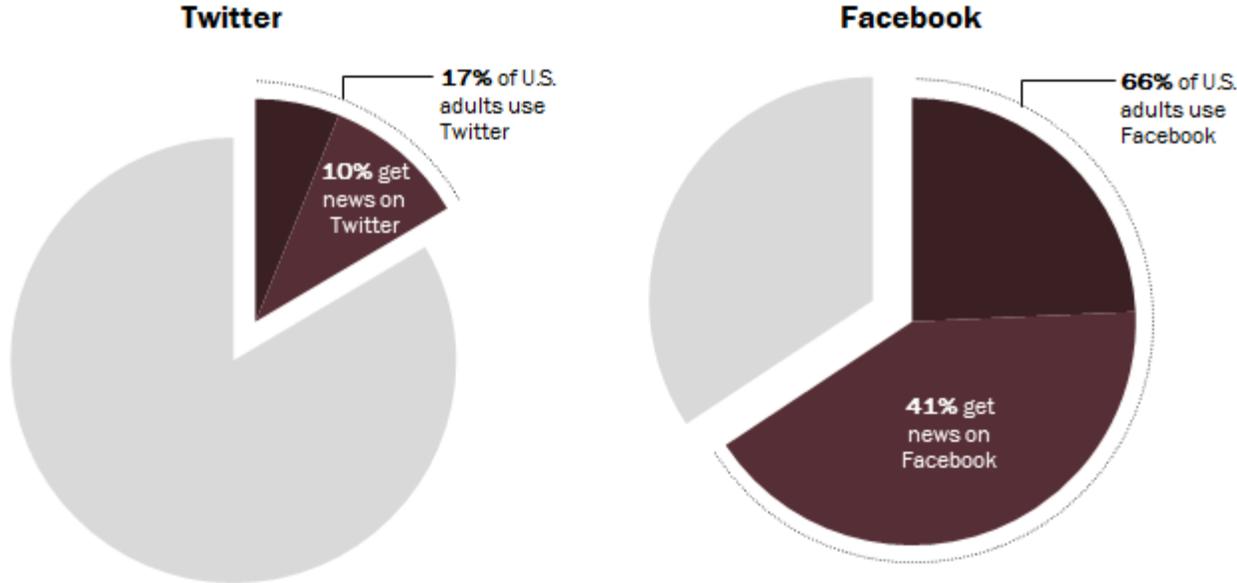
Tools

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 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.

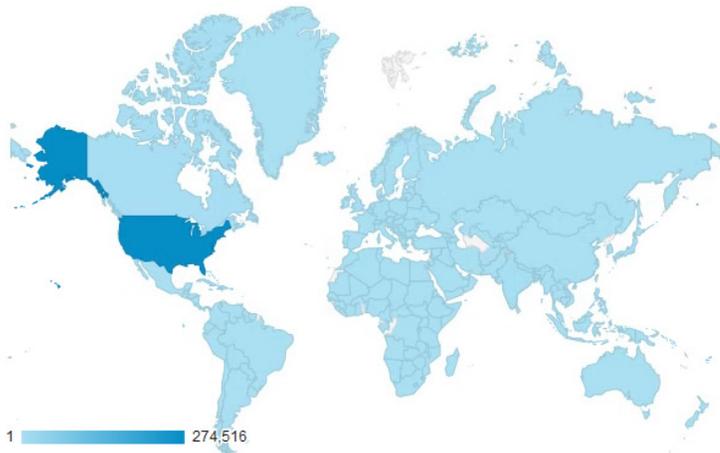
New Media

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

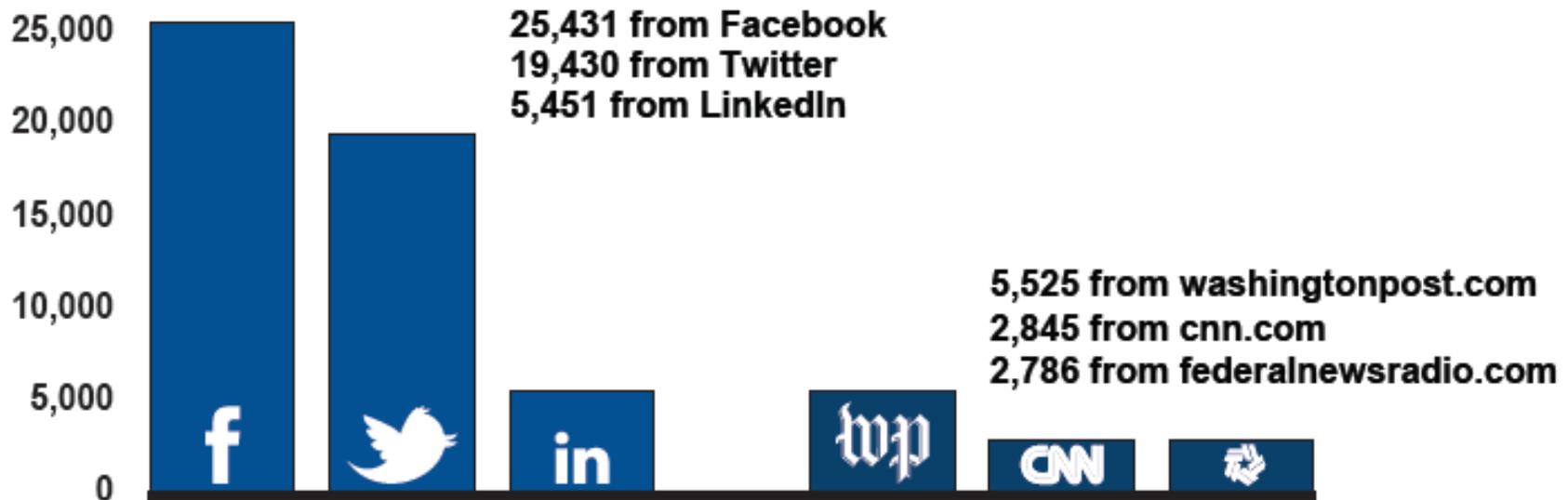
Social & Digital
Media @ GAO

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

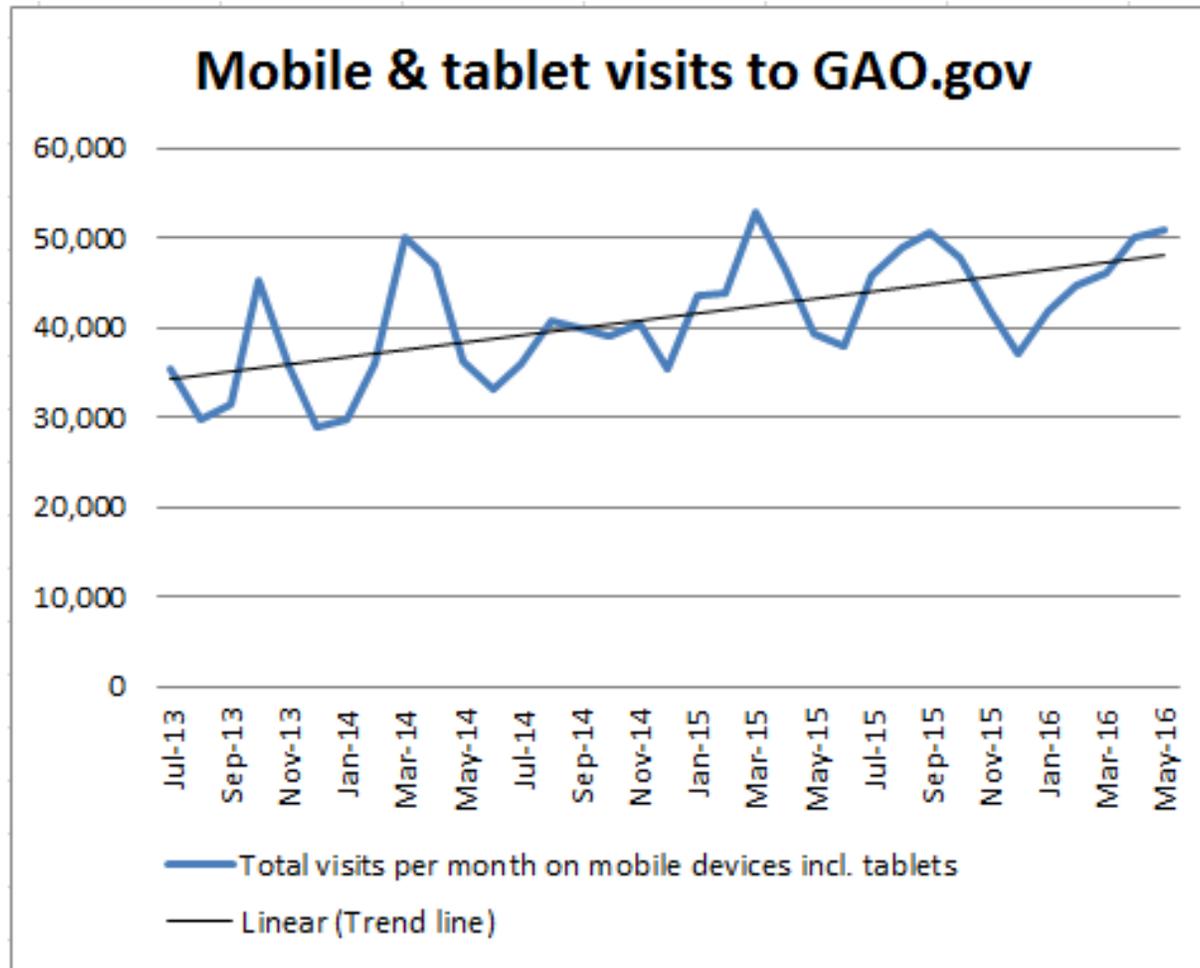
New Media

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



• GAO on Facebook

Purpose

- Engage with the public, receive and respond to comments

Access

- Username: [USGAO](https://www.facebook.com/USGAO)



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

- 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

• 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 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

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:

ce Conventional Takeoff and Landing \



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

← ↻ 9 ❤️ 5 ...

 **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

- 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

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



• GAO's WatchBlog

Purpose

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

Access

- Wordpress: blog.gao.gov

U.S. GOVERNMENT ACCOUNTABILITY OFFICE



[Home](#) [About 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



• GAO on LinkedIn

Purpose

- Engage potential job seekers, current employees, public

Access

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

The screenshot shows the LinkedIn profile for the US Government Accountability Office (GAO). At the top is the LinkedIn logo and a search bar. The profile picture is a large image of the letters 'GAO' on a tiled floor. Below the image is a bio: 'For more information about GAO, please visit www.gao.gov. General Information: The U.S. Government Accountability Office (GAO) is an independent, nonpartisan agency that works for Congress. Often... [see more](#)'. Under 'Recent Updates', there is a post from the 'US Government Accountability Office' congratulating James-Christian Blockwood, Managing Director of Strategic Planning and External Liaison, for being selected for the inaugural class of Presidential Leadership Scholars. The post includes a link to <https://lnkd.in/dtbU32t> and the hashtag #PLScholars. Below the text is a small profile picture of James-Christian Blockwood. At the bottom of the post, it says 'Organic' and 'Targeted to: All Followers'.

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 via Measured Voice
- LinkedIn audience grows more than 5% each year
- Engages different audiences than Facebook

New Media

Digital
Government

Social & Digital
Media @ GAO

Tools



Podcasts

Purpose

- Feature reports & testimonies with 5 minute, unscripted interviews

Access

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

The screenshot shows the GAO website header with the GAO logo and navigation menu. The main content area is divided into 'Recently Issued' reports and a 'Podcasts' section. The 'Podcasts' section features a player for 'Federal Legacy IT Systems' with a 'Transcript' link and a 'More podcasts' link. A red arrow points to the 'Podcasts' link in the 'Stay Connected' 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	Downloads	
	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 for "HAITI RECONSTRUCTION: USAID Has Achieved Mixed Results and Should Enhance Sustainability Planning". The page features a navigation bar with "FAST FACTS" highlighted, a "Share This" section with social media icons, and a main content area with a summary, a recommendation, and a map titled "Figure: Development Corridors Targeted by U.S. Post-Earthquake Assistance". The map shows three corridors: St. Marc, Cap-Haitien, and Port-au-Prince. The page also includes a "Contact" section 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

- 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

MV Measured Voice

GAO Twitter Administrator

Invasive plants have clogged waterways. Today's WatchBlog on aquatic invasive species:...

Scheduled: [11 Aug 2016 12:09 pm](#)

Write ⁵ Ideas ¹⁸ Reports Reach Kudos Engagement

GAO Facebook Administrator

There are no scheduled messages for this channel.

Write Ideas ¹ Reports Reach Kudos Engagement

GAO LinkedIn Administrator

There are no scheduled messages for this channel.

Write Ideas ² Reports Reach Kudos Engagement

New Media

Digital Government

Social & Digital Media @ GAO

Tools

Thank you



Please feel free to contact me:

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