

# EERE FISCAL YEAR 2015 DIGITAL MEDIA REPORT

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## Executive Summary

The mission of the U.S. Department of Energy's (DOE) Office of Energy Efficiency and Renewable Energy (EERE) is to create and sustain American leadership in the transition to a global clean energy economy.

One way EERE fulfills its mission is by publishing content and encouraging engagement related to clean energy technologies for consumers, industry, and government stakeholders via these digital platforms:

- EERE website ([energy.gov/eere](http://energy.gov/eere)), [EERE Facebook](#), and [@energy.gov Twitter](#) account
- Energy Saver website ([energy.gov/energysaver](http://energy.gov/energysaver)), [Energy Saver Facebook](#), and [Energy Saver Twitter](#)
- [U.S. Department of Energy YouTube](#) channel
- [EERE blog](#)
- [EERE distributes e-newsletters](#) via [GovDelivery Network](#), including EERE News (58K subscribers), EERE Network News (60K subscribers)

This report highlights activities across these digital platforms in fiscal year (FY) 2015.

Key Metrics and accomplishments across all digital channels:

- In Q3 and Q4 FY15, **73% of @energy tweets** were clean energy related.
- **EERE Facebook** increased likes to 111,000 up from 11,000 two years ago.
- **EERE Facebook** posts had a cumulative reach of nearly 5 million users in FY15.
- EERE Communications worked with DOE Public Affairs and EERE Tech Offices on two high-profile digital campaigns: **National Drive Electric Week and the Wind Vision Study Campaigns**. The Wind Vision Study was also promoted by the White House using graphics provided by EERE.
- The **Energy Saver home page was redesigned** and a new appliance energy calculator was launched.
- The **Energy Saver website generated 28% of energy.gov page views**, and four of the top 10 most viewed Web pages across energy.gov were on Energy Saver.
- **Energy Saver Twitter** account launched December 2014.
- **EERE website had nearly 28 million page views**.
- **EERE Success Stories page views increased 145%**.

### EERE Website Management

EERE manages front office and tech office Web content via the EERE Web Governance Team and the EERE Communication Standards website. The EERE Web Governance Team works closely with the DOE Public Affairs team to enhance the functionality of the energy.gov website for its users.

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## Energy Saver

Energy Saver offers energy efficiency and renewable energy information for the consumer audience, which is broadly defined as homeowners, renters, and drivers. Energy Saver comprises the website, blog, Facebook page, Twitter account, and printed guide. These channels offer users a variety of options for receiving and sharing Energy Saver's information, which includes tips, in-depth information, and multimedia resources (such as videos and infographics) on saving money and energy.

### Stats At-A-Glance

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**WEBSITE ACTIVITY**

**9,748,206**  
Sessions

**15,374,488**  
Page Views

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**WEBSITE USERS**

**7,799,160**  
Total Users

**7,734,555**  
New Users

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**FANS/FOLLOWERS**

**12,867**  
**FACEBOOK**  
+166/month avg  
↑18.3% over FY14

**1,412**  
**TWITTER**  
+132 /month avg  
Account launched Nov. 2014

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**ENGAGEMENT RATE**

**5.5%**  
**FACEBOOK**  
27,707 engaged users  
1,333 reach/post avg

**1.27%**  
**TWITTER**  
16,368 engagements  
1,386 impressions/ tweet avg

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**POSTS/TWEETS**

**385**  
**FACEBOOK**  
1.05 posts/day avg  
↑474.6% over FY14

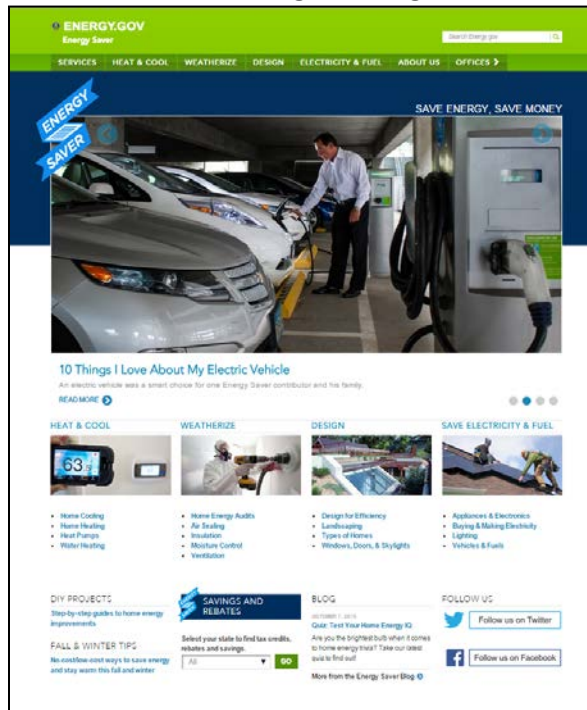
**997**  
**TWITTER**  
2.73 tweets/day avg  
Account launched Nov. 2014

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## Website

In FY15, the Energy Saver home page was redesigned, and a new appliance energy calculator was launched.

### Home Page Redesign



The redesigned home page and updated template and information architecture (IA) went live at the end of FY15 Q4. The site now has a simpler, user-friendly home page, as well as top and left navigation.

### Appliance Energy Calculator Launch

A screenshot of the 'APPLIANCE ENERGY CALCULATOR' interface. It has a green header with the title. Below the header is a list of input fields: 'My appliance' (Ceiling fan), 'Wattage' (35), 'Utility rate' (US Average \$0.12/kWh), 'Hours used per day' (4), and 'Days used per year' (100). Each field has a corresponding icon (lightbulb, lightning bolt, dollar sign, clock, and calendar). At the bottom, a large box displays the results: 'ENERGY USE AND COST PER YEAR', '14 kWh', and '\$1.68'.

The [appliance and electronic energy use calculator](#) went live at the end of FY15 Q4. The calculator allows users to quickly estimate the annual energy use and cost of a product.

Other accomplishments in FY15 include the following:

- An editorial calendar established monthly themes for the website, blog, and social and allowed for more cohesive content across channels.
- The Energy Saver team met with Public Affairs biweekly to discuss content updates, project plans, and social media strategy and content. The result was increased sharing of Energy Saver content on energy.gov social media, flexibility on template changes during the information architecture update, and approval to develop the energy use calculator.

In FY15, the Energy Saver website featured some of the most popular content on energy.gov. It generated 28% of energy.gov page views, and four of the top 10 most viewed Web pages across energy.gov were on Energy Saver.

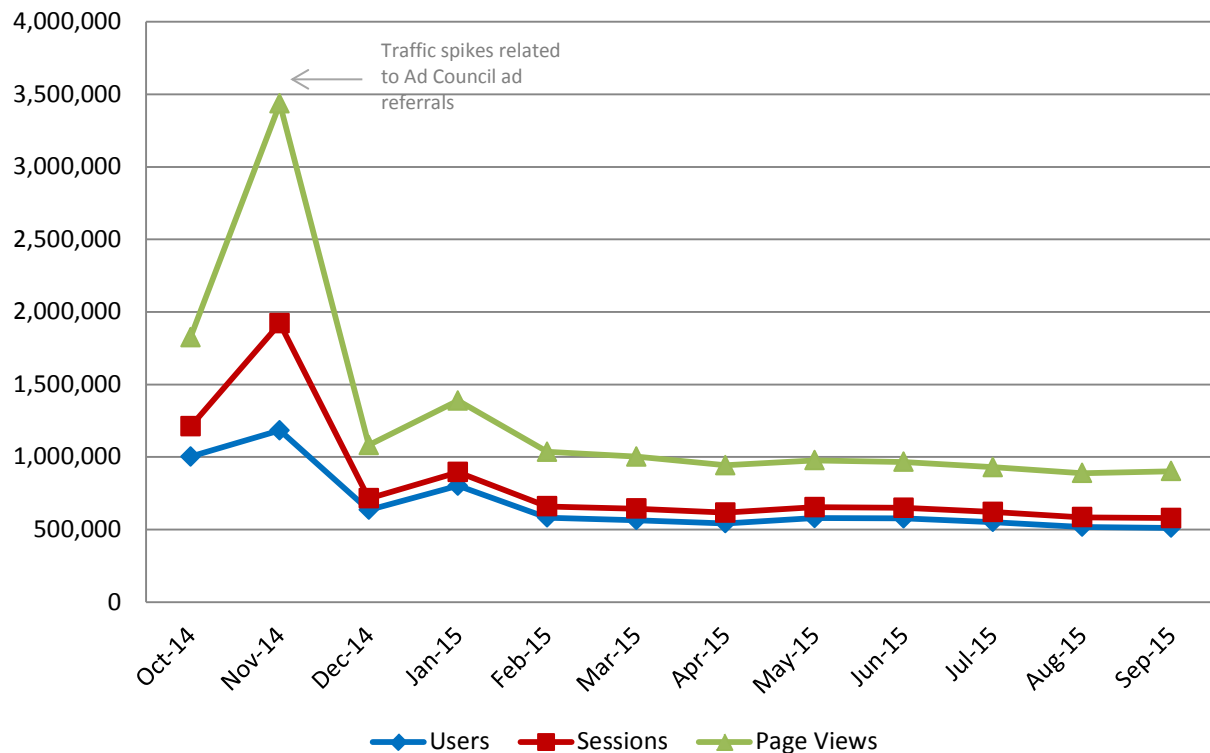
## FY15 Top 10 Pages on Energy.gov by Unique Page Views

(Energy Saver pages highlighted in blue)

Page Title	Unique Page Views
1. Energy.gov Home Page	3,608,484
2. <a href="#">Energy Saver Home Page</a>	2,750,146
3. <a href="#">Energy Saver: Thermostats</a>	594,227
4. <a href="#">EERE: How Do Wind Turbines Work?</a>	424,179
5. <a href="#">Energy Saver: Estimating Appliance and Home Electronic Energy Use</a>	421,071
6. <a href="#">EERE Home Page</a>	365,989
7. <a href="#">Energy.gov: Offices</a>	278,141
8. <a href="#">Energy.gov: Tax Credits, Rebates, and Savings</a>	230,685
9. <a href="#">Office of Environmental Management</a>	226,542
10. <a href="#">Energy Saver: Types of Insulation</a>	209,688

Website traffic spiked in early FY15 due to Ad Council ad referrals. Those ads were removed by January 2015, and the traffic thereafter remained relatively steady.

## FY15 Energy Saver Website Users, Sessions, and Page Views by Month



The most popular topics on the site included heating and cooling, insulation, water heating, appliance energy use, and tax credits. The popularity of topics changed seasonally.

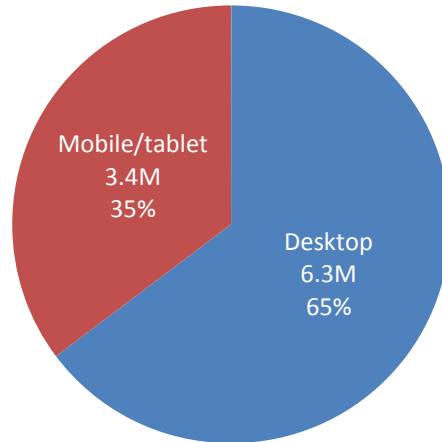
<b>FY15 Top 10 Energy Saver Pages by Unique Page Views</b>	
<b>Page Title</b>	<b>Unique Page Views</b>
1. <a href="#">Energy Saver Home Page</a>	2,771,951
2. <a href="#">Thermostats</a>	490,594
3. <a href="#">Estimating Appliance and Home Electronic Energy Use</a>	421,269
4. <a href="#">Types of Insulation</a>	213,429
5. <a href="#">Where to Insulate in a Home</a>	183,255
6. <a href="#">Residential Renewable Energy Tax Credit</a>	174,041
7. <a href="#">Tankless or Demand-Type Water Heaters</a>	153,223
8. <a href="#">Sizing a New Water Heater</a>	152,021
9. <a href="#">Heat Pump Systems</a>	149,058
10. <a href="#">Selecting a New Water Heater</a>	144,425

Energy Saver offers few downloadable files. The Energy Saver Guide and several infographics remain the most popular. Infographics provide both a summary of information and an opportunity for others to share Energy Saver content.

<b>FY15 Top Downloaded Energy Saver Files</b>	
<b>File</b>	<b>Downloads</b>
1. <a href="#">2014 Energy Saver Guide</a>	11,242
2. <a href="#">Energy Saver 101 Infographic: Home Cooling</a>	4,099
3. <a href="#">Energy Saver 101 Infographic: Home Heating</a>	2,108
4. <a href="#">Energy Saver 101 Infographic: Landscaping</a>	1,210

FY15 share of mobile usage increased from 28% of all sessions in FY14 to 35% of all sessions in FY15. Mobile usage on Energy Saver is increasing at a faster rate than mobile usage on EERE.

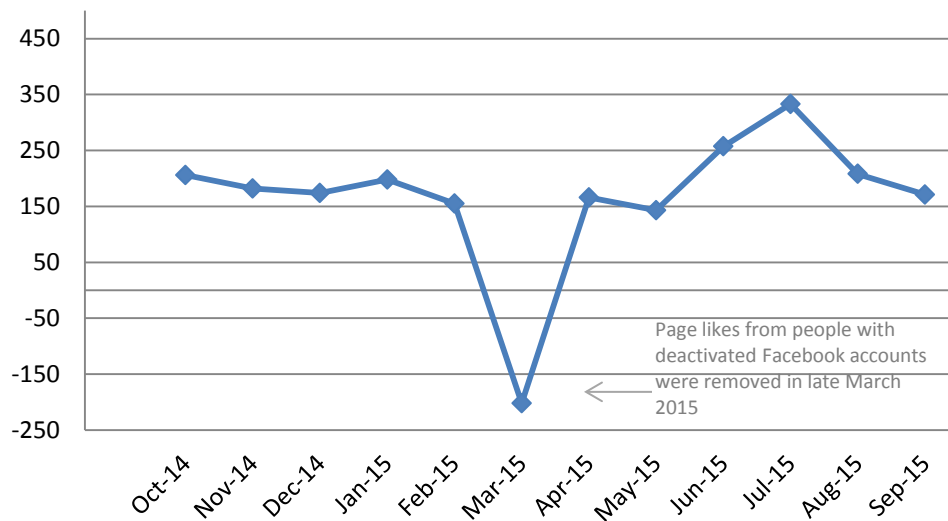
### FY15 Mobile vs. Desktop Sessions on Energy Saver



### Facebook

Fans grew from 10,876 at the end of FY14 to 12,867 at the end of FY15 for a total of 1,991 new fans or an 18.3% increase. The page added 166 fans per month during FY15 gaining momentum with an average of 237 in Q4. Energy Saver's two most liked and shared posts occurred on June 24 and July 12. (Screenshots of those posts are included below.) The increased visibility from those posts helped fuel the bump in page likes.

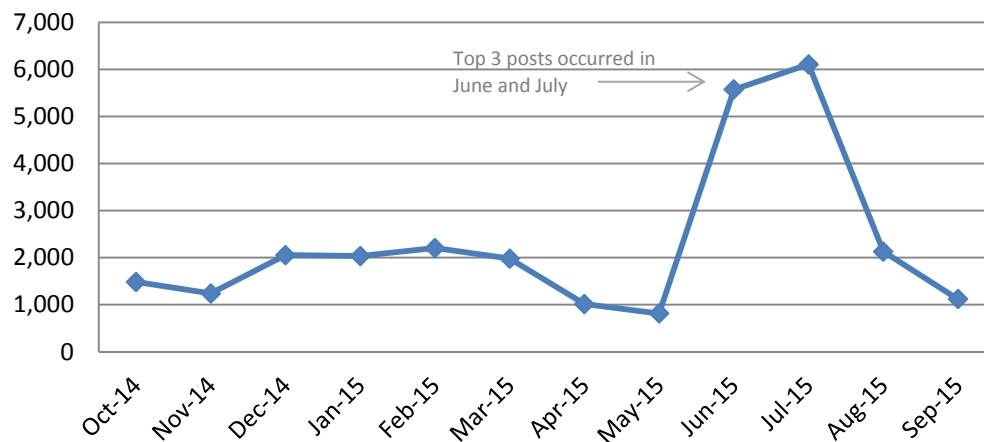
### FY15 Energy Saver Facebook Fans Gained by Month





Energy Saver Facebook posts received an average of 1,100 likes, comments, and shares per month. The total number people who liked the Energy Saver Facebook page and engaged with posts in FY15 (6,648) represented a 20% increase over FY14 (5,543). The content posted to this account caused more than 27,747 engaged users to click anywhere within our posts during FY15. A month-by-month breakdown of engaged users is shown below. As in previous chart, the bump in engaged users was aided by Energy Saver's most popular posts.

### FY15 Energy Saver Facebook Engaged Users by Month



The top three posts on the Energy Saver Facebook page in FY15 are shown below:



40 comments  
1,232 likes  
281 shares  
NREL shared 2nd, also shared by EERE two days later  
1,553 total engagements



36 comments  
895 likes  
406 shares  
DOE shared 3rd, EERE 4th, also PNNL 6 days later and NREL 10 days later  
1,337 total engagements



35 comments  
628 likes  
117 shares  
EERE shared 1st  
780 total engagements

Of the top 10 posts:

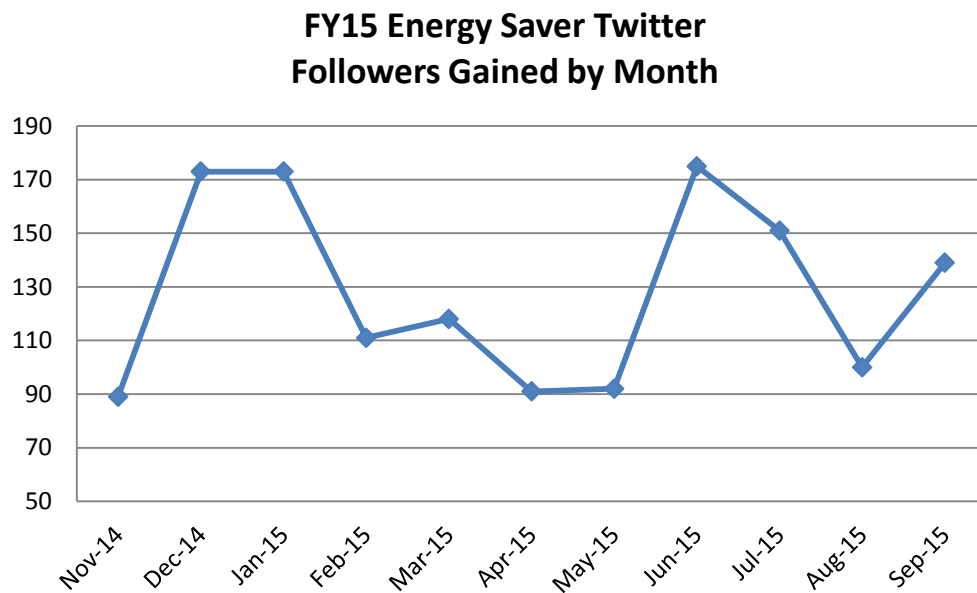
- Nine had at least one hashtag (#Tips, #wind, #GoGreen, #DidYouKnow, #energyefficient, #EarthDay, and #MySmallAct)
- Six focused on saving money and included numbers
- One featured an infographic.

The top 25 posts included the following campaigns: #EnergyResolution, #MySmallAct, and #EnergySaverSolar month. These posts were all shared by EERE and one other Energy Saver partner

## Twitter

In the Energy Saver Twitter account's first year, the FY15 goal for 1,000 new followers was met in June. By the close of Q4, the account had 1,412 followers, exceeding the goal by 41%.

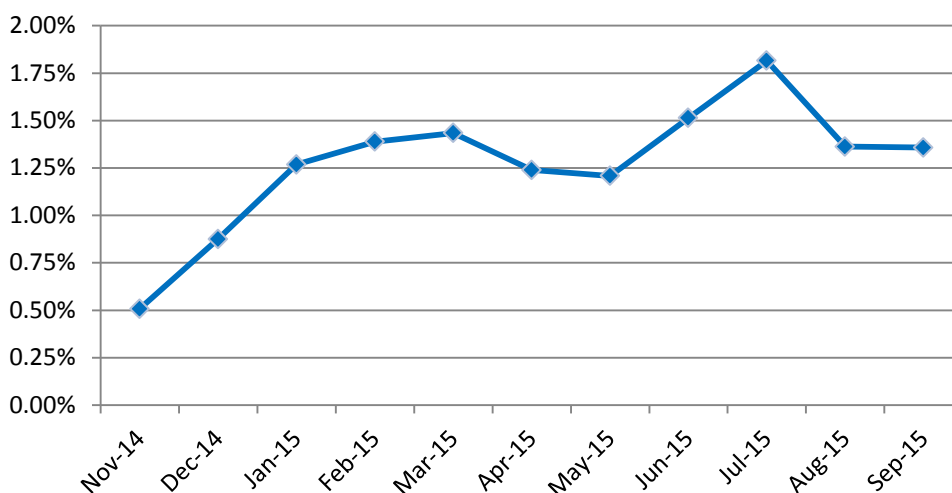
The Energy Saver account received an average of 132 new followers per month in FY15.



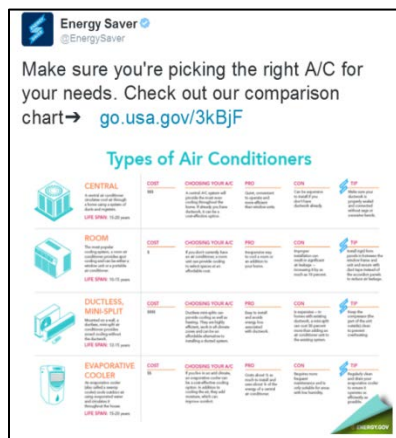
The average engagement rate per Energy Saver tweet was 1.27% for all of FY15, which is comparable to the average engagement rate per @Energy tweet of 1.2% in FY15. All 20 of the top tweets according to number of engagements included an image, infographic, or video; of the bottom 20, only seven included a visual.

The tweet with the highest engagement rate in the year demonstrated how a wind turbine works. It was posted in July which is why that month is higher than average. This content was also extremely successful on Facebook. Three of the top 5 tweets in terms of engagement were posted in June and related to air conditioning units (see posts below).

### FY15 Energy Saver Average Twitter Engagement Rate by Month



Of the 10 tweets that generated the most re-tweets, six mentioned cooling/air-conditioning costs, including the following:



47 retweets  
554 total engagements



21 retweets  
364 total engagements








37 retweets  
262 total engagements

## EERE Website

[EERE's website](#) has provided users with information about energy efficiency and renewable energy technologies since 1994. The site comprises both top-level corporate content and websites for EERE's Technology Offices.

### Stats At-A-Glance

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 <b>WEBSITE ACTIVITY</b>	<b>9,246,062</b> Sessions	<b>27,834,351</b> Page Views
 <b>WEBSITE USERS</b>	<b>6,330,103</b> Total Users	<b>6,193,889</b> New Users
 <b>FANS/FOLLOWERS</b>	<b>106,100</b> <b>FACEBOOK</b> +3,694/month avg ↑81% over FY14	<b>NA</b> <b>@ENERGY TWITTER</b> EERE contributes content to @ENERGY account
 <b>ENGAGEMENT RATE</b>	<b>5.5%</b> <b>FACEBOOK</b> 554 engaged users 10,049 reach/post avg	<b>76%</b> <b>@ENERGY TWEETS</b> In FY15, 19 of the top 25 @ENERGY tweets ranked by total engagement were related to clean energy
 <b>POSTS/TWEETS</b>	<b>496</b> <b>FACEBOOK</b> 1.36 posts/day avg ↑474.6% over FY14	<b>73%</b> <b>@ENERGY TWEETS</b> In Q3 and Q4* 538 of the 737 @ENERGY tweets were related to clean energy

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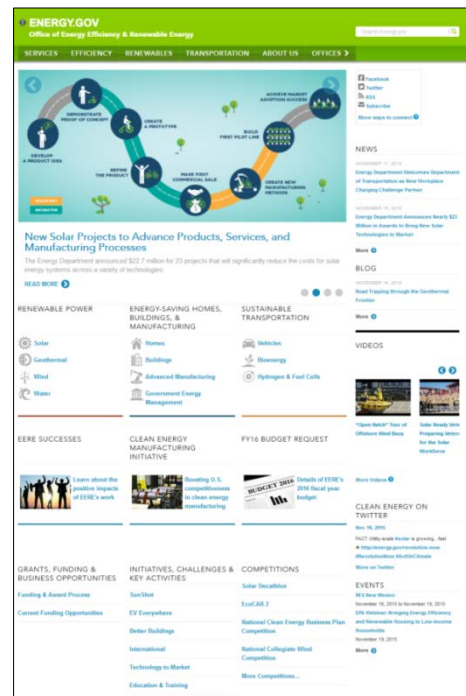
*\*Note: The EERE team started tracking its Twitter content on @ENERGY at the beginning of Q3 in FY15.*

## Website

In FY15, EERE had 34 sites hosted on the Energy.gov platform.

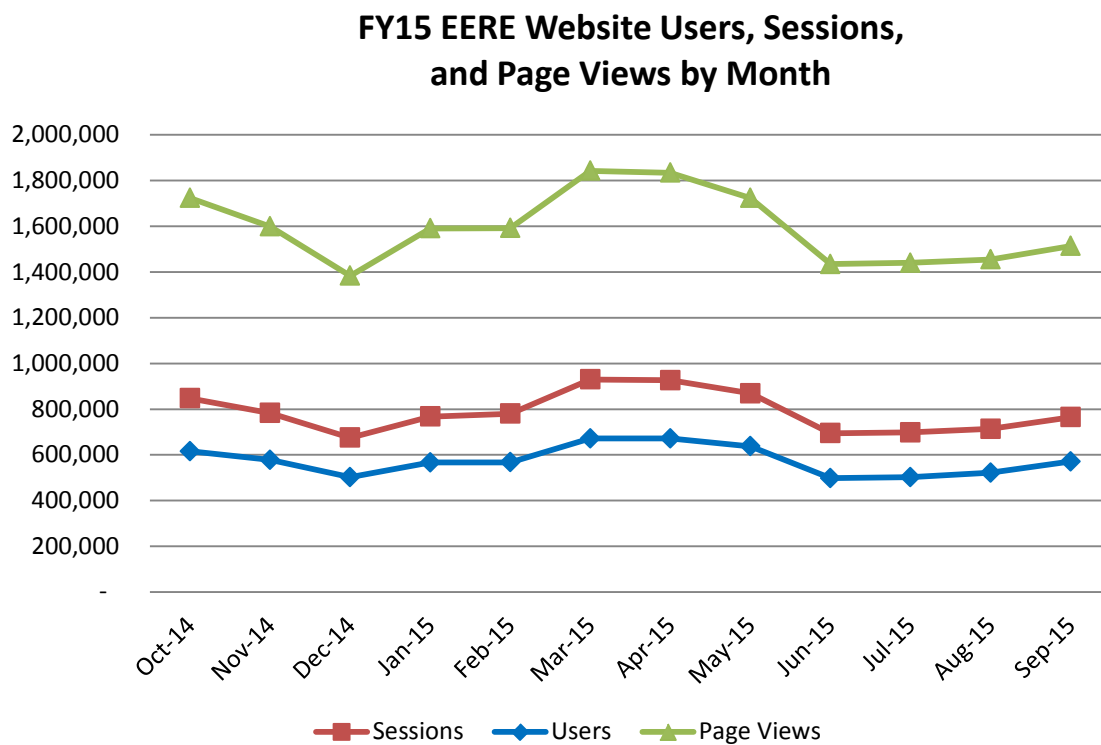
About Us	National Laboratory Impact Initiative*
Advanced Manufacturing Office	Solar Energy Resource Center
Better Buildings	Solar Powering America
Better Buildings	Solid-State Lighting
Neighborhood Program	Sustainable Performance Office
Better Buildings	State and Local Solution Center
Residential Network	State Energy Advisory Board (STEAB)*
Bioenergy	Success Stories
Buildings	SunShot
Clean Energy	SunShot Summit
Manufacturing Initiative	Superior Energy Performance
Collegiate Wind	Technology-to-Market*
Competition*	Vehicles
Education	Water
Energy Basics	Wind
Energy Saver	Wind Vision Brochure*
EV Everywhere*	Weatherization &
Federal Energy	Intergovernmental Program
Management Program	
FORGE	
Fuel Cells	
Geothermal	

\*New EERE sites in Energy.gov in FY15.



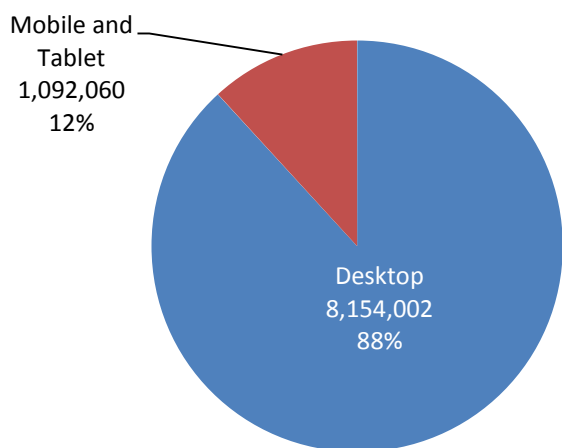
In addition, EERE maintains an inventory of websites and applications hosted at EERE, DOE laboratories, and third-party hosting environments. See the EERE Website Site Map in the appendix.

In FY15, the number of users, sessions, and page views were higher during March and April from organic search. However, there weren't any significant spikes in numbers.



EERE mobile sessions in FY15 remained relatively consistent compared to mobile sessions in FY14.

### EERE Website Mobile vs. Desktop Sessions in FY15



In FY15, relative to the number of page views, the most popular topics concerned wind energy, alternative fuels, and building technologies.

FY15 Top 10 EERE Web Pages by Page Views	
Page Title	Page Views
1. <a href="#">How Do Wind Turbines Work?</a>	577,870
2. <a href="#">EERE Home Page</a>	460,756
3. <a href="#">Animation: How a Wind Turbine Works</a>	260,813
4. <a href="#">Alternative Fuels Data Center: Alternative Fueling Station Locator</a>	219,892
5. <a href="#">Alternative Fuels Data Center Home Page</a>	201,194
6. <a href="#">Building Technologies Office: EnergyPlus Energy Simulation Software</a>	167,213
7. <a href="#">COMcheck   Building Energy Codes Program</a>	166,720
8. <a href="#">Advantages and Challenges of Wind Energy</a>	127,164
9. <a href="#">Alternative Fuels Data Center: Alternative Fuels and Advanced Vehicles</a>	121,703
10. <a href="#">Alternative Fuels Data Center: Ethanol Fueling Station Locations</a>	117,455

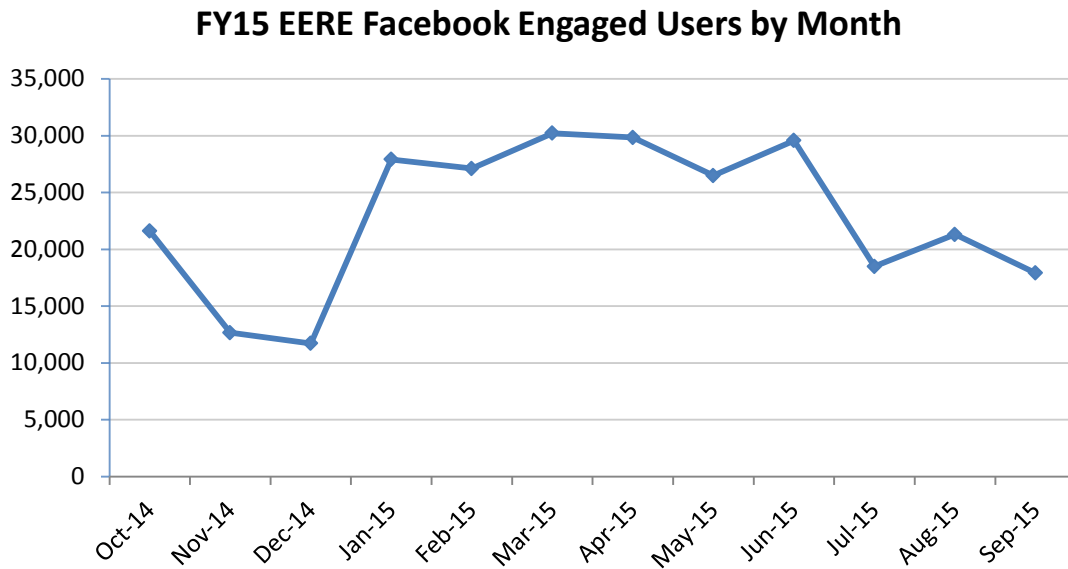
Overall, reports concerning transportation/alternative fuels and wind energy had the highest number of downloads.

FY15 Top 10 EERE Downloaded Publications	
File	Downloads
1. <a href="#">2015 DOE Hydrogen and Fuel Cells Program and Vehicle Technologies Office Annual Merit</a>	4,551
2. <a href="#">Clean Cities Alternative Fuel Price Report January 2015</a>	3,830
3. <a href="#">Wind Vision Report</a>	3,186
4. <a href="#">Solar Decathlon Rules</a>	3,072
5. <a href="#">Clean Cities Alternative Fuel Price Report April 2015</a>	3,034
6. <a href="#">Better Buildings Summit Program</a>	2,351
7. <a href="#">Clean Cities Alternative Fuel Price Report October 2014</a>	2,313
8. <a href="#">Clean Cities Alternative Fuel Price Report July 2014</a>	2,162
9. <a href="#">Wind Vision Executive Summary</a>	1,934
10. <a href="#">Build a Pizza Box Solar Oven</a>	1,593

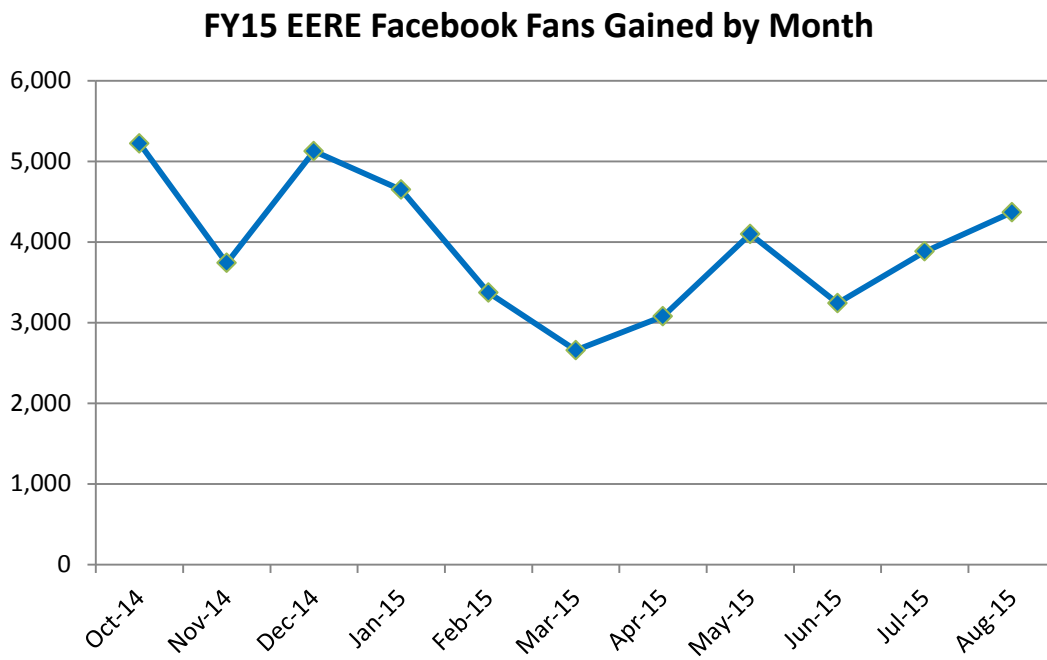
## Facebook

EERE Facebook posts had a cumulative reach of nearly 5 million users in FY15.

The 496 posts throughout the year attracted a total of 274,832 engaged users. The chart below shows the month-by-month breakdown of these engaged users.



The EERE Facebook page grew from 58,529 fans to 106,100 during FY 2015. The chart below shows the month-over-month growth.

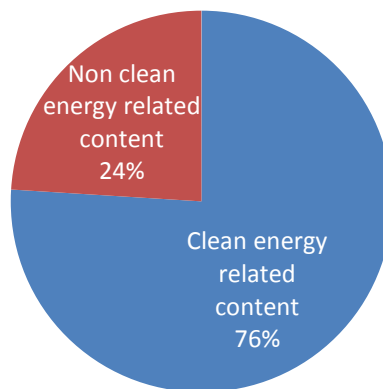




## Twitter

The EERE team began tracking clean energy content used on @ENERGY at the beginning of Q3. In the second half of the year (Q3 and Q4), 538 of the 737 (73%) of @ENERGY tweets were clean energy related. Of the top 25 @ENERGY tweets ranked by total engagements in all of FY15, 19 were related to EERE content.

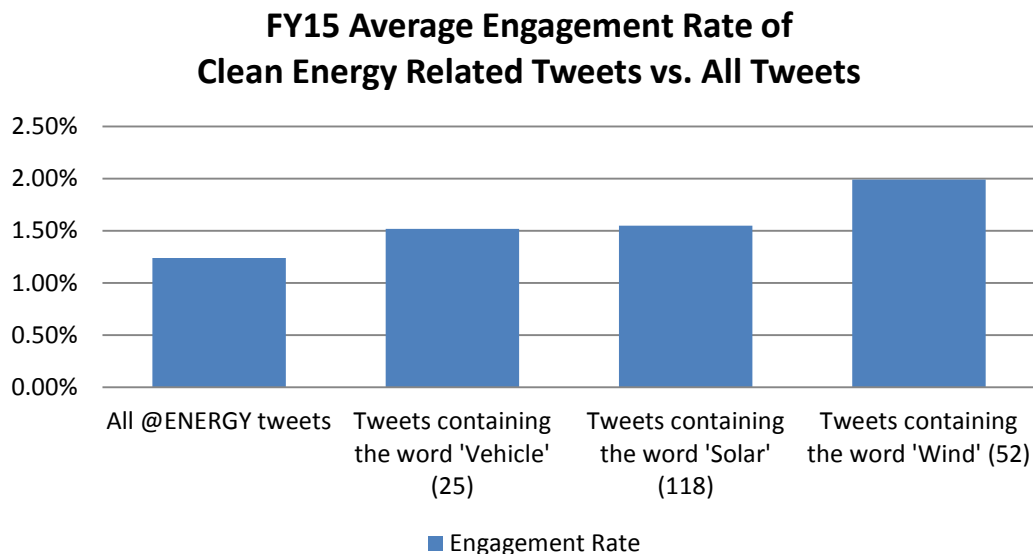
### FY15 Clean Energy Content on DOE Twitter



Out of the top four DOE tweets with the highest engagements in FY15, three are clean energy related.

FY15 Top DOE @ENERGY Tweets				
(clean energy related highlighted in blue)				
Tweet	Impressions	Retweets	Favorites	Engagements
<a href="#">Every 3 weeks the US installs more solar power than in all of 2008</a> #LeadOnEnergy	170,243	469	290	<b>2,361</b>
<a href="#">Ask your questions about #StarWarsEnergy and our experts will answer on Friday at 2pm ET!</a>	131,499	99	87	<b>1,796</b>
<a href="#">We support the @WhiteHouse's goal to make #solar power available to those who need it most</a>	170,326	292	282	<b>1,729</b>
<a href="#">WATCH: The importance of clean #energy on #EarthDay and every day</a> #MySmallAct	137,685	205	173	<b>1,420</b>

Certain EERE keywords triggered a higher engagement rate from the @ENERGY audience.



In Q3 FY15, the total @ENERGY Twitter account averaged about 24 retweets per tweet and 15 favorites per tweet, while clean energy related tweets averaged about 31 retweets and 19 favorites per tweet. In Q4 FY15, the total @ENERGY Twitter account averaged about 26 retweets per tweet and 17 favorites per tweet, while clean energy related tweets averaged about 28 retweets and 18 favorites per tweet.

## Success Stories

The [EERE Success Stories website](#) saw a steady increase in traffic throughout FY15. Strong FY15 traffic is likely due to the site migration and increased promotion on EERE channels such as the EERE Blog. This promotion increased introduced EERE success stories onto non-EERE platforms, which drove up traffic.

### Stats At-A-Glance



#### WEBSITE ACTIVITY

**32,814**  
Sessions  
↑284% over FY14

**54,182**  
Page Views  
↑145% over FY14



#### WEBSITE USERS

**27,872**  
Total Users  
↑379% over FY14

**22,853**  
New Users  
↑314% over FY14

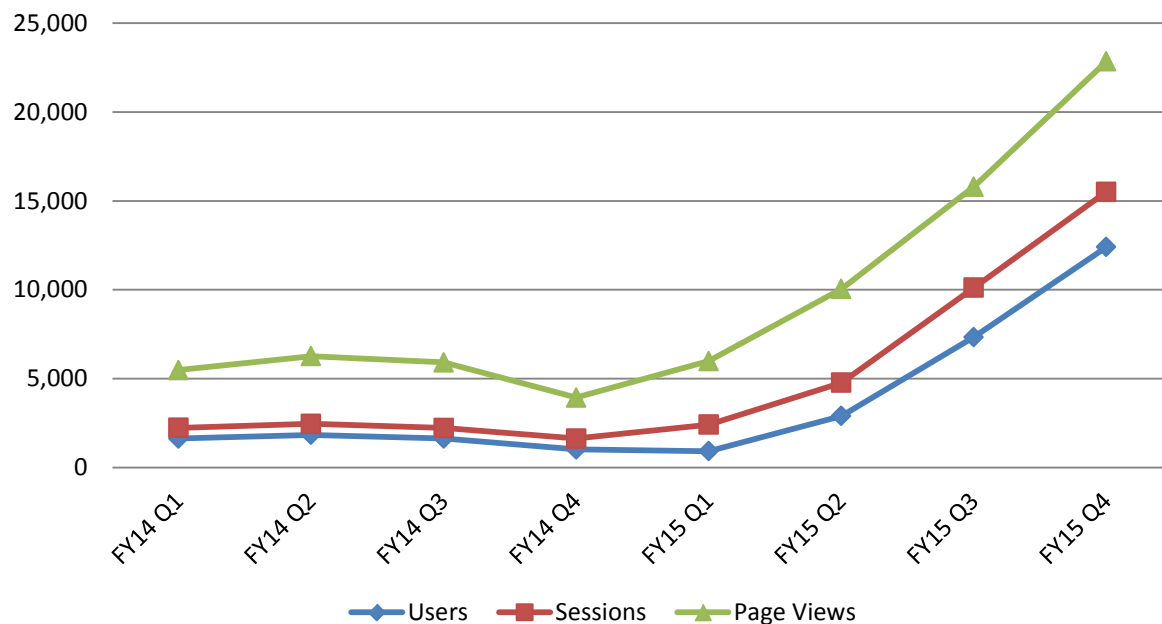


#### STORIES

**68**  
New Stories

**248**  
Total Stories

### FY14-FY15 EERE Success Stories Users, Sessions, and Page Views



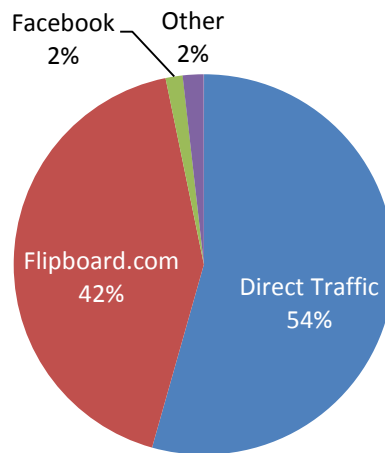
In FY15, among the top 10 success stories, the most popular topics included building, vehicle, and solar technologies.

FY15 Top 10 EERE Success Stories by Page Views	
Page Title	Page Views
1. <a href="#">Xergy Ships First Breakthrough Water Heater Compressor</a>	5,381
2. <a href="#">UQM Patents Non-Rare Earth Magnet Motor under DOE-Supported Project</a>	2,388
3. <a href="#">Plug and Play: Purchase, Install, and Connect Residential Solar Power in Hours</a>	1,663
4. <a href="#">Connection Without the Costs</a>	1,284
5. <a href="#">Dow Partners with ORNL to Commercialize Advanced Energy-Saving Sealant for Buildings</a>	818
6. <a href="#">New Advanced Refrigeration Technology Provides Clean Energy, Low Utility Bills for Supermarkets</a>	749
7. <a href="#">From Silver to Copper: SunShot Awardee TetraSun's Technology to be Mass Produced</a>	747
8. <a href="#">New Refrigerant Boosts Energy Efficiency of Supermarket Display Cases</a>	716
9. <a href="#">Novel 3-D Printed Inverters for Electric Vehicles Can Improve EV Power and Efficiency</a>	638
10. <a href="#">TetraCell Silicon Solar Cell Improves Efficiency, Wins R&amp;D 100 Award</a>	608

On Sept. 19, 2015, the success story, "Xergy Ships First Breakthrough Water Heater compressor to GE," received 3,125 page views. The majority of this traffic spike came from direct traffic, which could be an email other than GovDelivery, a shortened URL, someone typing the link directly, or organic search.

The second largest referral comes from flipboard.com, a personal magazine service that allows users to find and follow topics of interest in a feed.

### FY15 Top Referrers for "Xergy" Story by Page Views



California drove the highest number of sessions partially because of the Xergy story spike in September, during which time 1,749 users with California IP addresses visited the site. While usually in the top 10 states, this story pushed California to the top of the list for FY15.

FY15 EERE Success Stories Top 10 States by Sessions	
State /Region	Sessions
California	2,923
District of Columbia	2,802
Texas	1,272
New York	1,217
Colorado	1,210
Virginia	1,188
Florida	962
Illinois	905
Washington	805
Massachusetts	639

## Digital Media Campaigns

In FY15 the EERE Communications Office partnered with the tech offices and DOE Public Affairs to support two high-profile campaigns—the launch of the Wind Vision Report and EV Everywhere website. Both digital campaigns increased awareness for two of EERE’s key deliverables.

### Wind Vision Campaign

On March 12, 2015 the [Wind Vision electronic brochure](#) on energy.gov went live in conjunction with a White House press call and a DOE press release. The Wind Vision promotion and measurement campaign leveraged shareable graphics and Google Analytics campaign tags to track the performance of four emails and three social media posts across DOE, EERE, and the Wind office's channels: EERE Progress Alerts, EERE Wind Program email blast, EERE WindExchange email blast, EERE Network News, DOE Facebook, DOE Twitter, and EERE Facebook.

Data collected on the Wind Vision campaign included the first week after publication (March 12-19). During this timeframe the Wind Vision report:

- Ranked as the seventh most visited page on energy.gov
- Earned a total of 4,600 downloads
- Campaign traffic accounted for almost 30% of all visits and 25% of all downloads of the Wind Vision report.

For traffic tracked within this campaign:

- 85% came from emails
- 15% from social media posts
- Email traffic delivered a higher download rate from users visiting the site over social media (94% of campaign downloads).

The Wind Vision Google Analytics tags verified that EERE and DOE channels are effective in promoting EERE content while email has the greater success driving users to the site and securing downloads. Wind Vision graphics created by EERE were highly promoted and widely shared from the White House and DOE social media accounts, which exemplifies the high quality of work and the collaboration that EERE was able to accomplish in tandem with publishing the report.



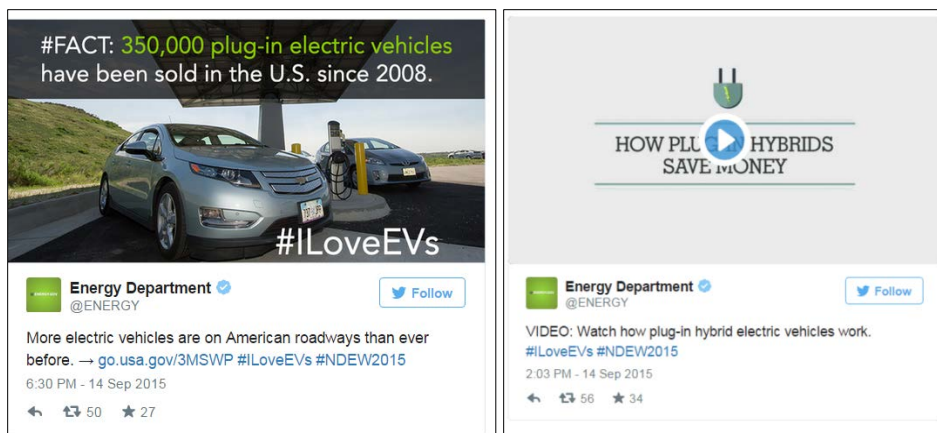
Wind Vision Graphics shared on White House Twitter

## National Drive Electric Week Campaign

The Vehicle Technologies Office, in collaboration with DOE Public Affairs and EERE Communications, conducted the Share Your EV Story social media campaign to promote the new EV Everywhere website and encourage people to share personal experiences with driving plug-in electric vehicles. The campaign ran from Sept. 12-20, 2015. The new [EV Everywhere site](#) went live on Sept. 14, 2015.

The following activities occurred during the nine-day campaign:

- Twelve platforms featured #ILoveEVs posts (DOE blog, EERE blog, Energy Saver blog, Clean Cities blog, DOE Facebook, EERE Facebook, Energy Saver Facebook, Secretary Moniz's Facebook, DOE Twitter, Energy Saver Twitter, Ernest Moniz's Twitter, DOE Instagram).
- Thirty-eight blogs and social media posts went live during the nine-day campaign.
- There were 548 likes and 144 shares logged across all social media platforms.



Top DOE Campaign Tweets



Energy Saver Facebook Post

## News

This section analyzes EERE's news from two perspectives. First, it looks at EERE Corporate and its two primary email lists, EERE Network News and EERE News; and it shows how these lists grew throughout FY15. The second part of this section analyzes the activity across all of EERE's GovDelivery account, which includes the 238 email lists that are managed by EERE's offices.

### EERE Corporate News

The EERE Communications Office manages two major newsletters: [EERE Network News](#), which is a weekly newsletter that covers energy efficiency and renewable energy-related topics and [EERE News](#), which mails out press releases and important EERE news updates.

Both of EERE's corporate newsletters saw growth throughout FY15.

#### Stats At-A-Glance

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##### SUBSCRIBERS

60,557

EERE Network News

+5,000/month avg

↑4.9% increase from FY14

58,807

EERE News

4,900/month avg

↑13.9% increase from FY14



##### TOTAL EMAILS DELIVERED

2,880,358

EERE Network News

+240,000/month avg

7,434,172

EERE News

+600,000/month avg



##### AVERAGE OPEN RATE

14%

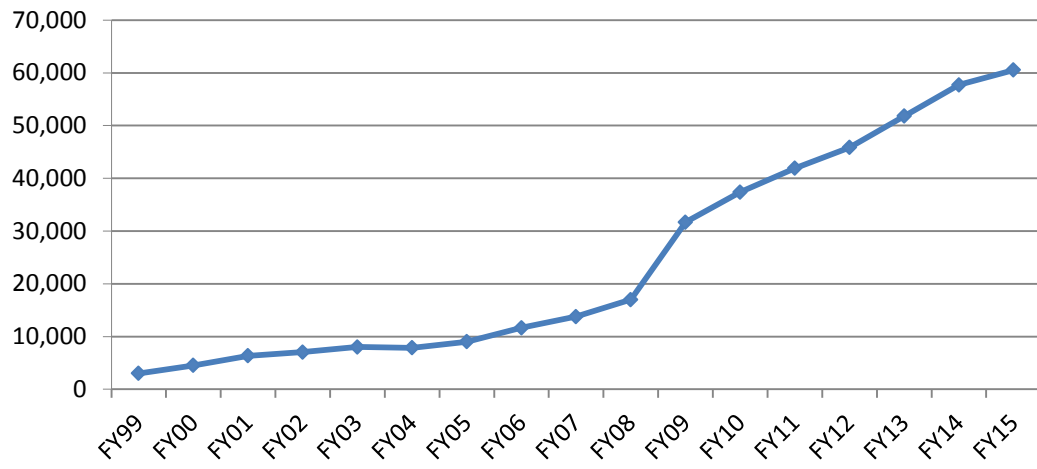
EERE Network News

14.5%

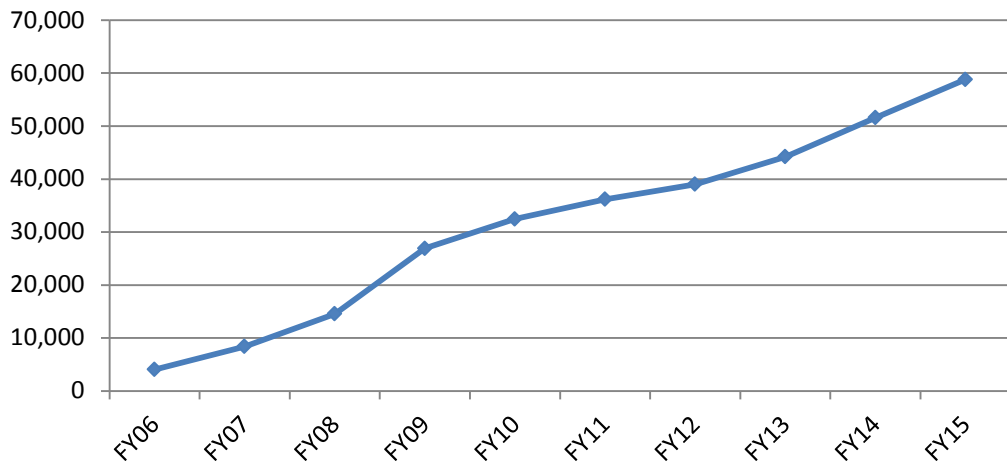
EERE News



**EERE Network News Subscribers by Fiscal Year**



**EERE News Subscribers by Fiscal Year**



## Email Lists via GovDelivery

EERE's GovDelivery Network account includes 238 email lists that are maintained by EERE's various offices. These lists include internal, external, public, and private email lists. The numbers below show how EERE's GovDelivery account has grown throughout FY15. EERE's newsletter enterprise steadily gained subscribers (individuals who are subscribed to at least one EERE newsletter) and subscriptions (the total number of email lists the subscribers are subscribed to) throughout FY15.

### Stats At-A-Glance

---



#### SUBSCRIBERS

**335,002**

total subscribers

↑6.9% increase from FY14

**14,047+**

net change in subscribers



#### SUBSCRIPTIONS

**1,637,146**

total subscriptions

↑19.97% increase from FY14  
4.9 per subscriber

**271,348+**

net change in subscriptions



#### EMAILS

**24,812,501**

messages sent

**25.5M**

recipients



#### ACTIVITY

**41.2%**

engagement rate

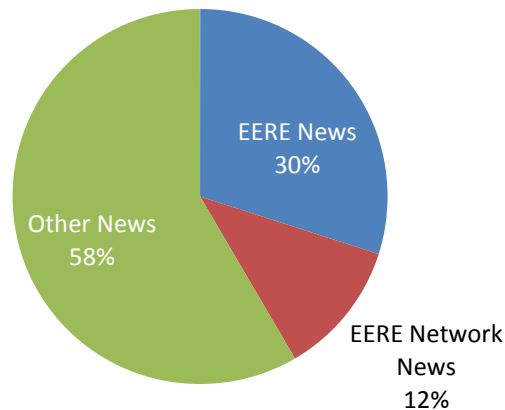
**7.06M**

impressions

---

EERE Corporate newsletters—EERE Network News and EERE News—represented 42% of the emails sent through EERE's GovDelivery account.

### FY15 Percentage of Total Emails Sent

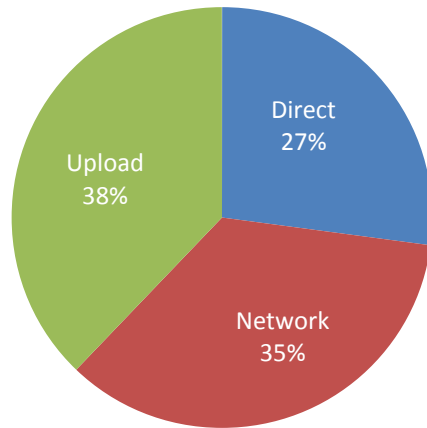


The following graphs show the four ways new subscribers and subscriptions come to EERE's 238 newsletters.

- **Direct:** These users went to the EERE website and signed up for an EERE newsletter through one of EERE's subscription links or email subscription boxes.
- **Network:** These users were referred via another federal agency. At the end of the subscription process, GovDelivery recommends similar newsletters at other federal agencies—so these users joined EERE's newsletters after subscribing for another agency's newsletters.
- **Upload:** These users were uploaded manually by EERE's GovDelivery administrators.
- **Overlay:** Overlays are pop-up boxes created by GovDelivery. They can be designed so that visitors to a website are shown an overlay box that invites them to subscribe to GovDelivery email lists. These users subscribed via one of GovDelivery's overlays. Because EERE does not use these, very few new subscribers or subscriptions came via this route.

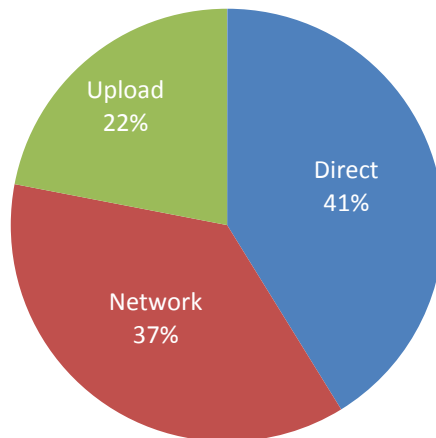
The majority of EERE's new subscribers were referred from other federal agencies, but most new EERE subscriptions were via direct traffic. This implies that while most new subscribers were most often exposed to EERE through their interest in a different federal agency, the most common way to sign up for new subscriptions to EERE's email lists is through the EERE website.

### FY15 GovDelivery New Subscriber Sources



*Note: Only one subscription resulted from an overlay.*

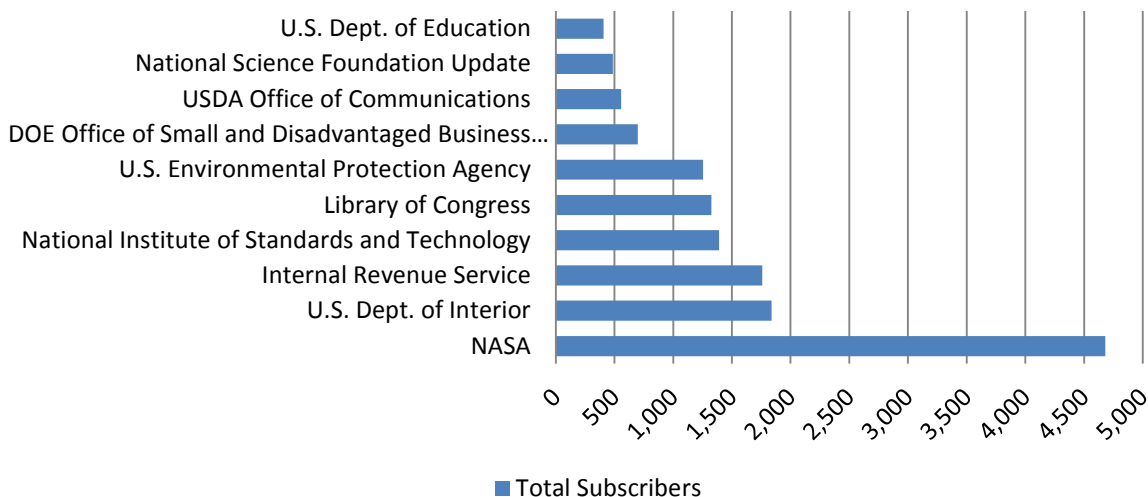
### FY15 GovDelivery New Subscription Sources



*Note: Only three subscriptions resulted from an overlay.*

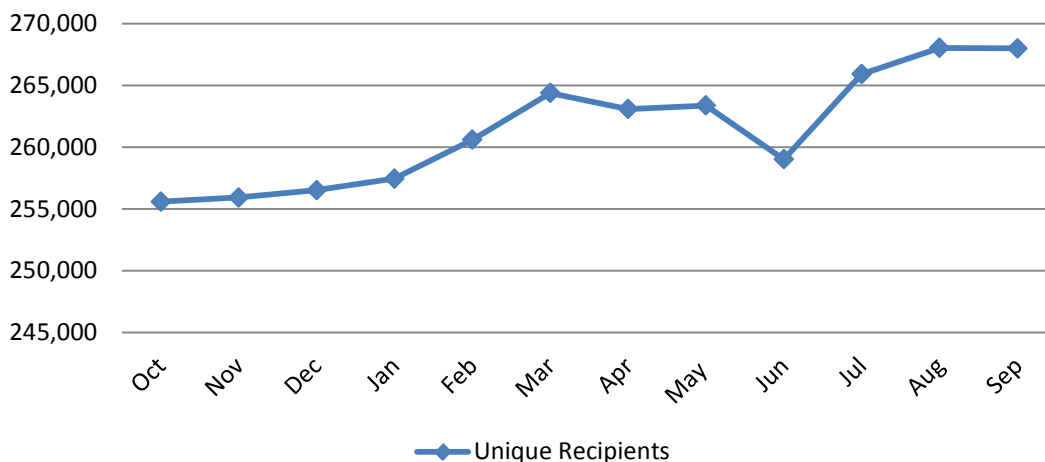
In the chart below, federal agencies refer the most subscribers to EERE's newsletters. As mentioned above, more new subscribers come from interagency referrals than from the EERE website. NASA refers the most new subscribers to EERE.

### FY15 Top Referrals from GovDelivery Network



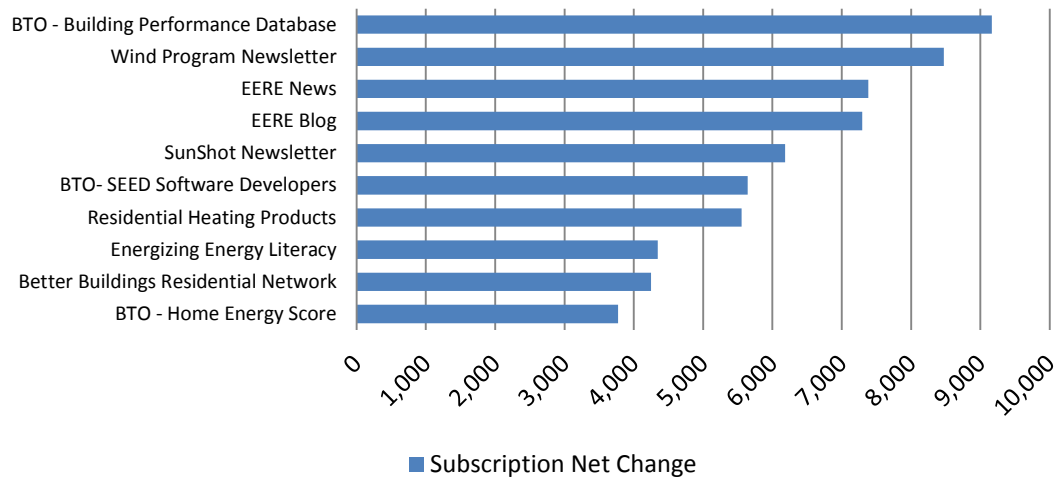
This graph shows the number of unique recipients who engaged with an EERE newsletter each month, meaning they opened the newsletter or clicked on a link.

### FY15 Engagement by Month Across All EERE Email Lists in GovDelivery



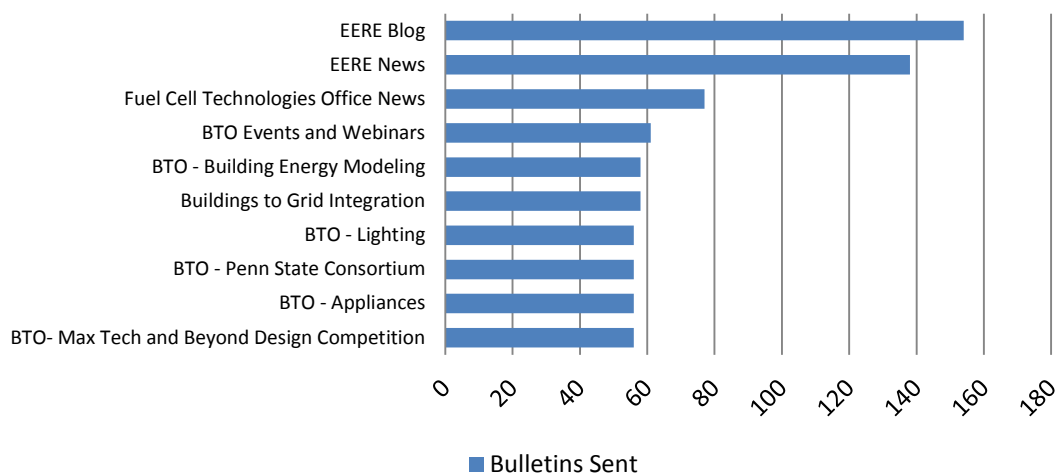
The list below shows the most popular EERE newsletters in FY15, based on the number of people who joined them. Except for the EERE corporate news and blog, the most popular lists are related to building, wind, and solar technologies.

### FY15 Popular GovDelivery Email Lists As Measured by Subscriber Growth



EERE Communications sent out more email bulletins than any office or program.

### FY15 Email Lists with the Most Email Bulletins Sent Via GovDelivery



## Videos

EERE videos engage audiences and increase visibility and attention to EERE technologies. The **Energy 101 video series**, hosted on the DOE YouTube channel, is designed to educate the general public and stakeholders on the basics of energy efficiency and renewable energy technologies. A total of 22 Energy 101 videos have been produced as of FY15. A large **b-roll library** of 56 reels is hosted on Vimeo. B-roll footage and testimonial videos are built into the production of every 101 video.

### Stats At-A-Glance

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**VIEWS**

**1,749,432**

Energy 101 views  
through FY15

**3,881**

b-roll views/plays  
through FY15

**445**

testimonial video  
views through FY15

---



**VIDEOS**

**22**

Energy 101 videos  
2 new in FY15

**56**

b-roll reels  
3 new in FY15

**14**

Testimonial videos  
2 new in FY15

---

## Energy 101

In FY15, Energy 101 videos accounted for 13 of the top 15 most popular videos on the DOE YouTube channel. EERE also produced two new 101 videos: [Clean Energy Manufacturing](#) and [Heavy-Duty Vehicle Efficiency](#).

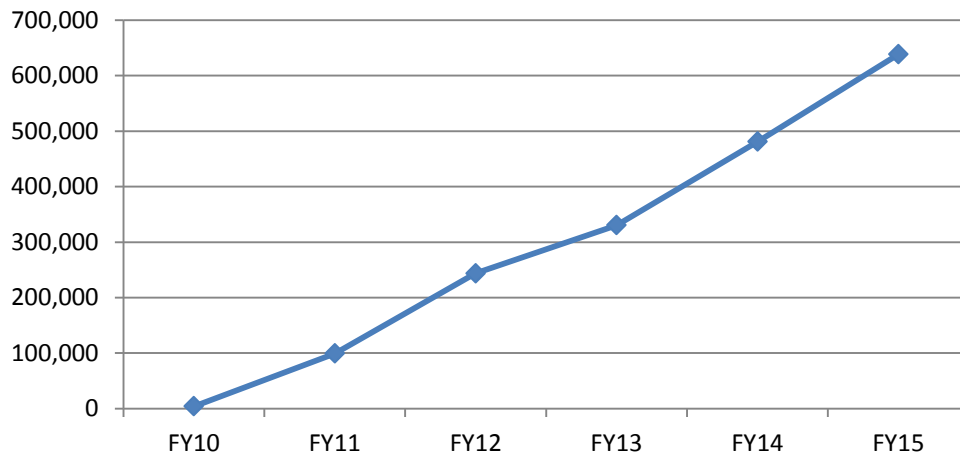


**Energy 101: Clean Energy Manufacturing**  
3,336 views



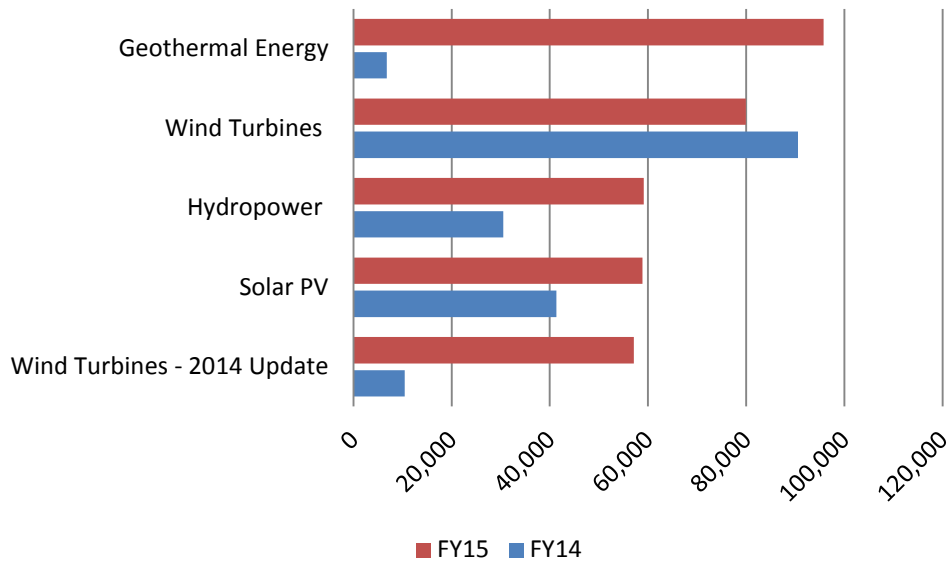
**Energy 101: Heavy-Duty Vehicle Efficiency**  
3,882 views

**FY10-FY15 Energy 101 Video Views**



The [Geothermal Energy 101 video](#) was published in Q4 of FY14, which is why it had so many less views than in FY15. The original [Wind Turbines video](#) was updated in 2014 and those views have taken traffic away from the original video.

**FY15 Top Five Energy 101 Videos**





## Appendix

### Glossary of Terms

**Average open rate** – The percentage of emails that are opened with images loaded

**Engagements** – For Twitter, includes retweets, detail expands, favorites, profile views, replies, and email shares

**Engagement rate**

- Facebook – The number of engaged users divided by reach, reported as a percentage
- Twitter – The number of engagements divided by the number of impressions, reported as a percentage
- GovDelivery – The percentage of recipients who opened or clicked on a link in a bulletin

**Engaged users** – The unique number of users whom liked, commented, shared, or clicked on a Facebook post

**Fans/followers** – Social media users who voluntarily connected their profile. Updates may appear in fans' news feeds.

**Impressions**

- Twitter – The number of times that users saw posts in their feed
- GovDelivery – The total number of bulletin opens and link clicks

**Likes** – Indicates either:

- The number of users applauding particular post
- The number of users who have chosen to see content updates in newsfeeds and/or display it on their Facebook profiles

**Net change in subscribers** – The number of new subscribers

**Net change in subscriptions** – The number of new subscriptions

**Page views** – The number of times a page was viewed

**Reach** – The number of people who could have viewed a post in their feed or loaded the information when browsing our page

**Sessions** – The number of interactions website visitors have with one or more pages on the website

**Users** – Both new and returning visitors that have had at least one session within the selected date range

**New users** – New visitors (not necessarily a person) that have never visited site

**Views** – The number of times a video was watched on YouTube

**New views** – The net change in views

Strategic Programs and Front Office Websites

<b>About Us</b>	Clean Energy in My State	EERE Publication and Product Library	<b>Energy Saver Blog</b>	<b>Solar Decathlon Google+</b>	<b>Technology-to-Market Program</b>	eere.energy.gov	solardecathlon.com
<b>Better Buildings</b>	<b>Clean Energy Manufacturing Initiative</b>	<b>EERE Successes</b>	<b>Energy Saver Facebook</b>	<b>Solar Decathlon Instagram</b>		eren.doe.gov	solardecathlon.gov
Better Buildings Accelerators	DOE Sustainability Awards	<b>Energy Analysis</b>	<b>Funding Opportunity Exchange</b>	<b>Solar Decathlon LinkedIn</b>	<b>Unique Domains</b>	efficiency.energy.gov	solardecathlon.net
Better Buildings Alliance	EERE Communication Standards and Guidelines	<b>Energy Basics</b>	<b>Green Power Network</b>	<b>Solar Decathlon Pinterest</b>	appliancerebates.energy.gov	greenpower.energy.gov	solardecathlon.org
Better Buildings Case Competition	EERE Communication Standards Blog	<b>Energy Education</b>	<b>National Laboratory Impact Initiative</b>	<b>Solar Decathlon Twitter</b>	betterbuildings.energy.gov	ocean.energy.gov	
Better Buildings Challenge	<b>EERE Facebook</b>	<b>Energy Innovation Portal</b>	<b>Small Business Vouchers Pilot</b>	<b>Solar Decathlon YouTube</b>	energysaver.gov	renewable.energy.gov	
Better Buildings Summit	EERE Financial Opportunities	Energy Input-Output Calculator	Solar Decathlon	<b>State and Local Energy Data</b>	energysavers.gov	renewables.energy.gov	
<b>Better Buildings Twitter</b>	EERE News Archive	<b>Energy Saver</b>	<b>Solar Decathlon Facebook</b>	<b>State Energy Advisory Board</b>	eere.doe.gov	sbv.org	
Better Buildings Workforce	EERE Project Management Center	<b>Energy Saver Twitter</b>	<b>Solar Decathlon Flickr</b>	<b>Sustainability Performance Office</b>			

EERE Offices and Program Websites

Advanced Manufacturing

Advanced Manufacturing Office

Advanced Manufacturing Steam Tool

**AMO Energy Resources Center**

**AMO Energy Resources Center**

CHP Project Profiles Database

Superior Energy Performance

Unique Domains

industry.energy.gov

manufacturing.energy.gov

save-energy-now.org

Bioenergy

Bioenergy Technologies Office

**Bioenergy KDF Facebook**

**Bioenergy Knowledge Discovery Framework**

**Bioenergy Peer Review Portal 2011**

Bioenergy Technologies Office Blog

Biomass Feedstock Composition and Property Database

Unique Domains

bioenergy.energy.gov

bioenergykdf.net

biofuels.energy.gov

biomass.energy.gov

Buildings

Building Technologies Office

**179D Tax Deduction Quick Estimate**

Better Buildings Neighborhood Program

Better Buildings Residential Network

**Better Buildings Residential Program Solution Center**

**Building America Solution Center**

**Building Energy Codes**

**Building Energy Codes Facebook**

**Building Energy Codes Resource Center**

**Building Energy Codes Score + Store Tool**

**Building Energy Codes YouTube**

**Buildings Database**

**Buildings Database**

**Building Performance Database**

**Commercial Building Asset Score**

Commercial Buildings Resource Database

**Commercial Lighting Project Evaluator**

**EnergyPlus Energy Simulation Software**

**Home Energy Pros**

**Home Energy Saver Pro**

**Home Energy Scoring Tool**

**Max Tech and Beyond**

**PBA Data Book: Buildings**

Solid-State Lighting

**U.S. Dept of Energy Regulations and Compliance**

**Zero Energy Buildings**

Unique Domains

179d.energy.gov

appliancestandards.energy.gov

asstrating.energy.gov

buildingamerica.gov

buildingdata.energy.gov

buildingenergyscore.energy.gov

buildings.energy.gov

commercialbuildings.energy.gov

energycodes.gov

energyplus.gov

highperformancebuildings.gov

homeenergyscore.gov

lightingsolutions.energy.gov

regulations.doe.gov

ssl.energy.gov

Federal Energy Management

Federal Energy Management Program

Commissioning E-Course

EISA 432 Compliance Tracking System

Energy-Efficient Product Procurement Updates

Federal Laws & Requirements Search

**FEMP Central Workshop Registration**

FEMP Technical Assistance Request Portal

FEMP Training Search

Fleet Sustainability Dashboard

**High Performance Federal Buildings**

Low Standby Power Product List

Sustainable Federal Fleets

Unique Domains

federalfleets.energy.gov

femp.energy.gov

Fuel Cell Technologies

Fuel Cell Technologies Office

Annual Merit Review and Peer Evaluation Meeting

**DOE Hydrogen Program**

Unique Domains

annualmeritreview.energy.gov

hydrogen.energy.gov

hydrogenandfuelcells.energy.gov

Geothermal

Geothermal Technologies Office

FORGE

Geothermal Projects Database

Unique Domains

geothermal.energy.gov

Solar Technologies

SunShot Initiative

Solar Energy Resource Center

**Solar Multimedia**

Solar Powering America

**SunShot Catalyst**

SunShot Summit

Unique Domains

catalyst.energy.gov

solar.energy.gov

solaramericacommunities.energy.gov

solarhighpen.energy.gov

Vehicle Technologies

Vehicle Technologies Office

**Alternative Fuels and Advanced Vehicles Data Center**

Clean Cities

Clean Cities Blog

**Clean Cities Wiki**

**Clean Cities Wiki 2.0**

**CleanCities YouTube**

Energy Policy Act (EPAAct)

EPAAct Transportation Regulatory Activities

Alternative Compliance Planning Tool

EPAAct Transportation Regulatory Activities

Fleet Compliance Tool

EV Everywhere

Unique Domains

afdc.energy.gov

cleancities.energy.gov

electricvehicles.energy.gov

evcities.energy.gov

vehicles.energy.gov

Unique Domains

water.energy.gov

waveenergyprize.org

Wind

Wind Program

Collegiate Wind Competition

**WINDEXchange**

Wind Technologies Resource Center

Wind Vision Brochure

Unique Domains

wind.energy.gov

windandhydro.energy.gov

windpoweringamerica.gov

Weatherization and Intergovernmental

Weatherization and Intergovernmental Program

A Guide to Tribal Energy Development

**Performance and Accountability for Grants in Energy (PAGE)**

State and Local Solution Center

**Tribal Energy Program**

Unique Domains

page.energy.gov

weatherization.energy.gov

wip.energy.gov

Partnership Websites

Biomass Research and Development Board

**DSIRE: Database of State Incentives for Renewables and Efficiency**

**FuelEconomy.gov**

Green Racing Cup

**H<sub>2</sub> Refuel**

**Home Energy Challenge**

Hydrogen and Fuel Cells Interagency Working Group

**Industrial Assessment Centers Database**

**L-Prize**

**LightingFacts.com**

**National Training and Education Resource**

**Solar America Board for Codes and Standards**

State & Local Energy Efficiency Action Network

Unique Domains

biomassboard.gov

dsireusa.org

fuelconomy.gov

greenracingcup.org

homeenergychallenge.org

hydrogenprize.org

hydrogen.gov

lightingfacts.com

lightingprize.org

nterlearning.org

seeaction.energy.gov

solarabcs.com

solarabcs.org

Key

• **Energy.gov**

Total number of websites:

**148**

• EERE Server

• **Other Server**

Date: 10/1/2015

## **Looking Ahead – FY16 EERE Digital Outreach Activities**

We will align digital measurement that both advances the goals found in the EERE Strategic Plan and provides the most meaningful data from which EERE can use to improve the effectiveness of its website, social media, and email list platforms. In addition, we will streamline digital reporting process across EERE Communications.

The Amped Up e-newsletter a new EERE Linked In platform will be key additions to EERE's digital presence.