

The Office of Energy Efficiency and Renewable Energy 2020 Social Media Strategy

Overview

EERE has enhanced its social media strategy for Facebook, LinkedIn, and Twitter, based on industry best practices and data analysis to increase EERE brand awareness and public education. EERE's data-driven strategy features engaging content, execution of strategic campaigns and special projects, and audience targeting. These tactics are used to populate and grow our social media channels and engage our stakeholders. Through our quarterly metrics reports, EERE is able to identify our most engaging efforts and timing for growing our following. This data is then used to inform future content and drive the effectiveness of our social media strategy forward.

Audience

The target audiences for our social media platforms are listed below:

1. Primary: Stakeholders that an interest in content related to our three pillars, Sustainable Transportation, Renewable Power and Energy Efficiency.
2. Secondary: Stakeholders interested in competing for or participating in EERE funding opportunities.
3. Tertiary: Elementary, high-school, and college-aged stakeholders interested in a career in energy, science, technology, engineering, and mathematics.
4. Quaternary: Legislators and any government officials that appropriate our funding
5. Quinary: Any federal agencies or federal government organizations

Platforms

EERE will reach its active social media audiences by developing content for the following platforms:

1. **Facebook:** EERE has 164,588 Facebook fans. Our Facebook audience is 82% male and 18% female, with the largest age group being 25-34 years old.
 - a. **Image dimensions:** 940 x 788 px

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2. **Twitter:** EERE has a total following of 9,079 followers between its two accounts @eeregov (7,883) and @DanSimmonsEERE (1,196). Our Twitter audience is 71% male and 29% female, with the largest age group being 35-44 years old.

- a. **Image dimensions:** 1024 x 512 px

3. **LinkedIn:** EERE has 6,146 LinkedIn followers. Fifty percent of our LinkedIn audience is made up of individuals at the senior leadership level.

- a. **Image dimensions:** 940 x 788 px

Goals

1. Increase EERE'S brand awareness among its target audiences.
2. Drive traffic to EERE's webpage, which includes articles, blogs, press releases, and other web-based content.
3. Drive competition in EERE's funding opportunities.
4. Leverage influencer and stakeholder partnerships to expose EERE's brand to potential new followers.

Key Performance Indicators (KPIs)

An overall analytics report will be developed quarterly to display the performance of our social media efforts across all platforms. The following KPI's will be highlighted:

- Clicks garnered on all social media platforms using the go.usa.gov URL shortener.
- Number of retweets for @eeregov and @DanSimmonsEERE accounts.
- Number of reposts of EERE's Facebook page content.
- Impact of shared content from EERE's LinkedIn page.
- Qualitative and quantitative assessment of comments in response to Facebook and LinkedIn content.

Tactics and Execution

Weekly Social Media

The social media and DAS Comms Leads develop and execute EERE's weekly social media content related to EERE's technology offices. The technology offices develop communications products to promote everything from new technologies and events to webinars and funding announcements. Content is approved by EERE's Front Office and Public Affairs and then scheduled through Sprout Social

to reflect a continuous and steady flow of content. All weekly social media includes related links to more information and a graphic or video.

Tiered Campaigns

EERE will recognize several national holidays and topic-dedicated months and days throughout the year as well as amplifying large-scale DOE, EERE, and technology office initiatives. These projects will be promoted using EERE's digital resources in a tiered format. Each tier utilizes a different group of resources based on the level of importance of the event or project. The full list of scheduled EERE social media campaigns can be found in the 2020 Social Media Campaigns document. Below is the following distribution of tactics for each tier:

1. **Tier 1** will utilize at least three of the following:
 - a. A short video that uses a combination of images and b-roll footage
 - b. A landing page or article on EERE's webpage
 - c. A three-series email campaign
 - d. Audio-infused social media graphic
 - e. Three-series drip campaign using social media graphics (story-telling format)
 - f. Digital toolkit created for stakeholders to share
2. **Tier 2** will utilize two of the following:
 - a. An email that drives traffic to a related article
 - b. Three-series drip campaign using social media graphics (story-telling format)
 - c. An animated social media graphic
3. **Tier 3** will utilize the following:
 - a. Written content with a support graphic or image
4. **Tier 4** will utilize the following:
 - a. Sharing or retweeting content created by DOE, Lab, partnering organization, or other stakeholder

Targeted Posts

EERE will use data to inform post targeting based on demographic information (such as interest area, age-group, gender, geographic location) to increase content reach and engagement across Facebook and LinkedIn.

Special Projects

Special projects are unique opportunities for EERE to amplify content using creative techniques and tools that drive social media engagement. The follow are the special projects proposed to launch in 2020:

- **Email List Campaign.** EERE will develop a series of graphics for all social media platforms to promote the EERE and technology offices blog and email subscriber list.
- **Funding Opportunity Announcement (FOA) Promotional Videos.** EERE will develop a promotional video using still images and b-roll footage to promote funding opportunities.
- **Speaking Engagement Promotion Graphic.** For EE-1 or DAS-Level speaking engagements, EERE will be develop a standard graphic to promote the event.
- **LinkedIn Job Opening Promotion.** EERE will develop a standard announcement graphic with supporting text to promote EERE job openings to aid in recruiting the best and brightest talent.
- **Response matrix.** EERE will develop a matrix of common responses to direct messages on our social media accounts

Measured Outcomes

Analytic Reporting

A comprehensive analytics reports will be developed and submitted quarterly to the Director of Strategic Programs. This report will highlight the KPIs mentioned above as well as supporting performance data to articulate the success of our social media efforts.