The Office of Energy Efficiency and Renewable Energy
Black History Month — February 2020
Digital Strategy

Background

February is Black History Month. EERE is brining awareness to the importance of leadership diversity by honoring leaders across EERE's technical offices and National Laboratories. EERE is striving to support the next generation in gaining access to opportunities, particularly in the fast-growing and rewarding science, technology, engineering and math (STEM) fields.

Audience

The target audiences for this campaign are listed below:

1. Primary: The Office of Energy and Efficiency and Renewable Energy's (EERE) stakeholders who engage with EERE content on social media platforms.
2. Secondary: EERE and the Department of Energy (DOE) staff members.
3. Tertiary: Youth interested in a career in STEM.

Platforms

EERE will reach target audiences by developing content for the following platforms:

1. **Social Media** (**Facebook, Twitter, and LinkedIn**) will be utilized to reach EERE's large social media following using graphics, video content, and quotes from the honorees.

2. **Landing Page** will provide a centralized location on the EERE website for Black History Month content and more information on the honorees.

3. **Email** will be utilized to promote awareness of EERE's Black History Month campaign. This email will be sent via GovDelivery to stakeholders. This email will drive traffic to the EERE Black History Month landing page.

Goals

1. Recognize senior leaders within DOE's Technical Offices and National Laboratories who are African American.

2. Positively encourage youth who may be interested in pursuing a career in STEM like that of our honorees.
3. Promote EERE's continued commitment to diversity in the workplace.
4. Grow EERE's social media following by engaging individuals who are not currently following EERE on one or all social media accounts.

Key Performance Indicators (KPIs)

At the conclusion of this campaign, an overall analytics report will be developed to display the performance of our Black History Month campaign across all platforms. The following KPI's will be highlighted:

- Impressions of all social media content scheduled on all platforms
- Clicks on all social media content promoted during this campaign
- Open rates of our Black History Month email campaign
- Clicks on all content and hyperlinks within our email campaign
- Unique page visits to the Black History Month landing page
- Average time users spent on the EERE Black History Month landing page.

Tactics and Execution

Organic Social Media Content

The campaign will reach stakeholders through EERE's social media platforms, engaging followers with creative, visual content. Stakeholders who follow EERE will be encouraged to share content with their followers, providing EERE exposure to new followers. All content created will be shared across all platforms (Facebook, LinkedIn, and Twitter). The following content types will be created:

1. Short graphic animations displaying the following attributes of the honorees: headshot, name, title, and work location.
2. Static graphic displaying the following attributes of the honorees: headshot, name, title, and work location. This graphic will also feature and a quote from the honoree answering the following question: What advice would you give to someone looking to pursue your career path?

Primary Hashtags: #EERE #BlackHistoryMonth #STEM #2020 #EEREdiversity

Landing Page

The EERE Black History Month landing page will provide a narrative about the importance of diversity in leadership and feature the honorees, providing quotes and bios. This landing page will also be used to drive traffic to EERE's webpage and capture metrics on web traffic curated by the campaign's social media content and email campaign. This landing page will be modeled after DOE's Black History Month landing pages from previous years. The landing page will include the following:

1. Narrative
2. Graphics displaying honoree photo, name, title, and accomplishments; quotes and bios

Email Campaign

A 3-series email campaign will be sent via EERE's GovDelivery, targeting a broad subscriber list. Each email will include the following:

1. Header image featuring our Black History Month campaign, linked to the Black History Month landing page.

2. Each email will highlight of two to three honorees.
3. Graphic displaying the image, name, title and work location of the honorees.
4. Call to action - encouraging users to visit the Black History Month landing page.

Measured Outcomes

Analytic Reporting

A comprehensive analytics reports will be developed and submitted two weeks after the completion of this campaign. This report will highlight the KPIs mentioned above as well as supporting performance to data to articulate the success of the Black history Month Campaign.

Deliverables

Platform	Deliverable	Quantity	Due Date	Responsibility
Social Media (Twitter)	Written content	8	Jan 24	Annie
Social Media (Facebook and LinkedIn)	Written content	8	Jan 24	Annie

Social Media	Short social media video/GIF	8	Jan 27	Akoya Graphics/Media Team
Social Media	Graphic with audio clip	8	Jan 27	Akoya Graphics/Media Team
Social Media	Graphic featuring the honoree	8	Jan 27	Akoya Graphics/Media Team
Social Media	Social media graphic with written quote	8	Jan 27	Akoya Graphics/Media Team
Landing Page Header content	Header image and content for the landing page	1	Jan 27	Akoya Graphics/Media Team
Email content	Email header and written body content	4	Jan 27	Akoya Graphics/Media Team

Approval Schedule (dates subject to change pending approvals)

- Content submitted to Front Office on Monday, February 3
- Content submitted to PA Digital on Wednesday, February 5
- Content scheduled in Sprout on Friday, February 7