

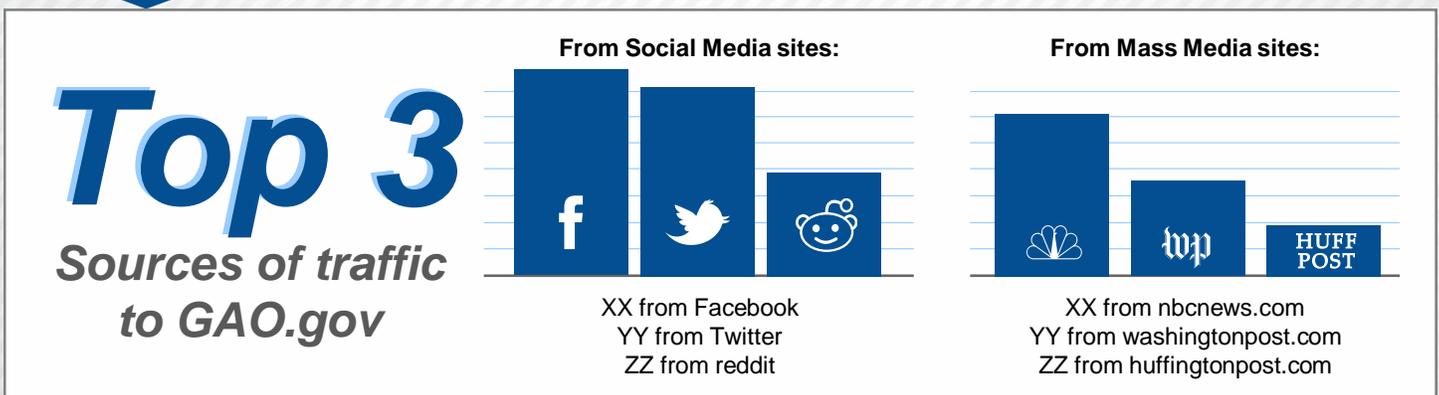
Breadth... How many people are connecting with GAO on our social media channels?

 <p>Twitter: Our followers grew X percent to YYY. On average, each tweet reached ZZ people.</p>	 <p>LinkedIn: We started our company page in January 2013, and we now have YYY connections.</p>	 <p>Facebook: Our fanbase grew X percent to YYY. On average, our content reached ZZ people a month.</p>	 <p>YouTube: We have more than YYY views of our videos.</p>	 <p>Flickr: Lifetime views of our photos grew X percent to more than YYY.</p>
---	---	---	---	---

Direct Engagement... What content did people interact with on social media?

<p><i>What do taxpayers get back for their investment in GAO? Read about how we reaped \$51.5 billion in financial benefits and helped make the government more efficient for you in 1,314 other ways in our annual Performance and #Accountability Report.</i></p>  <p>XX Likes/Shares/Comments reaching YYY people</p>	<p><i>As #MemorialDay parades end, #veterans face continued delays in applications for disability benefits: http://www.gao.gov/products/GAO-1</i></p>  <p>XX Retweets reaching YYY people</p>	<p><i>The leader of our work on financial markets has won a prestigious Service to America Medal. Orice Williams Brown, Managing Director of the Financial Markets and Community Investment team, received the Samuel J. Heyman Service to America Career Achievement medal. Congrats Orice!</i></p>  <p>XX Likes/Shares/Comments reaching YYY people</p>
---	--	--

Depth... Did people click through to our website?



Loyalty... Which social networking sites sent the most repeat visitors to Agency.gov?

XXXX

FROM
twitter

YYYY

FROM
facebook

ZZZZ

FROM
LinkedIn

Customer Experience... What are people saying about us on social media?



@konklone
November 13, 2013

I'll say it again - there's really no reason to even filter it. GAO reports are so good, just follow them all: <http://bit.ly/1b8WiKj> @usgao



@scottlearns
December 20, 2013

Months old, but possibly the best graphic in a GAO report ever: <http://pic.twitter.com/4yYbvGZoqr> (Figure 2, GAO-09-877)



@Frank_Konkel
January 23, 2014

.@usgao generates \$110 dollars for government for every \$1 invested. Oversight pays. #GovTransformation

Campaigns... How did our coordinated social projects perform?

Plugged In is a program to help GAO react in real time to inject germane GAO work (reports, testimonies, images, and other products) into public conversations about breaking news. We now have coordinators on all 14 of the mission teams, and in 2013 we sent out about XX messages.

Social media campaigns coordinated in OPA for High Risk, the P&A Report, AskGAOLive chats, and other key events helped raise awareness of GAO's work.

Strategic Outcomes... How did our social media communication affect our organization?



Our social media communications have grown quickly, both in reach and in the number and type of platforms we use



As more people follow us on Twitter than receive our daybook e-mails, we have focused more on social media strategies



We better serve Congress and the American people, and maintain our relevance, by providing them information on the platforms they use regularly