

EERE FISCAL YEAR 2016 DIGITAL MEDIA ANNUAL REPORT

TABLE OF CONTENTS

04 EXECUTIVE SUMMARY

07 EERE

- 07 Website
- 08 Highlights
- 09 Content
- 09 Energy.gov Redesign
- 10 Website Management
- 11 EERE Success Stories
- 11 Highlights
- 12 EERE Facebook
- 12 Highlights
- 14 EERE LinkedIn
- 14 Highlights
- 15 EERE Twitter
- 15 Highlights
- 16 EERE Video / YouTube
- 16 Highlights

17 ENERGY SAVER

- 17 Website
- 17 Highlights
- 18 Energy Saver Facebook
- 18 Highlights
- 19 Energy Saver Twitter
- 19 Highlights

20 NEWS

20 Highlights

21 Content

22 BRANDING AND IDENTITY

23 EERE DIGITAL AUDIENCE SNAPSHOT

34 APPENDIX

34 Glossary of Terms

35 EERE Website Map

EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

EXECUTIVE SUMMARY

The Office of Energy Efficiency and Renewable Energy (EERE) at the U.S. Department of Energy (DOE) is the primary clean energy technology organization of the federal government. For more than two decades, EERE has been at the forefront of technology innovation, developing and bringing successful solar and wind power systems, electric vehicles, light-emitting diode (LED) lighting, and cellulosic biofuels to the marketplace. Through its research, development, and demonstration (RD&D) programs, EERE leverages creative partnerships to accelerate technology deployment and grow American competitiveness in the global clean energy economy. Figure 1 illustrates the integrated programs of EERE.

One of the ways EERE fulfills this 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 and social media accounts, which include:
 - Energy.gov/eere and its subsites
 - EERE Facebook account
 - @EnergySaver Twitter account
 - EERE LinkedIn account
 - EERE Success Stories website
- Energy Saver website and social media accounts
- The U.S. Department of Energy YouTube channel
- EERE blog
- EERE e-newsletters.

EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

This report highlights the activities and accomplishments across these digital platforms in fiscal year (FY) 2016. Key highlights include:

- Establishing EERE digital metrics goals, procedures, and reporting to capture key monthly, quarterly, and annual progress toward goals for its 143 sites, subsites, and social media channels
- Increasing EERE website users by 8.25% over FY15
- Analyzing EERE audiences for our website, email distribution lists, and social media channels to better understand who they are, how we reach them, and what engages them
- Leveraging existing and new social media platforms to provide relevant information to EERE's target audiences and promote its mission
- Growing EERE's Facebook audience to more than 150,000 fans in FY16 and reaching almost six million throughout the life of the account
- Averaging almost 40,000 impressions each month on EERE LinkedIn
- Receiving 11,721,602 total page views in FY16 on the Energy Saver website
- Growing Energy Saver Facebook fans by 25% in FY16 and more than doubling Energy Saver Twitter followers in FY16
- Providing EERE with guidance and consultation on content and promotion
- Providing detailed input, guidance, and support during all phases of the Energy.gov redesign project, including providing clear communications to stakeholders
- Making continual improvements to website navigation, information architecture, and usability
- Enhancing EERE branding through updated logos, identifiers, and associated treatments and templates.

EERE Digital Audiences Snapshot (FY16)

	AUDIENCE	REACH	ENGAGEMENT
 <p>ENERGY.GOV</p>	<p>About 1.1 million users access content from EERE's 143 web-sites each month.</p>	<p>EERE web pages received 24,182,117 page views in FY16.</p>	<p>The average EERE web session lasts about 2 minutes and 30 seconds.</p>
 <p>GOVDELIVERY</p>	<p>EERE has 336,743 subscribers with 1.7 million subscriptions.</p>	<p>EERE's 239 lists sent out 1,560 email bulletins during FY16.</p>	<p>These bulletins have been opened 4,089,006 times and clicked 398,893 times.</p>
 <p>FACEBOOK</p>	<p>More than 150,000 fans follow EERE's main Facebook account.</p>	<p>EERE Facebook posts were served to people's news feeds almost 6 million times during FY16.</p>	<p>There have been 151,387 post interactions, including 93,844 likes, 18,427 shares, and 7,233 comments of EERE content.</p>
 <p>TWITTER</p>	<p>EERE manages four Twitter accounts with about 23,600 followers.</p>	<p>Energy Saver tweets were served to people's feeds about 2.1 million times during FY16.</p>	<p>There have been 26,055 interactions with Energy Saver tweets in FY16.</p>
 <p>YOUTUBE</p>	<p>Energy 101 content on DOE's YouTube channel receives about 72,000 views per month.</p>	<p>The Energy 101 series had almost 29,000 hours of watch time during FY16.</p>	<p>Energy 101 videos have 4,995 shares, 1,412 likes, 166 comments, and 93 dislikes during FY16.</p>
 <p>LINKEDIN</p>	<p>More than 1,800 users follow the EERE LinkedIn page.</p>	<p>Posts on the EERE LinkedIn page average 39,433 impressions per month.</p>	<p>EERE LinkedIn posts received 4,168 clicks, 2,087 likes, and 563 shares during FY16.</p>

Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers are FY16 Q1-Q4 whenever possible.

October 2016

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

EERE

WEBSITE

The EERE website at Energy.gov/eere 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 the EERE’s Technology Offices.

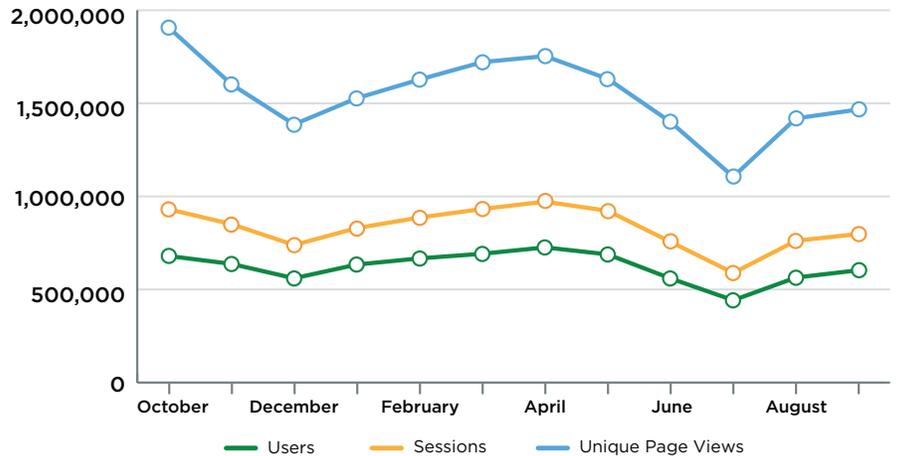
As of FY16, EERE has 38 sites hosted on the Energy.gov platform. Additionally, EERE maintains an inventory of websites and applications hosted at EERE, DOE laboratories, and third-party hosting environments. See the EERE Website Site Map in the appendix for a full list of all sites and subsites.

In FY16, website metrics were tracked and analyzed on a monthly, quarterly, and yearly basis.

HIGHLIGHTS

- To better understand the EERE audience, how we reach them, and what engages them, an audience analysis was completed for our website, email distribution lists, and social media channels.
- In FY16, EERE digital metrics reporting was streamlined by creating an analysis dashboard to summarize key monthly, quarterly, and annual progress toward goals.
- For all of FY16, the number of EERE website users increased 8.25% over FY15.
- EERE web pages averaged about 27,300 sessions per day in FY16.
- During FY16, EERE site traffic peaked in April, lifted by content on the Fuels, Bioenergy, Hydropower, and Vehicles websites. Users decreased in December and in June, July, and August due to seasonal travel.
- The Vehicles and Buildings programs combined to make up almost 40% of the total number of EERE web sessions in FY16.

EERE Web Summary FY16



*In Q4, EERE’s Google Analytics script encountered an error that caused data losses from Monday, July 18 to Thursday, July 21, and Saturday, July 23 to Tuesday, July 26. Therefore, the data captured cover about three-fourths of the month. All offices were affected except for Vehicles. Buildings had only a partial data loss from July 18-21.

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

CONTENT

Following a trend from FY15, the most popular topics in FY16 were related to wind energy, alternative fuels, energy efficiency, and building technologies.

Top 10 Pages on EERE Website by Page Views	
Page Title	Page Views
1. How Do Wind Turbines Work?	572,539
2. Office of Energy Efficiency and Renewable Energy	364,201
3. Advantages and Challenges of Wind Energy	238,900
4. Appliance Energy Calculator	233,402
5. Alternative Fuels Data Center	181,709
6. Building Energy Codes Program	174,092
7. Solar Decathlon	159,923
8. How a Wind Turbine Works	152,785
9. Alternative Fueling Station Locator	149,633
10. Ethanol Fueling Station Locations	134,396

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

Five of the top 10 file downloads were Buildings Program reports, software, and user guides.

EERE Website - Top 10 Downloaded Files	
File	Downloads
1. 2016 DOE Annual Merit Review and Peer Evaluation Meeting Program at a Glance	5,992
2. Steam System Modeling Tool	4,115
3. A Common Definition for Zero Energy Buildings	3,875
4. Department of Energy's Qualified List of Energy Service Companies	3,875
5. REScheck Software User's Guide	3,555
6. Clean Cities Alternative Fuel Price Report	3,396
7. Fuel Cell Technologies Market Report 2014	3,076
8. Highlights of 90.1-2013 Changes from 90.1-2010	2,716
9. COMcheck Software User's Guide for the 2004, 2006, and 2009 IECC	2,517
10. REScheck Residential Plan Review Quick Reference Guide	2,517

For more information on EERE web audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot later in this report.

ENERGY.GOV REDESIGN

An important priority in FY16 was the redesign of Energy.gov and all of its associated sites and subsites, being led by the Department of Energy's Public Affairs group. The site is undergoing a redesign to appeal to a broader audience, improve its mobile responsiveness, and enhance search engine optimization and multimedia elements. The redesign, which is set to launch in 1Q FY17, will contain new branding, a more mobile-friendly layout, additional multimedia elements, and opportunities to dive deeper into related content.

To ensure success of the redesign, and to make certain users have the best possible experience, EERE has been providing ongoing support for the project by:

- Providing detailed input and recommended Energy.gov CMS improvements during the research phase of the project
- Ensuring clear communications to content managers related to the redesign process, progress, and expectations
- Providing team reviews, questions, and input for all phases of the Energy.gov redesign, as well as preparing for an enterprise-wide rollout across a broad and diverse body of content.

EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

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 to its users.

The following activities were completed in FY16 to keep EERE web content fresh and ensure we are following usability best practices:

- Asking web coordinators to submit bi-annual web content maintenance reports
- Removing topic landing pages
- Retiring outdated content
- Migrating Funding Opportunities content into CMS
- Standardizing how tech offices display funding content
- Streamlining and cleaning up news and blog content pages
- Updating the content on the Energy Basics site
- Retiring both the EERE News and Events Archive website and the EERE News and Events database. News stories can now be found on Energy.gov
- Consolidating and streamlining Budget content
- Completing the migration of Communication Standards into the Energy.gov CMS.

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

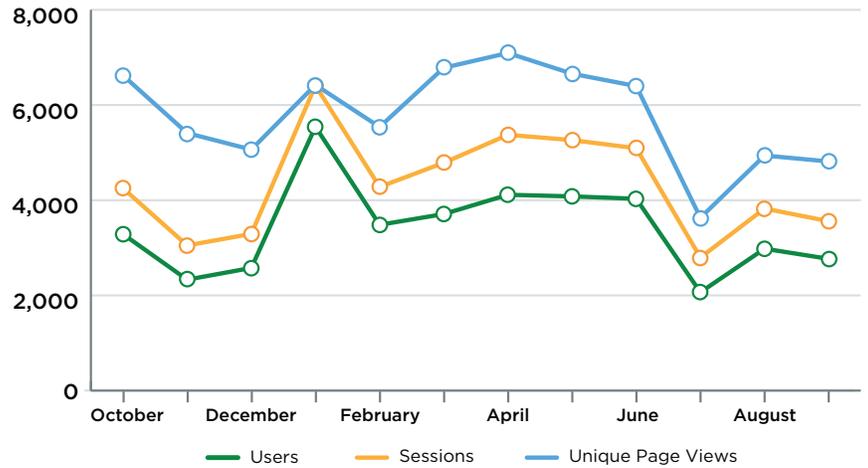
EERE SUCCESS STORIES

EERE’s Success Stories highlight the positive impact of its work with businesses, industry partners, universities, research labs, and other entities to increase the use and effectiveness of affordable renewable energy and energy efficiency technologies. This aligns with the goal of growing a strong audience based on digital channels and increasing engagement on Energy.gov.

HIGHLIGHTS

- Success Stories had a 60% increase in the number of users who accessed site content in FY16 vs. FY15, exceeding our FY16 goal of 40% year-over-year growth.
- This increase is due to promotion through digital channels including Facebook, Twitter, and blog posts.
- In June, the EERE Success Story Map went live. This interactive map highlights success stories that are co-funded by EERE.
- A total of 61 success stories were published during FY16. The most-viewed story was titled, “Energy-Efficient Heat Pump for Colder Regions Keeps Residents Cozy with Lower Utility Bills.”

EERE Success Stories Web Summary FY16



EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

EERE FACEBOOK

In FY16, a total of 197,404 fans follow EERE's six Facebook accounts, with more than 75% associated with the main EERE profile.

The EERE Facebook accounts include:

- EERE (150,858 fans)
- Solar Decathlon (19,999 fans)
- Energy Saver (16,204 fans)
- Building Energy Codes (9,364 fans)
- Bioenergy Knowledge Discovery (638 fans)
- Wave Energy Prize (341 fans).

In FY16, Facebook metrics were tracked and analyzed on a monthly, quarterly, and yearly basis for data, assessment, and strategy. The EERE Facebook account also helped us increase our audience reach and engagement with content related to energy efficiency in homes, buildings, and industry.

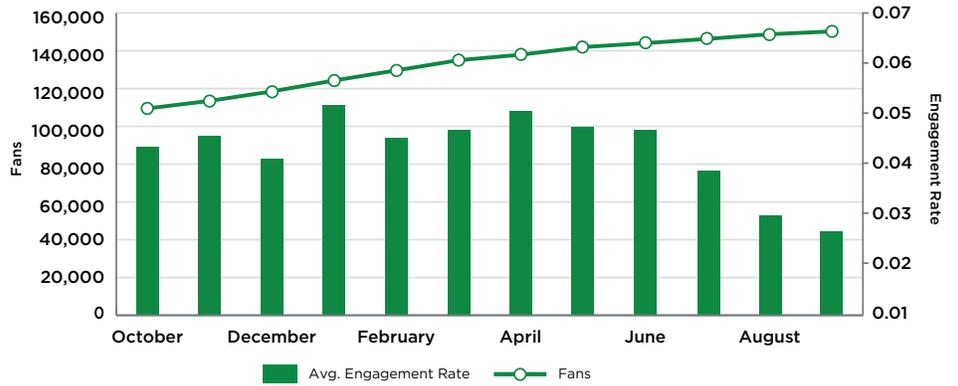
HIGHLIGHTS

- The EERE Facebook audience grew to more than 150,000 fans in FY16, a 37% increase over FY15.
- An EERE video post about a hydrogen fueling station opening in Washington, D.C., had the highest all-time reach of an EERE Facebook post, reaching more than 343,000 people.
- In June, EERE Facebook broadcast its first-ever Facebook Live event when the CleanTech Up winner was announced. This "post" was responsible for 24% of the month's reach.
- EERE Facebook reached more than 800,000 users in July, a new all-time high. Nearly half (44%) of this reach came from two Facebook Live events.
- EERE's 581 Facebook posts reached nearly six million users in FY16.¹
- EERE Facebook posts have an average engagement rate of 4.74%, which includes 93,844 likes, 18,427 shares, and 7,233 comments.
- At the end of FY16, EERE Facebook ranked 16th in followers among all federal government offices on Facebook, ahead of the U.S Department of Education, U.S. Department of Labor, U.S. Department of Energy, U.S. Department of Treasury, U.S. Department of Commerce, Federal Trade Commission, and the U.S. Department of Transportation.

¹ Reach: The number of people who have seen any content associated with the post or page.

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

**EERE Facebook
Followers and Engagement Rate by Month***



*Facebook has changed its algorithm 11 times since the start of FY16. From prioritizing Live Feed videos to penalizing links where users leave the page quickly, these updates can result in filtered content delivery and reduced overall reach. During FY16, efforts such as broadcasting the first-ever Facebook Live event—the announcement of the CleanTech Up winner—helped the account remain agile.

For more information on Facebook audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot toward the end of this publication.

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

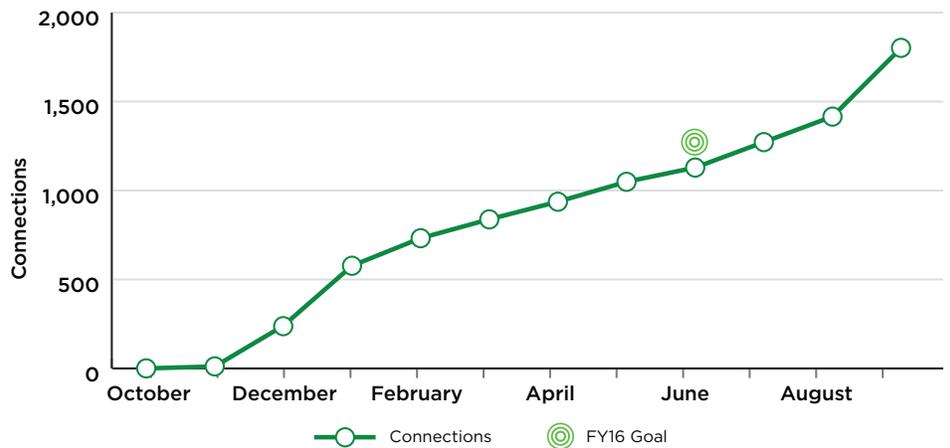
EERE LINKEDIN

Through collaboration with DOE’s Public Affairs and Human Capital offices, the EERE LinkedIn Showcase page was launched in Q2 FY16. The EERE LinkedIn page provides a high-level summary of EERE, along with a chance to tell EERE’s story, engage with followers, connect with a more professional audience, promote EERE’s mission, and recruit talented individuals. This aligned with the FY16 goal of growing a strong audience base on digital channels, and increasing engagement with EERE content.

HIGHLIGHTS

- EERE LinkedIn was officially launched in Q2 FY16.
- The EERE LinkedIn page has been cross-promoted in coordination with the DOE Human Capital office and NREL public affairs team.
- EERE LinkedIn surpassed the FY16 goal of 1,700 followers.
- EERE LinkedIn averages 39,433 impressions per month.
- EERE LinkedIn posts received 4,168 clicks, 2,087 likes, and 563 shares in FY16.

EERE LinkedIn Connections by Month



For more information about EERE LinkedIn audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot.

EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

EERE TWITTER

EERE manages four Twitter accounts with a total of almost 24,000 followers. EERE's Twitter accounts include:

- Energy Saver
- Better Buildings
- Wave Energy Prize
- Solar Decathlon.

EERE-related content is also regularly published on the DOE @Energy Twitter account. This aligns with the FY16 goal of growing a strong audience base on digital channels, and increasing engagement with EERE content.

HIGHLIGHTS

- Energy efficiency and renewable energy content is popular across all DOE channels, including the @Energy Twitter account.
 - Approximately 70% of @Energy tweets include EERE-related content.
 - Based on total engagements, half of the top 10 @Energy Twitter posts were related to energy efficiency or renewable energy topics (highlighted in blue).
 - When looking at engagement rate (the number of engagements divided by the number of impressions, reported as a percentage), eight of the top 10 Energy.gov posts were related to renewable energy or energy efficiency topics.

For more information about @Energy audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot.

- EXECUTIVE SUMMARY
- EERE**
- ENERGY SAVER
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

EERE VIDEO / YOUTUBE

EERE videos engage audiences and increase visibility and attention to EERE technologies. A highlight of EERE’s videos is the Energy 101 video series, hosted on the DOE YouTube channel. The Energy 101 series is designed to educate the audience on the basics of energy efficiency and renewable energy technologies. This aligns with the goals of incorporating engaging content into campaigns, and increasing engagement on Energy.gov.

HIGHLIGHTS

- This Energy 101 series continues to be the most popular content on DOE’s YouTube channel, with the Geothermal Energy 101 video receiving more views than any other video during every month in FY16.
- To build on the popularity of the Energy 101 videos, EERE created a [centralized landing page](#) within EERE’s Education Office for all Energy 101 content and resources.
- In addition to the Energy 101 videos, EERE also created and promoted three Energy Saver DIY videos in FY16.
- FY16 saw an increase in collaboration and support of EERE video products, especially surrounding weekly EERE news and events.
- FY16 also saw an increase in requests for EERE video assets by third-party organizations, such as government agencies, educators, and non-profits.

YouTube: Top 10 Videos on DOE’s Channel in FY16	
Video	Views
Energy 101: Geothermal Energy	17,259
The World’s Largest 3D Printed Object	9,592
Energy 101: Hydropower	7,944
Energy 101: Wind Turbines	5,778
Energy 101: Geothermal Heat Pumps	4,731
Energy 101: Wind Turbines - 2014 Update	4,719
What Is the Smart Grid?	3,445
Energy 101: Algae-to-Fuels	3,227
Energy 101: Home Energy Assessment	3,186
Energy 101: Solar PV	2,447

For more information about DOE YouTube channel audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot.

- EXECUTIVE SUMMARY
- EERE
- ENERGY SAVER**
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

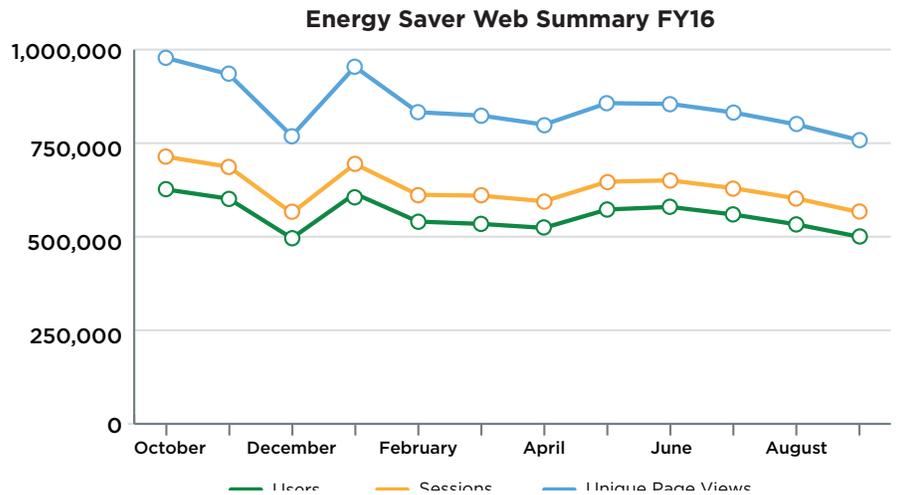
ENERGY SAVER

WEBSITE

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 on saving money and energy. In FY16, Energy Saver efforts were focused on editorial management, growing the Energy Saver social media audience base, and increasing engagement with Energy Saver content.

HIGHLIGHTS

- Energy Saver web pages received 11,721,602 total page views in FY16.
- In FY16, the top three content days for the Energy Saver site were related to thermostat and appliance energy use content, including the Appliance energy Use Calculator.
- Thirty percent of Energy.gov sessions were on Energy Saver, and three of the top 10 most-viewed web pages across Energy.gov were on the Energy Saver site.
- In FY16, Energy Saver launched three videos to accompany do-it-yourself water heating projects. These videos were watched 7,126 times in FY16.
- Energy Saver page templates were updated for web and social media cross-promotion, and to provide easy access to information such as FAQs, audits, and weatherization assistance.
- In keeping with the goal of editorial management, Energy Saver Guide web pages were retired and their content was integrated with related in-depth web content, to reduce duplication.



For more information on Energy Saver web audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot.

- EXECUTIVE SUMMARY
- EERE
- ENERGY SAVER**
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

ENERGY SAVER FACEBOOK

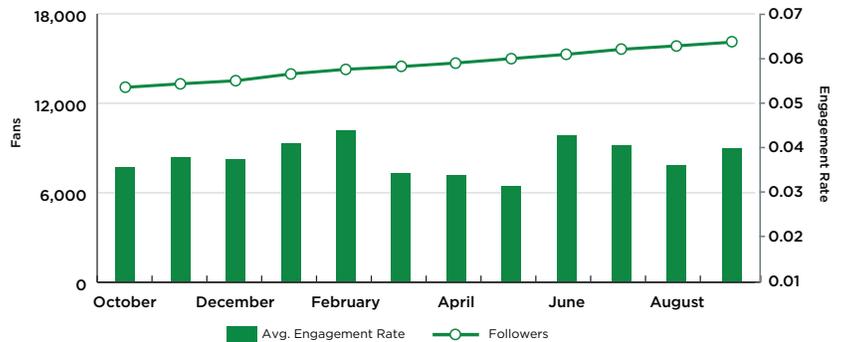
In FY16, we substantially grew Energy Saver’s Facebook audience despite the restrictions caused by Facebook’s algorithm.* The Facebook audience grew 62% above the FY15 benchmark, to more than 150,000 fans in Q4.

*Facebook has changed its algorithm 11 times since the start of FY16. From prioritizing Live Feed videos to penalizing links where users leave the page quickly, these updates can result in filtered content delivery and reduced overall reach. During FY16, efforts such as broadcasting the first-ever Facebook Live event—the announcement of the CleanTech Up winner—helped the account remain agile.

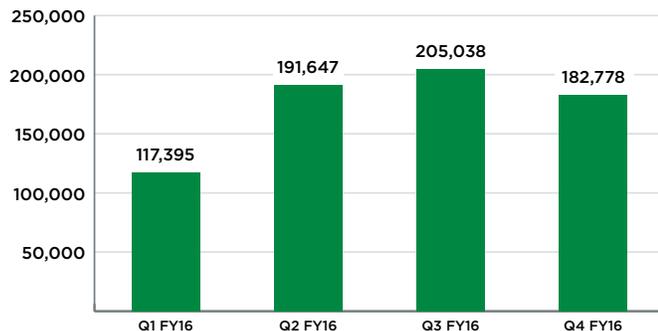
HIGHLIGHTS

- Energy Saver gained 2,976 Facebook fans in FY16, resulting in a total of 16,088 followers by the end of FY16, a 23% increase in Facebook fans over FY15.
- Energy Saver’s Facebook reach reached a high in Q3, primarily due to a post on June 10 that linked to a story on Inhabitat which helped the post to reach nearly 22,000 people.
- In the fourth quarter, 5,418 Facebook users engaged with Energy Saver content. For all of FY16, Energy Saver had 12,457 engagements, including likes, comments, and shares.
- In July of 2016, EERE created an Energy Saver Home Cooling campaign, which resulted in Energy Saver’s most successful social media month to date.

Energy Saver Facebook Followers and Engagement Rate by Month



Energy Saver Facebook Quarterly Reach



For more information on Energy Saver Facebook audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot.

- EXECUTIVE SUMMARY
- EERE
- ENERGY SAVER**
- NEWS
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

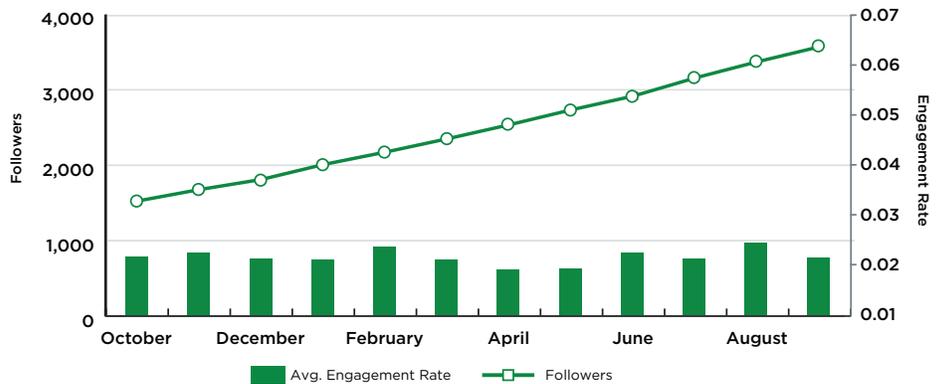
ENERGY SAVER TWITTER

In FY16, the Energy Saver Twitter audience grew substantially, with 53% year-over-year growth compared to FY15.

HIGHLIGHTS

- Overall, Energy Saver Twitter followers more than doubled in FY16, ending the year at 3,571 followers.
- Posts to Energy Saver’s Twitter account had a reach of 2,188,349 during FY16, and the average post reached 2,230 people.
- In FY16, the average engagement rate for the Energy Saver Twitter account was 1.34%.
- Overall, the most popular content for the @EnergySaver Twitter account in FY16 was related to seasonal content. In July of 2016, EERE created an Energy Saver Home Cooling campaign, which resulted in Energy Saver’s most successful social media month to date.

**Energy Saver Twitter
Followers and Engagement Rate by Month**



For more information on Energy Saver Twitter audience characteristics, content, and engagement, see the EERE Digital Audience Snapshot.

EXECUTIVE SUMMARY
EERE
ENERGY SAVER
NEWS
BRANDING AND IDENTITY
EERE DIGITAL AUDIENCE SNAPSHOT
APPENDIX

NEWS

In FY16, the EERE Communications Office managed two major newsletters: EERE Network news, a weekly newsletter covering energy efficiency and renewable energy-related topics, and EERE News, which mails out press releases and important EERE news updates. Overall, EERE’s GovDelivery account included 239 email lists that are managed by EERE’s office. These lists include internal, external, public, and private email lists.

HIGHLIGHTS

- In FY16, EERE’s email lists grew to a total of 1.7 million subscriptions across 239 lists.
- 1,560 newsletters were sent to subscribers in FY16.
- GovDelivery email lists were streamlined, with unused or outdated lists removed.
- EERE’s Stakeholder Engagement created a new process, with help from the web team, to collect stakeholder information when subscribers signed up for GovDelivery email lists. This included developing a new feature to capture the interests of stakeholders and the industries they represented.

Approximately 25% of all EERE email list subscriptions come from the top 10 email lists.

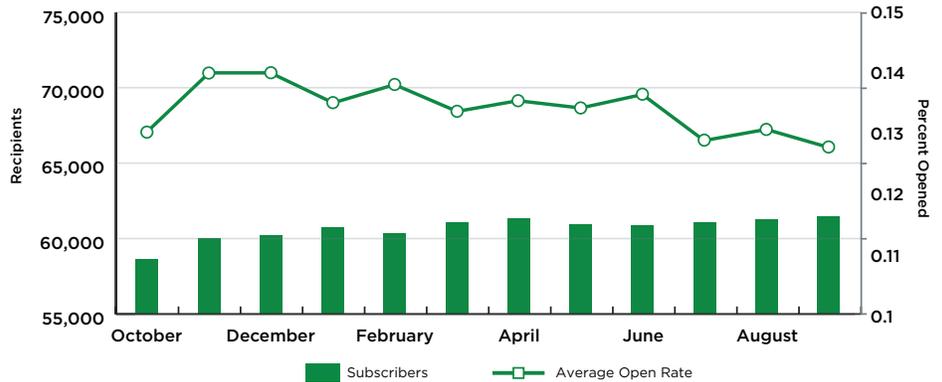
Top 10 EERE Email Lists by Subscriptions	
1. EERE News	61,496
2. EERE Network News	60,017
3. Building Energy Codes - BECP news	59,200
4. SunShot Newsletter	45,624
5. EnergyPlus & OpenStudio updates	45,280
6. FEMP Digest	31,338
7. Green Power monthly update	29,732
8. Wind Program Newsletter	26,856
9. Advanced Manufacturing Office news update	26,807
10. SunShot CSP Newsletter	22,857
Other EERE	1,296,535
TOTAL	1,705,742

- EXECUTIVE SUMMARY
- EERE
- ENERGY SAVER
- NEWS**
- BRANDING AND IDENTITY
- EERE DIGITAL AUDIENCE SNAPSHOT
- APPENDIX

CONTENT

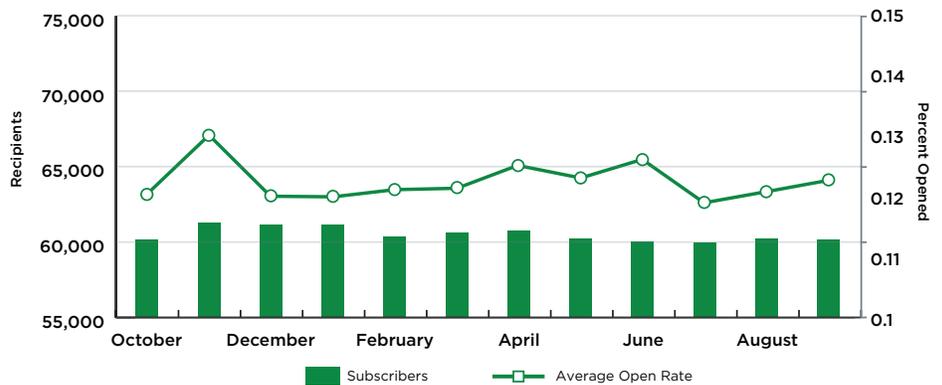
EERE News moved to the top of the list in terms of subscriptions in FY16 Q2. Since the start of the fiscal year, this newsletter has gained 2,823 subscribers. About 8,000 people on average open each EERE News bulletin.

**FY16 EERE News
Subscribers and Open Rate by Month**



Despite a somewhat flat subscriber rate in FY16, EERE Network News remained the second most subscribed to list among all of EERE’s newsletters.

**FY16 EERE Network News
Subscribers and Open Rate by Month**



For more information about the characteristics, content, and engagement of EERE’s email audience, see the EERE Digital Audience Snapshot.

EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

BRANDING AND IDENTITY

A consistent approach to brand and identity helps ensure that EERE is viewed as a primary, authoritative source of information about renewable energy and energy efficiency technologies. A consistent, recognizable, and meaningful identity is critical to both EERE's success and a positive user experience for its audiences. To that end, in FY16 EERE:

- Conducted an audit of the existing EERE identifier and how it is applied across all media platforms, including print, email news, social media, and the web and made recommendations for a new identifier to be launched in FY17
- Refreshed the branding of the icons that represent the eleven technology offices plus the topic of homes and are used on websites, presentations, exhibits, infographics, social media, video, and print documents
- Updated the EERE Branding Guidelines document with new language related to identifier usage, icon guidance, and template standards
- Completed the initial phases of the Energy Saver logo redesign to be launched in FY17.



ENERGY.GOV

AUDIENCE



About **1.2 million users** access content from EERE's 220 web-sites each month.

REACH



EERE web pages have been **viewed 19,024,554** times between Q1 and Q3.

ENGAGEMENT



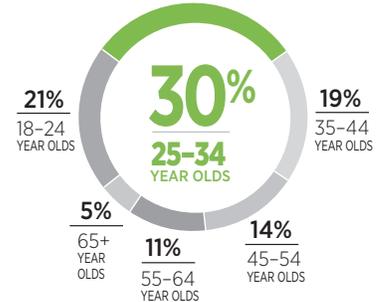
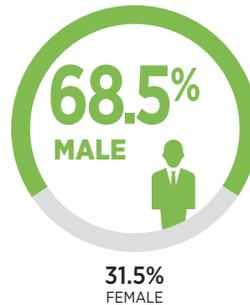
The average EERE web session lasts about **2 minutes and 30 seconds**.

WHO IS OUR AUDIENCE?

About **1.2 million users**¹ view EERE-related websites, including Energy Saver, each month.

About **69%** of the EERE website audience is **U.S. based**.

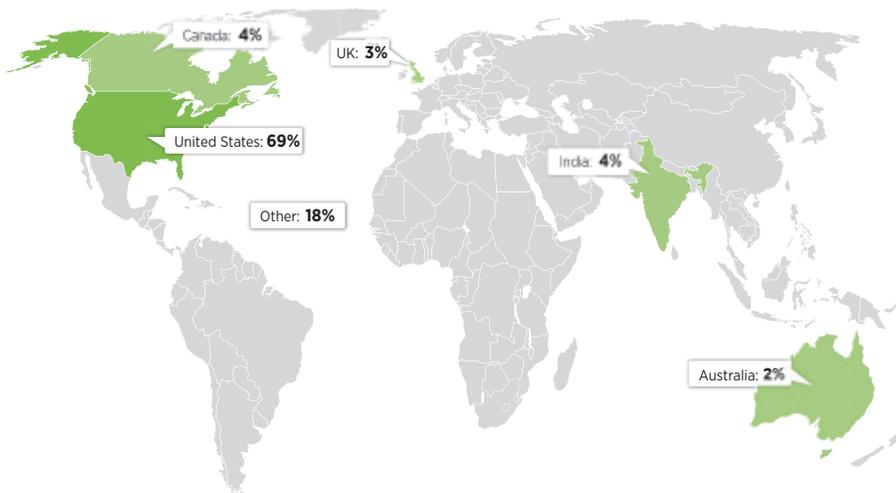
EERE site users are **68% male**. Overall, energy.gov visitors are 64% male.



25-34 year olds are the largest age segment, making up about 30% of EERE traffic.

The top affinity category for EERE website users is **Technophiles**. Others include movie and TV lovers, travel buffs, and news junkies.

¹The number of visitors who interacted with the website.



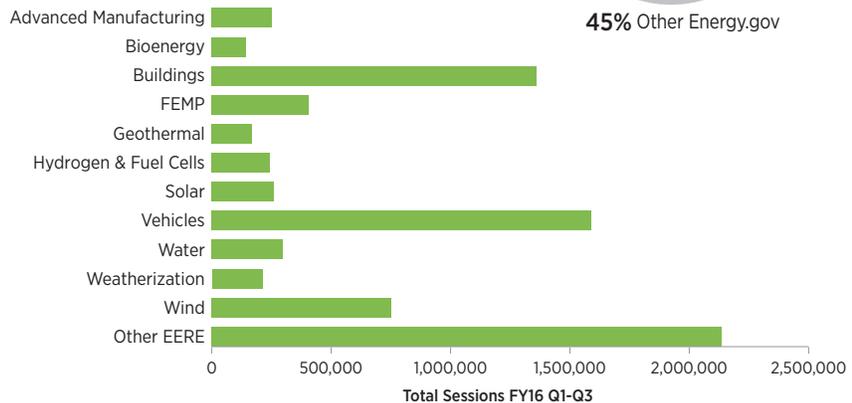
HOW DO WE REACH THEM?

The **EERE family** of online content includes **220 websites**; 136 of these are managed by tech offices, 61 are managed by EERE Communications, and 23 are managed by partners.



40% of Energy Saver site visits are on **mobile devices** compared to 20% for other EERE sites.

Together, **Vehicles, Buildings, and Wind** office content make up **almost half** of all EERE web sessions.²



More than **half of all Energy.gov traffic** is made up of **EERE and Energy Saver** site visits.



45% Other Energy.gov

WHAT ENGAGES THEM?

Web visits **lasting longer than 1 minute** represent **60% of EERE page views**.

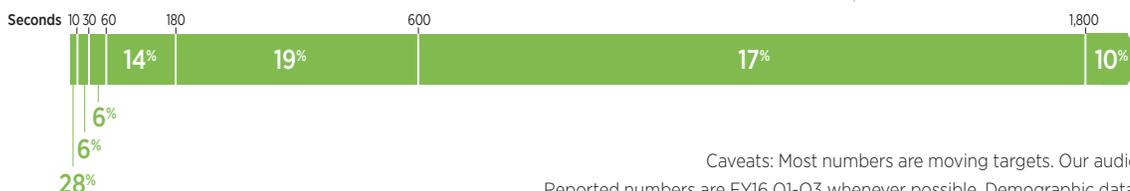
The most popular EERE web page is **How Do Wind Turbines Work?** with the EERE home page, the Energy Saver Appliance Calculator, and the AFDC home page also on top.



The **average EERE web session** lasts about **2 minutes and 30 seconds**; Energy Saver sessions average about 1 minute and 30 seconds; The Advanced Manufacturing Office has the longest average session duration of any tech office at 3 minutes.

The Building Energy Codes Program's **COMcheck and REScheck** software product groups are the **most popular downloaded files**, with more than 100,000 downloads in FY16.

Making **Algal Biofuel Production** More Efficient, Less Expensive was the **most popular blog post** this fiscal year with more than 4,300 unique page views.



Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers are FY16 Q1-Q3 whenever possible. Demographic data capturing began in Q3.

²The number of interactions website visitors have with one or more pages on the website.



GOVDELIVERY

AUDIENCE



EERE has **335,931 subscribers** with 1.7 million subscriptions.

REACH



EERE's 234 lists have sent out **1,194 email bulletins** between Q1 and Q3.

ENGAGEMENT



These bulletins have been opened 3,059,279 times and **clicked 30,445 times**.

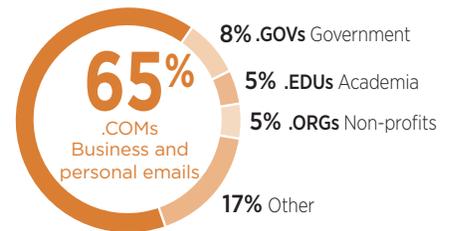
WHO IS OUR AUDIENCE?

EERE has **335,931 total subscribers** with 1.7 million subscriptions.

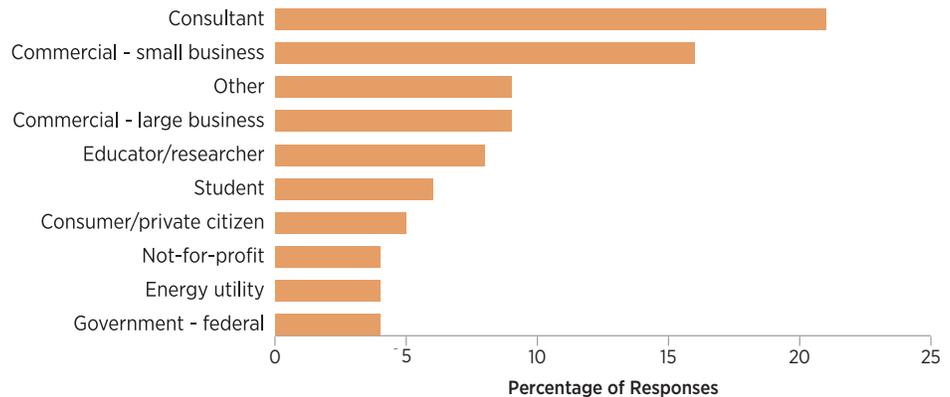
Of the **250 Congressional domain names** among EERE News and EERE Network News subscribers, more than **1/2 are from Senate offices.**



Subscriber Domains for All EERE Lists

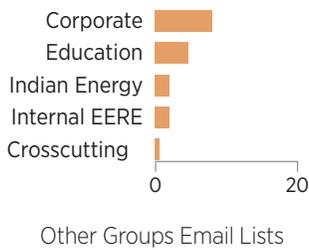


10 EERE lists ask subscribers to identify their industry during the sign-up process. There is an opportunity to gain more audience insight with this approach.

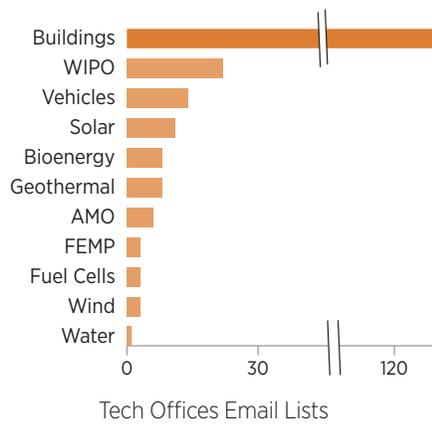


HOW DO WE REACH THEM?

EERE has a total of **234 email lists**, of which 189 have been active in FY16. Tech offices manage 208 lists, while EERE communications, partners, and other groups manage 26 lists.



The **Buildings team** maintains **50 topic lists and 70 lists** for various appliance standards areas of interest. This is because EERE’s GovDelivery subscription level does not allow for audience segmentation.



The **top 10 lists** represent about **¼ of all subscriptions**. The top 150 lists make up 95% of all subscriptions.

Topic Name	Subscriptions
EERE News	60,907
EERE Network News	59,881
Building Energy Codes - BECP News	59,614
EnergyPlus & OpenStudio updates	45,389
SunShot Newsletter	44,879
FEMP Digest	31,602
Green Power monthly update	29,893
AMO News update	26,903
Wind Program Newsletter	25,955
SunShot CSP Newsletter	22,717

WHAT ENGAGES THEM?

The 1,194 EERE bulletins sent out in FY16 have **3,059,279 unique opens**.

Overall, EERE lists have an approximately **41% engagement rate**, which falls below the 50% rate that GovDelivery generally considers a success.¹ This number is highly generalized given the variety of lists we maintain. Lists that send out regular information to a large audience are likely to have lower engagement rates compared to those that feature targeted messages for a small list.

The median **unique email open rate** for all EERE lists is **13.8%**.² The median open rate for federal customers using GovDelivery is 11.5%.

About **8,000 people** on average **open each EERE News** bulletin.

Top 3 Emails (Total Opens)

1.	BTO Digest: 3D Printed Home Video, Better Buildings Alliance 2016 Update (19,389 opens)
2.	Release of Final Multi-Year Program Plan (14,997)
3.	Seeking Feedback on Draft Multi-Year Program Plan (14,147)

EERE’s lists have a median **click rate of 1.4%**.³ The median click rate for federal customers using GovDelivery is 1.2%. Subscribers have clicked on 30,445 links in EERE bulletins so far this fiscal year.

EERE has a total of 1,579,220 sessions that started from referrals, and 150,844 that came from GovDelivery. That’s 9.55% of all visits, making GovDelivery the **2nd largest referrer of traffic**, next to the top-level Energy.gov website.

Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers were pulled during the first week of July 2016. The data range is FY16 Q1-Q3.

¹Engagement rate is defined as the percentage of trackable recipients who were sent a message and opened or clicked on a link in that message.

²Open rate is defined as the percentage of unique people who opened messages out of the total number of messages delivered (opened emails/delivered emails).

³Click rate is defined as the percentage of unique people who clicked on links within a message out of the total messages delivered (link clickers/delivered emails).



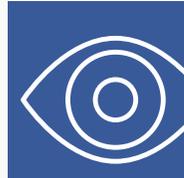
FACEBOOK

AUDIENCE



More than **145,000 fans** follow EERE's main Facebook account.

REACH



EERE Facebook posts were served to people's news feeds **more than 4 million times** between Q1 and Q3.

ENGAGEMENT



There have been **125,637 post interactions, including 89,218 likes, comments, and shares** of EERE content from Q1 to Q3.

WHO IS OUR AUDIENCE?

A total of **191,249 fans follow EERE-related Facebook accounts**, with more than 75% associated with the main EERE profile.¹

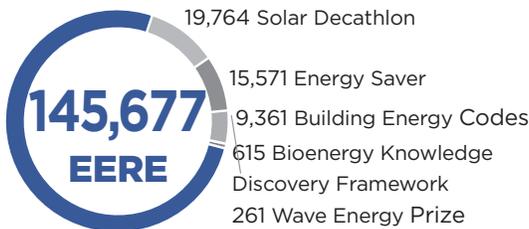
25-34 year olds are the largest age segment for both EERE and Energy Saver audiences. 56% of the Energy Saver audience is 35 and older, compared to only 35% for EERE's.

EERE Facebook fans are **83% male**, compared to 66% male for Energy Saver fans.

20% of EERE Facebook fans identify as **living in the U.S.**

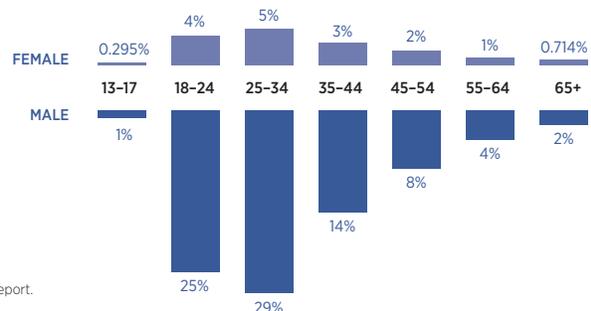
EERE Facebook		Energy Saver Facebook	
Country	% of Fans	Country	% of Fans
U.S.	20	U.S.	47
India	17	India	9
Pakistan	7	Egypt	3
Egypt	5	Pakistan	3
Brazil	3	Mexico	1
Other & Unlisted	48	Other & Unlisted	37

EERE-Related Facebook Account Followers



¹In-depth demographic and post-level data are only presented for EERE and Energy Saver accounts in this report.

EERE Facebook Audience: Age and Gender Groupings



HOW DO WE REACH THEM?

EERE has **published 437 posts** to its feed between Q1 and Q3, while Energy Saver has published 242 posts during the same time frame.

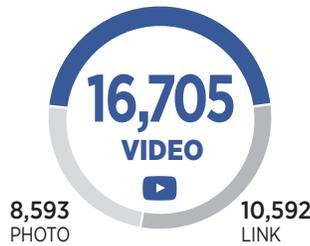
Posts to EERE’s main account have a **total lifetime reach² of 4,145,105**. For Energy Saver, the total is 534,337.

Posts with **video content** have the **highest average reach per post** for both EERE and Energy Saver audiences.

An EERE post featuring **geothermal heat pump systems** in November 2015 is still the **most successful** EERE post of all time, reaching a total audience of almost 150,000 people.

Facebook has changed its **algorithm** 9 times since the start of FY16. From prioritizing Live Feed videos to penalizing links where users leave the page quickly, these updates can result in filtered content delivery and **reduced overall reach**.

EERE: Average Reach per Post Type



Energy Saver: Average Reach per Post Type



WHAT ENGAGES THEM?

There were **115,997 post engagements³**, including 71,144 likes, 4,057 comments, and 14,017 shares, for EERE Facebook posts between Q1 and Q3. Energy Saver added another 9,640 engagements to the EERE-related total.

EERE Facebook posts have an **average engagement rate of 4.67%⁴**. For Energy Saver posts, it is 3.75%.

The **median number of likes** for EERE Facebook posts is **91**. For Energy Saver posts, it is 18.

EERE Facebook Engagements



The EERE Facebook audience engages more with posts featuring high-quality photos of renewable energy technology **implementation in the real world**. The Energy Saver audience engages more when posts include energy efficiency **facts and figures** and quick **how-to** information.

Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers are FY16 Q1-Q3 whenever possible.

²The number of times people saw a post in their news feed or ticker, or directly on the page’s timeline.

³The number of unique users who click anywhere on a post, including link clicks, expands, likes, comments, and shares.

⁴The percentage of people who saw a post that liked, shared, clicked, or commented on it.



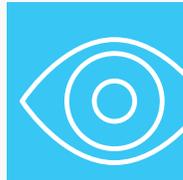
TWITTER

AUDIENCE



EERE's dedicated Twitter accounts have about **22,300 followers**.

REACH



Energy Saver tweets were served to **people's feeds 1,412,700 times** between Q1 and Q3.

ENGAGEMENT

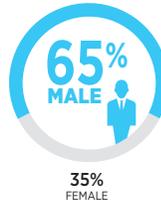


There have been **16,842 interactions** with Energy Saver tweets between Q1 and Q3.

WHO IS OUR AUDIENCE?

EERE programs have four dedicated Twitter accounts with about **22,300 total followers**. PA's Energy.gov account, which has 313,000 followers, covers EERE-related content about 70% of the time.¹

Energy Saver's followers are **65% male**.



EERE Twitter Account Followers

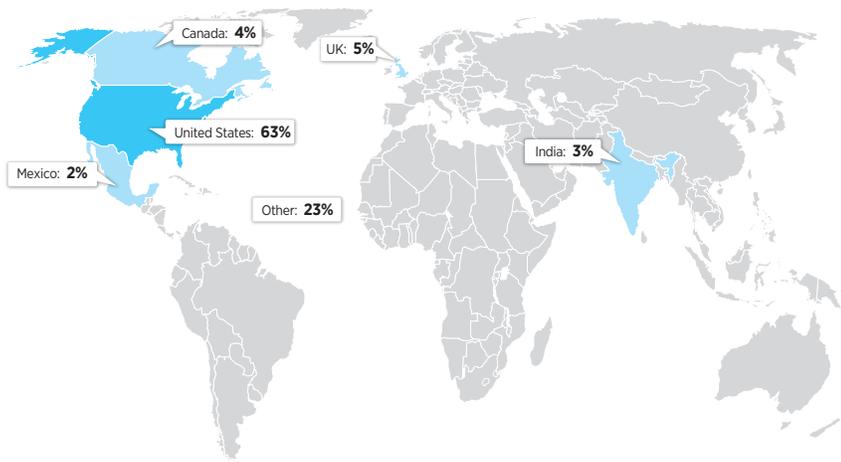


The top affinity category for Energy Saver followers is Business and News.

Interests	Percentage of Fans
Business and news	80%
Politics and current events	72%
Tech news	70%
Science news	64%
Green solutions	60%

U.S.-based followers are 63% of the Energy Saver audience.

The top five locations within the U.S. are California, Texas, New York, Florida, and Massachusetts.



¹This report focuses on Energy Saver Twitter unless otherwise noted.

HOW DO WE REACH THEM?

Energy Saver **published 703 posts** to its feed between Q1 and Q3, while Energy.gov published 1,558 posts during the same time frame.

The Energy Saver post with the highest lifetime reach had a total audience of more than 25,000 people. It stated: **0 #emissions + 0 #pollution + 30% tax credit = 3 reasons to consider a small wind system.**

 **HIGHEST LIFETIME REACH**
25,000
PEOPLE

Posts to Energy Saver's account had a **reach of 1,412,700²** from FY16 Q1 to Q3. The average post reaches about 200 people.


AVERAGE POST
200
PEOPLE

Four of the top 10 Energy.gov tweets by reach related to renewable energy or energy efficiency topics. All four incorporated the hashtag **#CleanEnergy**.



WHAT ENGAGES THEM?

There have been **16,842 interactions** with Energy Saver tweets between Q1 and Q3, including 4,994 link clicks, 3,556 retweets, and 2,618 likes.


16,842
INTERACTIONS

 **4,994**
LINK CLICKS

 **3,556**
RETWEETS

 **2,618**
LIKES

Energy Saver followers are more likely to engage with posts featuring **infographics, seasonal content, and numbers**. Energy.gov posts with @ mentions and the first word in all caps perform well.

Photos and videos posted to the Energy Saver feed have received **more than 3,000 views**. The top image was the air conditioning infographic.

The **average engagement rate** for Energy Saver is **1.28%**. For Energy.gov, it is 1.18%.

Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers are FY16 Q1-Q3 whenever possible.

²Reach is represented as the total number of impressions, or total number of times a tweet is viewed by someone.



AUDIENCE



More than **1,000 users subscribe** to the Energy 101 series on DOE's YouTube channel.

REACH



The Energy 101 series had almost **24,000 hours of watch time** between Q1 and Q3.

ENGAGEMENT



Energy 101 videos have **4,422 shares, 1,209 likes, 151 comments, and 79 dislikes** from Q1 to Q3.

WHO IS OUR AUDIENCE?

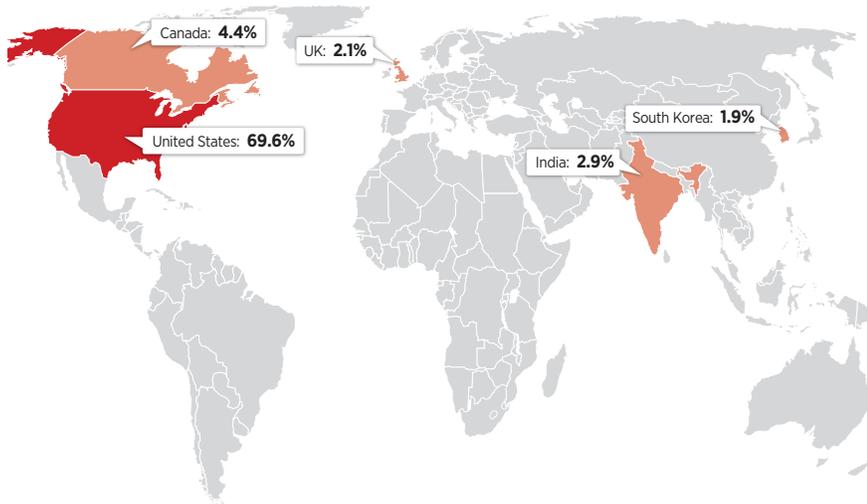
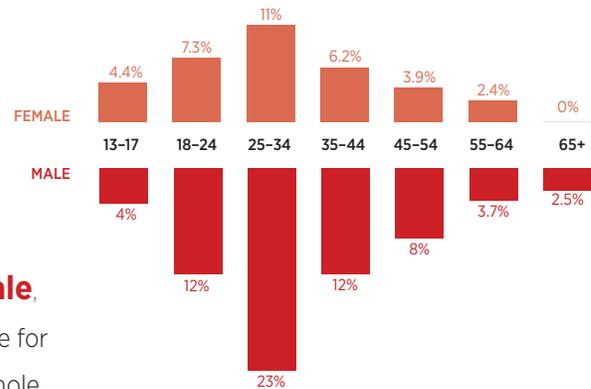
In total, the DOE's YouTube channel has about 12,000 subscribers. EERE's Energy 101 playlist has **1,039 subscribers**, making it the top playlist.

25-34 year olds

make up about a third of Energy 101 playlist subscribers.

Viewers of Energy 101 content are **65% male**, compared to 73% male for DOE's channel as a whole.

Energy 101 Audience: Age and Gender Groupings



U.S.-based viewers are 70%

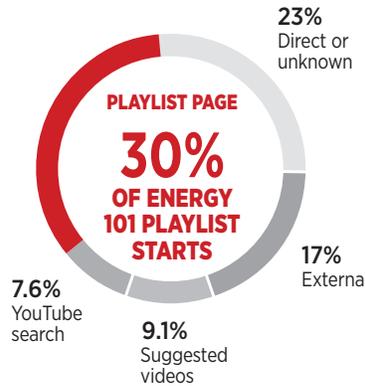
of the Energy 101 audience. Canada, India, the UK, and South Korea round out the top 5 countries.

HOW DO WE REACH THEM?

There are **22 videos** in EERE's Energy 101 playlist. These videos have been viewed 718,009 times, receiving **23,959 hours of total watch time** between Q1 and Q3.

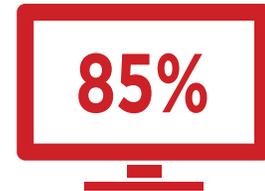


The Energy 101 playlist page drives **30% of Energy 101 playlist starts**.



85% of Energy 101 views take place on a **desktop computer**.

Tablets are used for 7.1% of the playlist views, and other mobile devices for 6.6% of views.



WHAT ENGAGES THEM?

Energy 101 videos make up **9 of the top 10 most watched videos** on DOE's YouTube channel.



The **average percentage viewed** for Energy 101 videos is **67%**. For all of the video content on DOE's channel, the average percentage viewed is 41%.

Energy 101 videos have received **4,422 shares, 1,209 likes, 151 comments, and 79 dislikes** from Q1 to Q3.

May 9, 2016, when PA's **Direct Current podcast** launched, was the **all-time best day** in terms of watch time.

Top DOE Channel Videos by Watch Time

Video Title	Watch Time (hours)
Energy 101: Geothermal Energy	5,370
Energy 101: Hydropower	3,021
Energy 101: Wind Turbines	2,273
Energy 101: Wind Turbines - 2014 Update	2,089
Energy 101: Geothermal Heat Pumps	1,754
Energy 101: Solar PV	1,557
Energy 101: Home Energy Assessment	1,361
Energy 101: Algae-to-Fuels	1,213
What Is the Smart Grid?	1,179

Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers are FY16 Q1-Q3 whenever possible.

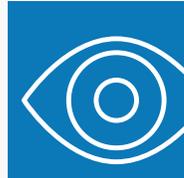


AUDIENCE



More than **1,260 users** follow the EERE LinkedIn page.

REACH



Posts on the EERE LinkedIn account page average **35,500 impressions per month**.

ENGAGEMENT



EERE LinkedIn posts received **2,206 clicks, 960 likes, and 286 shares** in the first half of calendar year 2016.

WHO IS OUR AUDIENCE?

EERE's LinkedIn page has garnered more than **1,260 connections** since launching in Q1 of FY16.

11.3% of EERE's LinkedIn followers are primarily associated with the **renewable energy industry**.

In terms of corporate function, **12.8%** of EERE connections primarily **perform research**.

Industry	Percentage of Audience
Renewables & Environment	11.3%
Higher Education	10.1%
Government Administration	9.3%
Oil & Energy	5.4%
Utilities	4.7%

Corporate Function	Percentage of Audience
Research	12.8%
Engineering	10.5%
Program & Project Management	8.6%
Operations	7.8%
Entrepreneurship	6.6%

HOW DO WE REACH THEM?

EERE averages **17 posts per month** on its LinkedIn page.

Posts on the EERE LinkedIn page average **35,500 impressions per month**.

WHAT ENGAGES THEM?

EERE LinkedIn posts received **2,206 clicks, 960 likes, and 286 shares** in the first half of calendar year 2016.

LinkedIn provides a more **limited analytics** solution compared to other platforms. Therefore, EERE has fewer top-level insights available.

Caveats: Most numbers are moving targets. Our audience changes every day. Reported numbers are FY16 Q2-Q3 for this platform.

EXECUTIVE SUMMARY

EERE

ENERGY SAVER

NEWS

BRANDING AND IDENTITY

EERE DIGITAL AUDIENCE
SNAPSHOT

APPENDIX

APPENDIX

GLOSSARY OF TERMS

Average open rate - the percentage of emails that are opened with images loaded

Engagement

- Facebook - the total number of shares, likes, and comments on the posts
- Twitter - also includes retweets, detail expands, favorites, profile views, replies, and email shares.

Engagement rate

- Facebook/Twitter - the number of engagements divided by the number of impressions, reported as a percentage
- GovDelivery - percentage of recipients who opened or clicked on a link in a bulletin.

Fans/followers - social media users who voluntarily connected their profile. Updates may appear in fans' news feeds.

Impressions

- Facebook/Twitter - the number of times that users saw posts in their feed
- GovDelivery - total number of bulletin opens and link clicks.

Likes

- Post likes - indicate users applaud a particular post
- Page likes - indicate 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

Sessions - the number of interactions that website visitors have with one or more pages on the website

Users - the number of visitors who interacted with the website

Views - the number of times a video was watched on YouTube

New views - the net change in views

Strategic Programs and Front Office Websites

About Us	DOE Sustainability Awards	Energy Analysis	Energy Saver Blog	State and Local Energy Data	betterbuildings.energy.gov	efficiency.energy.gov	solardecathlon.com
Amped Up	EERE Communication Standards and Guidelines	Energy Basics	Funding Opportunity Exchange	State Energy Advisory Board	energysaver.gov	greenpower.energy.gov	solardecathlon.gov
Better Buildings	EERE Funding Opportunities	Energy Education	Green Power Network	Sustainability Performance Office	energysavers.gov	ocean.energy.gov	solardecathlon.net
Better Buildings Case Competition	EERE Project Management Center	Energy Innovation Portal	National Laboratory Impact Initiative	Technology-to-Market Program	eere.doe.gov	renewable.energy.gov	solardecathlon.org
Clean Energy in My State	EERE Publication and Product Library	Energy Materials Network	Small Business Vouchers Pilot	Unique Domains	eere.energy.gov	renewables.energy.gov	
Clean Energy Manufacturing Initiative	EERE Successes	Energy Saver	Solar Decathlon	appliancerebates.energy.gov	eren.doe.gov	sbv.org	

EERE Offices and Program Websites

Advanced Manufacturing

Advanced Manufacturing Office

AMO Energy Resources Center

CHP Project Profiles Database

Cyclotron Road

Steam System Modeler Tool (SSMT)

Superior Energy Performance

Unique Domains

industry.energy.gov

manufacturing.energy.gov

save-energy-now.org

Bioenergy

Bioenergy Technologies Office

Bioenergy Knowledge Discovery Framework

Bioenergy Technologies Office Blog

Biomass Feedstock Composition and Property Database

Unique Domains

bioenergy.energy.gov

bioenergykdf.net

biofuels.energy.gov

biomass.energy.gov

Social Media Channels

Better Buildings Twitter

Bioenergy KDF Facebook

Building Energy Codes Facebook

Building Energy Codes YouTube

Clean Cities Wiki

Clean Cities Wiki 2.0

CleanCities YouTube

EERE Facebook

EERE LinkedIn

Energy Saver Twitter

Energy Saver Facebook

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 Resource Center

Building Energy Codes Score + Store Tool

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

Unique Domains

179d.energy.gov

appliancstandards.energy.gov

assetrating.energy.gov

buildingamerica.gov

buildingdata.energy.gov

buildingenergyscore.energy.gov

buildings.energy.gov

buildingtools.energy.gov

commercialbuildings.energy.gov

energycodes.gov

energyplus.gov

highperformancebuildings.gov

homeenergyscore.gov

lightingsolutions.energy.gov

regulations.doe.gov

ssl.energy.gov

Unique Domains

2016energyexchange.com

federalfleets.energy.gov

femp.energy.gov

Fuel Cell Technologies

Fuel Cell Technologies Office

Annual Merit Review and Peer Evaluation Meeting

DOE Hydrogen Program

Geothermal

Geothermal Technologies Office

FORGE

Unique Domains

geothermal.energy.gov

Solar Technologies

SunShot Initiative

Solar Energy Resource Center

Solar Multimedia

Solar Powering America

SunShot Catalyst

Unique Domains

catalyst.energy.gov

solar.energy.gov

Vehicle Technologies

Vehicle Technologies Office

Alternative Fuels

Clean Cities

Clean Cities Blog

Energy Policy Act (EPAAct)

EPAAct Transportation Regulatory Activities

Alternative Compliance Planning Tool

EV Everywhere