

EERE FISCAL YEAR 2017 DIGITAL MEDIA REPORT

January 2018

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EXECUTIVE SUMMARY

DOE's Office of Energy Efficiency and Renewable Energy (EERE) supports early-stage research and development of energy efficiency and renewable energy technologies that make energy more affordable and strengthen the reliability, resilience, and security of the U.S. electric grid. For more than two decades, EERE has been at the forefront of technology innovation, developing and bringing successful solar technologies, wind power systems, electric vehicles, light-emitting diode (LED) lighting, and cellulosic biofuels to the marketplace.

EERE communicates information about energy efficiency and renewable energy developments to millions of consumers, industry workers, and government stakeholders each month via multiple digital platforms. The primary communications channels for EERE and Energy Saver include 144 websites and social media accounts and 258 e-newsletters.

This report summarizes EERE and Energy Saver's activities across these digital platforms during fiscal year (FY) 2017, from October 1, 2016 to September 30, 2017.

More than 13 million people accessed EERE and Energy Saver websites during the past year. Although EERE-managed content makes up only about 7% of the total pages on energy.gov, EERE and Energy Saver represented half of all energy.gov page views in FY17. In addition, EERE oversees eight of the top ten pages on energy.gov. DOE's website users have elevated the wind turbine animation, Energy Saver appliance calculator, and Alternative Fuel Data Center to be among the Energy Department's most engaging online content.

EERE grew its social media audience by about 25,000 people during the past year, approaching a quarter of a million followers at the close of FY17. EERE's main Facebook account remains one of the Energy Department's most visible social media profiles with more than 160,000 fans. Across Facebook, Twitter, YouTube, and LinkedIn, EERE has seen social engagement increase with immersive content such as 360 videos and live streaming.

About half a million people have signed up to receive regular updates from EERE through email newsletters. These subscribers opened EERE bulletins more than 3.2 million unique times in FY17. Subscribers are most engaged with messages containing announcements, which made up seven of the top ten bulletins for the year.

EERE continually monitors its websites, social media accounts, and e-newsletters to more effectively communicate with our audience. This approach allows EERE to execute communications tactics that are in line with DOE's overall strategic goals.



About **1.1 million users** access content from EERE-managed websites each month.

7.13 million unique visitors came to EERE websites during FY17, a 3.63% increase vs FY16.

EERE-managed pages make up about **7% of energy.gov** content, but represent **half of all page views**.

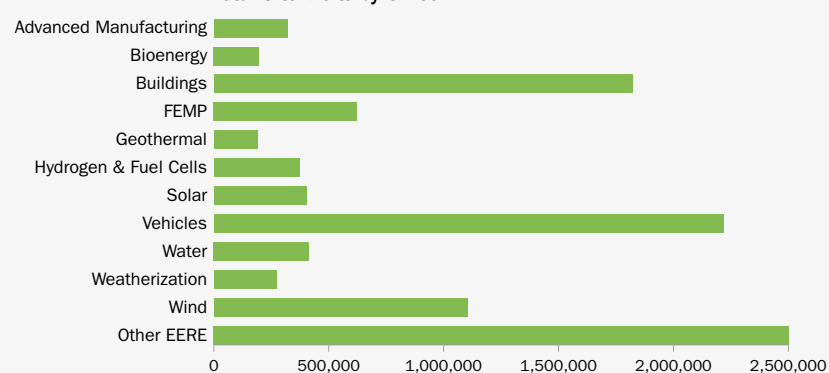
ENERGY.GOV TOTAL PAGE VIEWS



The **top 10** most viewed web pages across all EERE corporate and office websites feature **Wind, Buildings, and Vehicles Office content**.

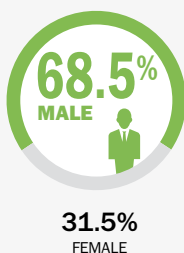
50% Other energy.gov

Total Site Visits by Office



EERE web pages received **23,161,924 page views** in FY17, a 4.22% decrease vs FY16.

EERE SITE USERS



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

EERE has a total of **431,300 subscribers** with **2.2 million subscriptions**.



The 1,246 EERE bulletins sent out in FY17 had more than **3.2 million unique opens** for an engagement rate of 39.8%.

The **top 10 lists** represent about **20% of all subscriptions**.

Top 10 EERE Email Lists by Subscriptions

Topic Name	Subscriptions
EERE News	70,292
Building Energy Codes	59,989
Clean Energy Digest	56,099
Solar Newsletter	53,725
EnergyPlus & OpenStudio	44,362
FEMP Digest	35,593
Green Power monthly update	34,233
Wind Program Newsletter	30,464
Advanced Manufacturing	27,170
Solar CSP Newsletter	25,132
Other EERE	1,839,566
TOTAL	2,276,625

Top 3 Bulletins by Unique Opens

1.	Energy Code Commentator: Additions & Alterations (10,659)
2.	Building Energy Codes: UPDATE: 2017 National Energy Codes Conference (10,386)
3.	EERE News: Energy Department Announces \$46.2 Million for 48 Projects to Advance Solar Power Technologies (10,264)

About **8,500 people on average open each EERE News** bulletin.

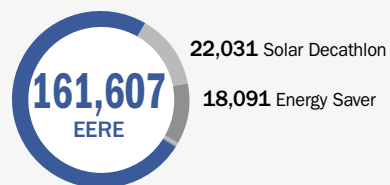
EERE News subscribers include **31 Senate** and **18 House** email addresses.

Subscribers are most engaged with messages containing **announcements**, which made up **7 of the top 10 bulletins**.



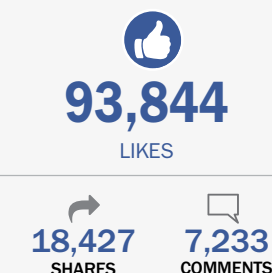
A total of **202,972 fans follow EERE's main Facebook accounts**, with about 80% associated with the main EERE corporate profile.

Facebook Account Followers



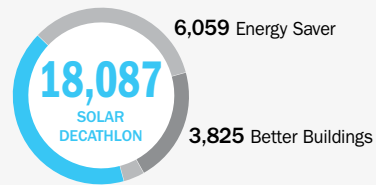
The **360 tour of a wind turbine** had almost twice as many engaged users as any other post, while the **NREL Algal Biofuels Lab 360 tour** also made the top 5.

EERE Facebook Engagements



EERE manages three Twitter accounts with a total of **28,653 followers**. The @ENERGY account, which has more than 770,000 followers, regularly covers EERE-related content.

Twitter Account Followers



#SolarDecathlon is one of DOE and EERE's **most successful hashtags**, having reached more than 10 million unique people on Twitter and Instagram alone.

Energy Saver Twitter Engagements



The **top Energy Saver tweet** said, "Why is wind power popular? Because it has a lot of fans!" #EnergyJokes like this also performed well for @ENERGY.



The Energy Department's YouTube Channel ended FY17 with **17,309 followers** and almost **2,000 videos**.

Energy 101 videos make up **four of the top 5** videos on DOE's YouTube channel. Eight of the top 10 videos feature EERE content.



The **Geothermal 101** video is DOE's **most watched video of all time**, having been viewed about half a million times since 2012.

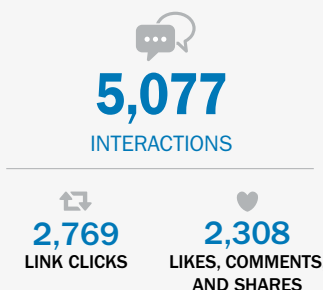


In FY17, the Energy 101 series received enough watch time to fill **2 years and 8 months**.



More than **3,100 professionals** follow the EERE LinkedIn page.

EERE LinkedIn Engagements



Industry	Percentage of Audience
Government Administration	11.4%
Renewables & Environment	10.54%
Marketing and Advertising	8.91%
Higher Education	7.19%
Research	6.95%

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WEBSITE

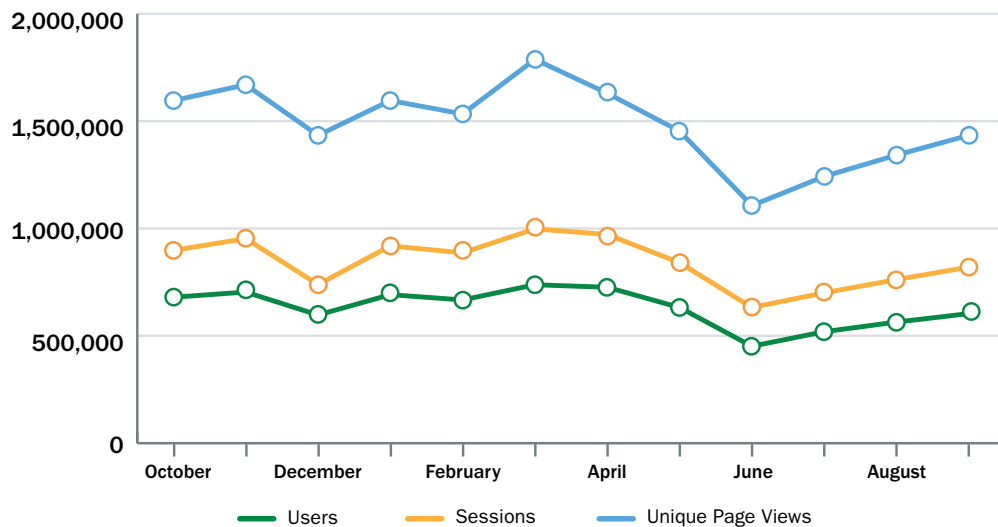
EERE websites have been providing current information about energy efficiency and renewable energy technologies since 1994. Websites currently managed by EERE comprise top-level corporate content, EERE technology offices websites, and Energy Saver consumer information. See the EERE site map in the appendix for an inventory of websites and applications hosted at EERE, DOE laboratories, and third-party hosting environments.

To monitor engagement and inform strategy, EERE website metrics were tracked and analyzed each month throughout fiscal year 2017.

HIGHLIGHTS

- 28% of all energy.gov page views took place on EERE websites.
- EERE content made up three of the top 5 most viewed web pages on energy.gov.
- More than 7 million visitors came to EERE websites during FY17, an increase of 3.63% over FY16.
- Visitors logged more than 23 million page views of EERE content, a decrease of 4.22% over FY16.
- Efforts associated with the energy.gov redesign caused data losses of roughly 15-20% in May and June, meaning artificially low numbers are reported for these two months based on the available data.
- During FY17, EERE site traffic peaked in March, lifted by content on the Fuels, Bioenergy, Hydropower, and Vehicles websites. Users decreased in December and in June, July, and August due to seasonal vacations.

EERE Website Performance FY17



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OVERALL IMPACTS

EERE's roughly 46,000 web pages make up a little less than 5% of the total content on energy.gov. However, their impact is much larger. During the one-year report period, 28% of all energy.gov page views took place on EERE websites. More than 7 million unique visitors came to EERE websites during FY17, logging more than 23 million page views.

FY17 ENERGY.GOV/EERE Web Summary

	Audience 	Reach 	Engagement 
Q1	1,908,139 visitors	2,626,261 site visits	6,056,839 page views
Q2	2,041,696 visitors	2,772,895 site visits	6,371,780 page views
Q3*	1,764,947 visitors	2,397,855 site visits	5,476,333 page views
Q4	1,654,454 visitors	2,253,923 site visits	5,256,972 page views
FY17 TOTAL	7,131,152 visitors**	10,050,934 site visits	23,161,924 page views
ΔFY16	+3.63%	+0.82%	-4.22%

*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.

**User total does not equal the sum of individual months because return users are counted once when measured across the full year.

ENERGY.GOV DESIGN REFRESH

EERE was one of DOE's 10 offices that participated in the energy.gov design refresh. The goals of the redesign were to visually appeal to a broader audience, improve the website's mobile responsiveness, and enhance search engine optimization and multimedia elements. Launched in June 2017, this site overhaul changed the overall design and navigation of the website.

The impact of this change remains to be determined. The fourth quarter saw the lowest traffic in terms of visitors, visits, and page views. While this was the only quarter to show an increase over the previous year in terms of page views, the comparison is flawed by a data loss that occurred in FY16 Q4. There are some indications that the new hidden sub-navigation menus have decreased internal traffic. Users now must click a carrot symbol to see available links, rather than seeing all navigation displayed on the left-hand side of each page.

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CONTENT

EERE content made up three of the top 5 most viewed web pages on energy.gov during FY17. About one quarter of all EERE visits are associated with [EERE corporate content](#), including EERE news, blogs, success stories, energy basics, and the funding opportunities site. The Vehicles and Buildings Offices continued to host the most sessions outside of EERE corporate content. Three offices—Hydrogen and Fuel Cells, Wind, and Solar—saw double digit percentage increases in website sessions compared to the previous year. Water, FEMP, Bioenergy, and Vehicles also showed increases over FY16. On an individual level, the EERE office websites performed as follows:

FY17 Web Sessions by EERE Office

Office	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4	% of Total
Advanced Manufacturing	86,725	86,347	69,421	69,892	3.11%
Bioenergy	45,597	50,902	62,764	34,319	1.93%
Buildings	451,938	466,683	422,796	407,959	17.41%
FEMP	150,858	172,752	134,378	141,794	5.97%
Geothermal	54,580	59,292	40,943	29,703	1.84%
Hydrogen & Fuel Cells	98,862	99,680	84,205	79,639	3.61%
Solar	107,126	108,740	83,379	93,006	3.90%
Vehicles	535,343	556,192	531,573	504,294	21.17%
Water	111,659	122,422	96,766	69,785	3.99%
Weatherization	72,116	76,945	55,363	65,495	2.69%
Wind	290,783	311,392	262,831	194,202	10.54%
EERE corporate	620,674	661,548	553,436	563,835	23.87%
Total Sessions	2,626,261	2,772,895	2,397,855	2,253,923	100.00%

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The top 10 most viewed web pages across all EERE corporate and office websites feature Wind, Buildings, and Vehicles Office content. Energy Saver content is measured separately, although the [Appliance Energy Calculator](#) widget is rolled into EERE stats. The [wind turbine animations](#) and [Alternative Fuel Station Locator](#) have the most loyal visitors or return users among these top pages.

FY17 Top 10 EERE Web Pages

Page	Page Views	% Unique
How Do Wind Turbines Work?	619,596	77%
Advantages and Challenges of Wind Energy	387,186	87%
Office of Energy Efficiency and Renewable Energy	301,898	82%
Animation: How a Wind Turbine Work	224,116	74%
Energy Saver: Appliance Energy Calculator Widget	203,072	85%
COMcheck	185,651	81%
Alternative Fuels Data Center	176,372	81%
Alternative Fueling Station Locator	145,335	75%
Alternative Fuels Data Center: Maps and Data	132,979	77%
Alternative Fuels Data Center: Ethanol Locations	130,790	87%

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The table below lists the top 10 most viewed articles on EERE corporate and office websites, not including Energy Saver. Article content types include blogs, announcements, success stories, and other timely information. By far, the Energy Basics series is the most popular content in this category.

In FY18, the Energy Basics content is transferring from EERE corporate communications to technology offices. Energy Basics content represented 761,229 page views (3.29% of all EERE traffic) in FY17. By asking offices to ensure the page titles stay the same, it will be possible for the communications team to quantify the impact of this change.

FY17 Top 10 EERE Articles

Page	Page Views	% Unique
Energy Basics: Internal Combustion Engine Basics	56,766	89%
Energy Basics: Glossary of Energy-Related Terms	39,176	91%
Energy Basics: Solar Photovoltaic Technology Basics	27,559	75%
Energy Basics: Solar Energy Technology Basics	23,011	80%
Blog: How Much Power is 1 Gigawatt?	19,464	94%
Energy Basics: Solar PV System Design Basics	15,132	85%
Energy Basics: Wind Energy Technology Basics	14,453	87%
Energy Basics: Solar Performance and Efficiency	14,438	81%
Energy Basics: Solar Radiation Basics	13,764	89%
Energy Basics: Solar Photovoltaic Cell Basics	13,426	81%

The most popular EERE blog post, "[How Much Power is 1 Gigawatt?](#)," was released in October 2016. Over the year, it rose to the top of the search results in Google, which referred 88% of traffic to that landing page. EERE blog posts related to the Hydropower Vision study, snow on solar panels, charting America's renewable energy growth, and renewable energy and energy efficiency inventions of 2016 all received more than 5,000 page views during FY17.

Although the [Ultrasonic Clothes Dryer](#) blog logged only 3,648 page views during the report period, it did make waves in certain corners of the internet. The four consecutive days from April 18-21, 2017, were all among the top 15 days by sessions for EERE sites. During this time period, a [Hacker News thread](#) related to the "No Heat, No Problem: Ultrasonic Dryer Dries Clothes in Half the Time," article inspired 182 comments and drove more than 7,000 site referrals to the [project page](#). Another [slashdot thread](#) related to this blog fueled 441 comments and 710 referrals. These threaded discussion boards represent a potential area of growth for EERE's messages to reach an engaged audience.

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The following chart summarizes the most downloaded files on EERE websites.

FY17 Top 5 EERE Downloaded Files

File	Unique Downloads
Buildings: COMcheck (exe)	87,749
Buildings: REScheck (exe)	32,811
Buildings: REScheck User Guide (pdf)	5,064
Buildings: 2017 Better Buildings Summit Agenda and Program (pdf)	4,120
Advanced Manufacturing: Steam System Modeling Tool Guide (pdf)	3,397

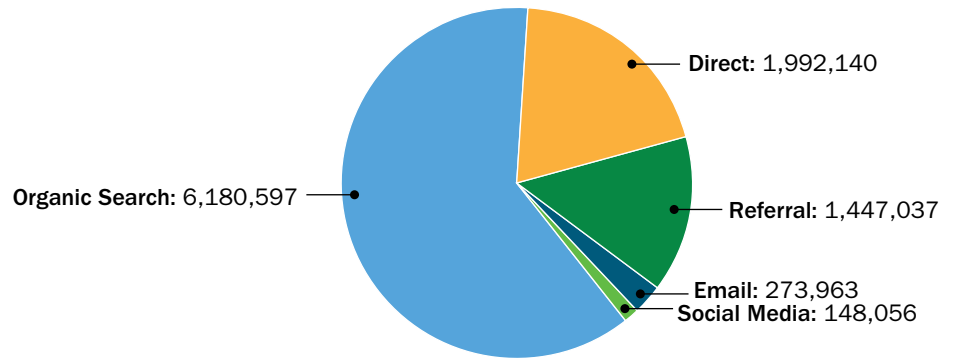
The [Buildings Technologies Office’s compliance check software](#) (COMcheck) is one of the most searched for and downloaded pieces of information managed by EERE. Any efforts to enhance the user experience related to this content would be well worth it.

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ACQUISITION

The majority (61%) of website traffic came from search engines. While Google Analytics obscures 95% of search terms, data shows the phrases, “comcheck,” “wind turbine,” “rescheck,” and “hydro power plant” topped the list of terms that led users to EERE sites. Email, social media, and search referrals showed year-over-year increases, while direct traffic and website referrals went down.

FY17 EERE Website Performance



*Direct traffic occurs when a user manually enters a url into a browser, uses a bookmark, or visits from history.

**Referral traffic occurs when a user clicks a link from a referring website, including energy.gov and eere.energy.gov.

The Chevrolet website was one of the top referrers to energy.gov, while Toyota also appeared in the top 10. Referrals from Google Classroom increased from 32 in FY16 to 6,872 in FY17, representing a future area for potential growth.

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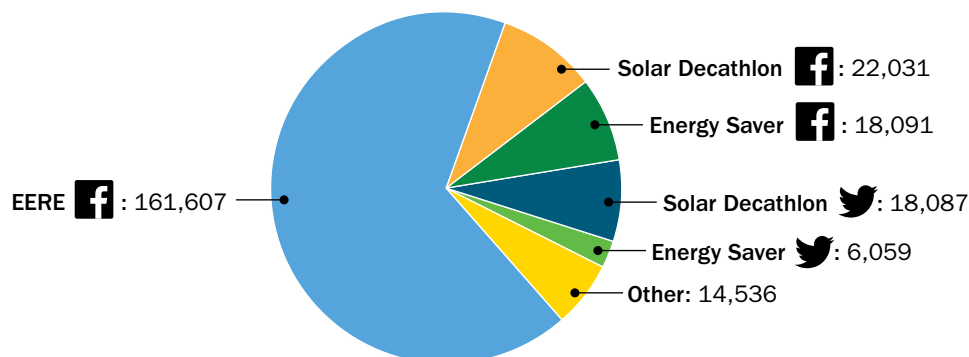
SOCIAL MEDIA

HIGHLIGHTS

- EERE-managed social media accounts increased their total audience by about 25,000 people during the past year, approaching a quarter of a million followers at the close of FY17.
- EERE’s top two posts in terms of distribution were the 360 tours of NREL’s Wind Facility and Algal Biofuels Research Facility, both reaching more than 100,000 people.
- Posts that include videos, start with all caps, or include emojis have performed well.
- 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.

Followers of EERE-managed social media accounts increased by 11.23% over FY16, growing from 216,146 followers to 240,411 followers by the close of FY17. This report includes key takeaways by platform for some of EERE’s most prominent social media accounts.

FY17 EERE-Managed Social Media Audience by Account



FACEBOOK

At the close of FY17, a total of 202,972 fans followed EERE’s main Facebook accounts, with about 80% associated with the EERE corporate profile. The EERE Facebook account remains one of the Energy Department’s most visible social media profiles with more than 160,000 fans. For comparison, DOE has about 120,000 followers on Facebook. DOE maintains a much larger presence on Twitter with @energy’s 770,000 followers.

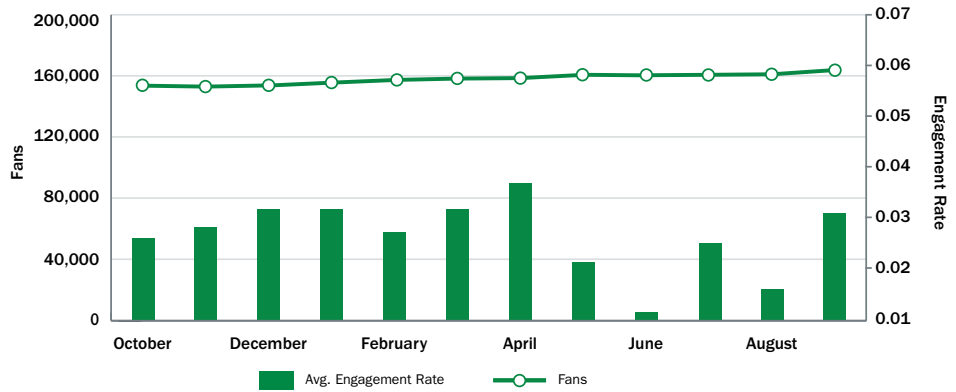
EERE-managed Facebook accounts include:

- EERE corporate (161,607 fans)
- Solar Decathlon (22,031 fans)
- Energy Saver (18,091 fans)*.

*The Energy Saver account is analyzed later in this report.

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EERE Facebook Followers and Engagement Rate by Month



EERE posted 621 times to its main Facebook account during the past year. Video content remains popular, with four of the top five posts this year all featuring videos. The 360 videos were especially popular. The tour of the wind turbine had almost twice as many engaged users as any other post, while the NREL Algal Biofuels Lab tour also made the top five most engaging posts.

FY17 TOP 5 EERE FACEBOOK POSTS BY ENGAGED USERS

Post	Engaged Users
NREL All-Access: Take a guided wind turbine tour at the National Renewable Energy Laboratory's National Wind Technology Center in this #360video. #NREL40 More on wind turbines here: https://energy.gov/eere/wind/how-do-wind-turbines-work	7,479
HOT STUFF: Learn how concentrating #solar power plants use mirrors and receivers to collect the sun's energy as heat and turn it into electricity. #Solar	3,745
SNEAK PEEK: Get an exclusive look at these 12 energy-efficient solar houses that will be popping up in Denver next month for the Solar Decathlon. Clear your calendars Oct 5-15. It's going to be an event you won't want to miss.	3,690
Did you ever wonder how geothermal heat pumps work? The solution to heating and cooling your home is right below your feet.	3,572
Take a 360 tour of National Renewable Energy Laboratory's Algal Biofuels Research Facility and discover how NREL is growing algae to learn how it can be used as a renewable source of food, fuels, and other products. Here's 5 things you should know about algae: https://energy.gov/eere/articles/5-things-you-need-know-about-algae	3,521

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TWITTER

EERE manages three Twitter accounts with a total of 28,653 followers. EERE's Twitter accounts include:

- Solar Decathlon (18,087)
- Energy Saver (6,059)*
- Better Buildings (3,825)

*The Energy Saver account is analyzed later in this report.

EERE-related content is also regularly published on the DOE @Energy Twitter account.

The Solar Decathlon Twitter profile was the most visible of EERE-managed accounts. The competition, which took place October 5-15, 2017, fuels increased social engagement across 8 platforms in the months leading up to the event. #SolarDecathlon is one of DOE and EERE's most successful hashtags, having reached more than 10 million unique people on Twitter and Instagram alone.

FY17 Top 5 Solar Decathlon Twitter Posts by Engaged Users

Post	Engaged Users
BIG WINNERS: Top 4 #SolarDecathlon teams are: 1 @Swiss_Living 2 @UMD_SD2017 3 @SolarDatUCB 4 @mosolarhouse... https://t.co/TokQIQTeH	99
This is the bright future of energy innovation.	89
#ThatFeelingWhen you win #SolarDecathlon 2017! Congrats @Swiss_Living	88
The #SolarDecathlon Architecture winners are: 1@Swiss_Living 2@TeamWashUSolar & @unlvsd17 3@MissouriSandT More... https://t.co/QyMWJOM9Xi	85
WATCH: The students of #SolarDecathlon have shown true grit throughout the competition! See what they had to deal with... https://t.co/p4bOi7ZtV7	84

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YOUTUBE

EERE videos increase the visibility of renewable energy and energy efficiency technologies. EERE’s Energy 101 series, which is hosted on the DOE YouTube channel, educates a wide audience on the basics of energy efficiency and renewable energy technologies. The Energy 101 series continues to be the most popular content on DOE’s YouTube channel, receiving more than 23,307 hours of total watch time—or half of the total watch time across DOE’s channel—during the past year. Once again, the Geothermal Energy 101 video was the most popular content.

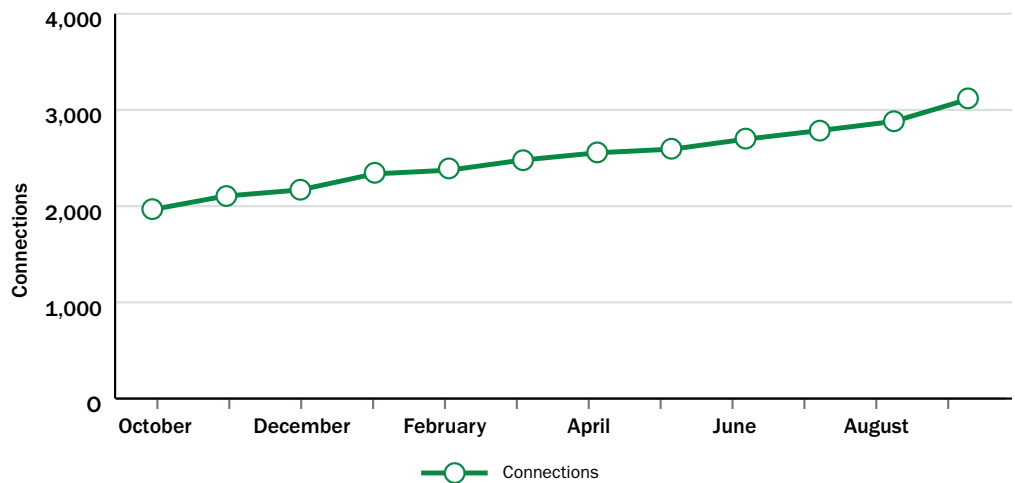
FY17 Top 5 Videos on DOE YouTube by Views

Video Title	Views
Energy 101: Geothermal Energy	192,995
Ultrasonic Clothes Dryer	116,430
Navy 3D Prints First Submersible Hull	94,518
Energy 101: Hydropower	93,364
Energy 101: Wind Turbines	69,744

LINKEDIN

The EERE LinkedIn showcase page features a high-level summary of EERE activities, providing a chance to tell EERE’s story to a more professional audience, promote EERE’s mission, and recruit talented individuals. Connections to EERE’s LinkedIn account grew to 3,122 by the end of the fiscal year, representing 42.31% growth during FY17.

EERE LinkedIn Connections by Month



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FY17 Top 5 EERE LinkedIn Posts

Post	Engagements
<p>According to the 2017 U.S. Energy and Employment Report (USEER), the Traditional Energy and Energy Efficiency sectors produced 14% of all new jobs in 2016! That means energy innovation now helps employ approximately 6.4 million Americans. Other key findings include:</p> <ul style="list-style-type: none"> • Investments in energy transmission, distribution and storage (our energy infrastructure) generated 65,000 new jobs. • Solar industry employment jumped by over 73,000 jobs or 25%. • Wind industry employment added 25,000 new jobs to land at 102,000. <p>A copy of the full report is available here: http://go.usa.gov/x9Et2</p>	55
<p>This week we announced a new institute which will focus on driving down the cost of technologies needed to reuse, recycle, and re-manufacture materials such as metals, fibers, polymers, and electronic waste. The REMADE institute, our fifth in the Manufacturing USA network and headquartered in Rochester, NY, could help manufacturers increase their competitiveness by saving energy and offering new training and jobs for American workers. Learn more: https://lnkd.in/e-5fk8w</p>	53
<p>Today, our Solar office announced new projects to support the integration of solar energy into the nation's electric grid, while diversifying the nation's electricity sources and improving the reliability and security of the electric grid. Solar will fund 13 projects to develop next-generation grid planning and operation tools that help to integrate more solar power with the grid. Read more: https://lnkd.in/eHa56rp</p>	44
<p>Energy Department Veteran Saves Electricity One Light Switch at a Time</p>	44
<p>What if plastic came from renewable resources? Mango Materials has developed a new way of producing plastics that make it biodegradable and petroleum-free. The project is being supported with help from the national laboratories through the Energy Department's Small Business Voucher pilot. https://go.usa.gov/xXaAX</p>	42

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E-NEWSLETTERS

EERE manages a [GovDelivery account](#) with 258 email lists, including internal, external, public, and private e-newsletters. More than half of these lists are used by the Buildings Office to segment subscribers based on their interests.

HIGHLIGHTS

- At the close of FY17, EERE had 431,300 email subscribers with a total of 2.2 million subscriptions.
- EERE lists saw subscriber gains for every month during FY17 except during August.
- The average open rate for EERE bulletins was 13.1%.

Approximately 20% of all EERE e-newsletter subscriptions come from the top 10 email lists. The EERE Communications Office manages two highly visible e-newsletters: EERE News, which sends out press releases and important EERE news updates, and the Clean Energy Digest, a bi-weekly newsletter covering energy efficiency and renewable energy-related topics.

Top 10 EERE Email Lists by Subscriptions

Email List	Subscriptions
1. EERE News	70,292
2. Building Energy Codes - BECP news	59,989
3. Clean Energy Digest	56,099
4. Solar Energy Technologies Office Newsletter	53,725
5. EnergyPlus & OpenStudio updates	44,362
6. FEMP Digest	35,593
7. Green Power monthly update	34,233
8. Wind Program Newsletter	30,464
9. Advanced Manufacturing Office news update	27,170
10. Solar Energy Technologies Office CSP Newsletter	25,132
Other EERE	1,839,566
TOTAL	2,276,625

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EERE sent 1,246 bulletins to subscribers in FY17. These messages were opened more than 3.2 million times, representing a 39.8% engagement rate. Subscribers are most engaged with messages containing announcements, which made up seven of the top ten bulletins in terms of unique opens during the report period.

Top 10 Bulletins by Unique Opens

Bulletin Title	Opens
Energy Code Commentator: Additions & Alterations	10,659
UPDATE: 2017 National Energy Codes Conference	10,386
Energy Department Announces \$46.2 Million for 48 Projects to Advance Solar Power Technologies	10,264
DOE Position Brief for the 2018 IECC	10,016
Energy Department Announces Achievement of Solar Goal, New Focus for Solar Energy Office	9,955
Energy Department Announces Nearly \$9 Million for Small Businesses Focused on Clean Energy Innovations	9,937
Energy Department Announces New National Laboratory Collaborations with 38 Small Businesses	9,933
Departments of Agriculture and Energy Announce Up to \$9 Million through the Interagency Biomass Research and Development Initiative	9,920
Secretary of Energy Rick Perry Announces High Performance Computing for Materials Program	9,891
DOE Announces Up to \$30 Million to Integrate Solar into the Nation's Electric Grid	9,865

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ENERGY SAVER

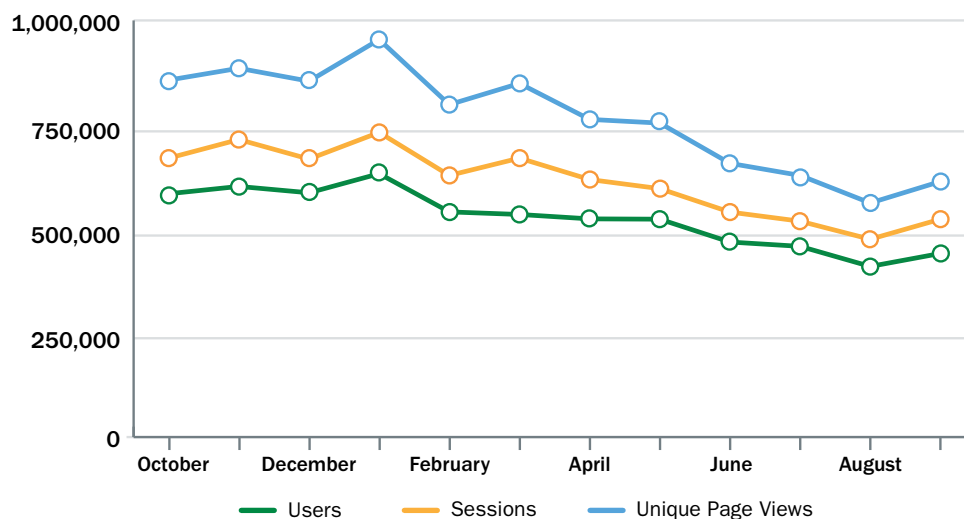
WEBSITE

[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 a printable Energy Saver 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.

HIGHLIGHTS

- 22% percent of all energy.gov page views were on Energy Saver.
- Three of the top 10 most viewed web pages across energy.gov were on the Energy Saver site.
- More than 6 million users accessed content on the Energy Saver website during FY17, a decrease of 5.58% over FY16.
- The site did not appear to be affected by the data loss that impacted EERE web stats. However, the site has experienced a 50% decrease in direct traffic since the energy.gov redesign launched in June. Research is underway to determine the cause for this decrease.

FY17 Energy Saver Web Summary



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OVERALL IMPACTS

Energy Saver's roughly 6,000 web pages make up about 1% of the total content on energy.gov. Despite its small footprint, the Energy Saver website hosted 22% of all energy.gov page views during the one-year report period. More than 6 million unique visitors came to the Energy Saver website during FY17, logging more than 10 million page views.

FY17 Energy Saver Web Summary

	Audience 	Reach 	Engagement 
Q1	1,733,069 visitors	2,007,932 site visits	2,992,272 page views
Q2	1,698,895 visitors	1,969,299 site visits	2,957,842 page views
Q3	1,489,137 visitors	1,721,969 site visits	2,487,304 page views
Q4	1,268,536 visitors	1,463,180 site visits	2,100,217 page views
FY17 TOTAL	6,086,370 visitors*	7,162,380 site visits	10,537,635 page views
ΔFY16	-5.58%	-5.39%	-10.10%

*User total does not equal the sum of individual months because return users are counted once when measured across the full year.

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The [Tankless Water Heater](#) content was the most popular information on the Energy Saver website during FY17. The Energy Saver home page fell from the top spot in part due to the limited visibility that occurred with the energy.gov design refresh. The page does have a loyal following, though, having the most repeat views among all top content.

FY17 Top 10 Energy Saver Web Pages

Page	Page Views	% Unique
Tankless or Demand Type Water Heaters	304,683	86%
Energy Saver Home Page	275,469	79%
Estimating Appliance and Electronic Energy Use Calculator	267,077	86%
Types of Insulation	261,132	90%
Thermostats	204,746	94%
Sizing a New Water Heater	192,186	86%
Residential Renewable Energy Tax Credits	179,273	92%
Heat Pump Systems	178,696	87%
Planning a Home Solar Electric System	177,936	88%
Insulation	162,337	86%

The top two days in terms of sessions were January 17 and 18, when [lifelifehacker.com](#) referred more than 5,000 page views to the [Do It Yourself Energy Savings Projects](#) page. The article, which included the Energy Savings Project video on Lowering Your Water Heating Temperature, referenced a [reddit thread](#) that also referred more than 1,500 page views to this content.

The top Energy Saver blog post during FY17 was, “These 13 Home Energy Tax Credits Expire in 2016,” which received 69,261 page views—more than three times as many page views as the top EERE blog post.

FY17 Top 5 Energy Saver Articles

Page	Page Views
Blog: These 13 Home Energy Tax Credits Expire in 2016	69,261
Blog: Turn Down the Temperature, but Don't Let Your Pipes Freeze	64,315
Blog: Infographic and Projects to Keep Your Energy Bills Out of Hot Water	35,064
Blog: 15 Ways to Save on Your Water Heating Bill	33,808
Energy Saver 101: Home Cooling Infographic	31,138

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SOCIAL MEDIA

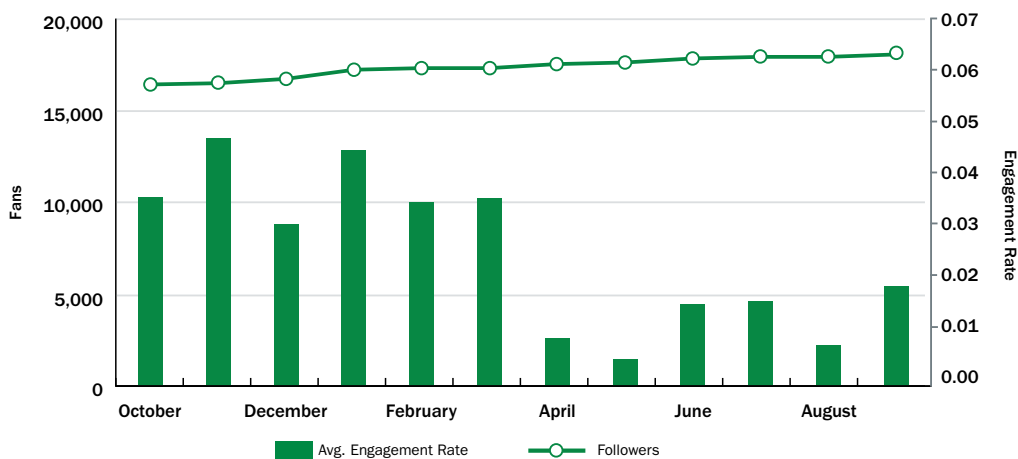
HIGHLIGHTS

- Energy Saver gained about 2,000 Facebook fans in FY17, representing 12% growth over FY16, and another 2,000 followers on Twitter, or 67% growth.
- Posts on recommended home insulation levels based on where you live topped both Energy Saver’s Facebook and Twitter performance lists.
- In FY18, Energy Saver plans to promote more content on Pinterest. The DIY Home Energy Savings Board that lives within the energy.gov account has 1,781 followers.

FACEBOOK

Energy Saver’s Facebook account experienced slower growth and limited engagement in part due to the platform’s algorithm, which changed 13 times during FY17. From prioritizing videos with a higher completion rate to penalizing websites that take a long time to load, these updates can result in filtered content delivery and reduced overall reach. Nevertheless, Energy Saver topped 18,000 Facebook followers, making it EERE’s third most popular social account.

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



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Energy Saver posted 275 updates on Facebook during the report period. On average, Energy Saver posts get served to 3,245 people's feeds. Post interactions, including likes, comments, clicks, and shares, totalled 16,459. The Energy Saver audience is most engaged with seasonal content related to reducing home energy bills.

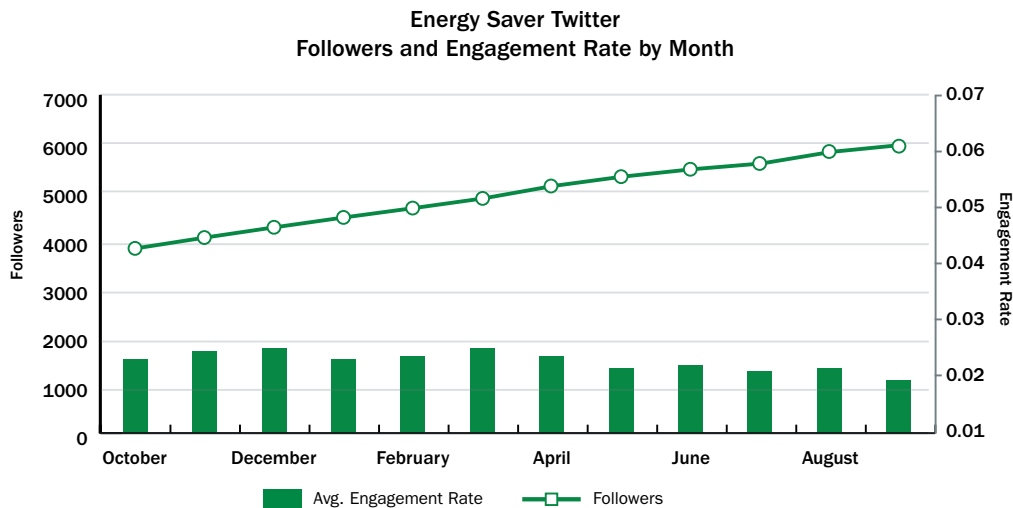
FY17 Top 5 Energy Saver Facebook Posts by Engaged Users

Post	Engaged Users
Recommended home insulation levels vary depending on regional climate. Find out how much your home should have in order to maximize savings and comfort.	479
Did you know nearly 20% of your utility bill goes towards water heating? Check out this helpful infographic for ways to save on this, your home's second biggest expense.	310
It's OK to look down and around in this #360video. It's shot from the top of a wind turbine at the National Renewable Energy Laboratory's National Wind Technology Center. More on wind turbines here: go.usa.gov/xN9kv	298
The coldest days of the year tend to be some of the most expensive for your utility bill. See our favorite energy efficiency tips for navigating winter: go.usa.gov/x92TN	278
Here's an easy way to celebrate Earth Week. Reduce consumption on your second biggest energy expense, water heating. Here's how to do it: go.usa.gov/x5qdM	206

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TWITTER

In FY17, the Energy Saver Twitter audience grew to almost 6,000 followers, representing a 67% increase over the previous year. This platform is arguably more effective than Facebook for reaching the Energy Saver audience, despite having a smaller following. The average post reaches 2,230 people on Twitter, and the account consistently posts multiple times each day.



In FY17, Energy Saver made 1,008 updates to its Twitter account. These posts received 33,355 retweets, clicks, and replies, or more than twice as many interactions as content posted to Facebook.

FY17 Top 5 Energy Saver Twitter Posts by Engagements

Post	Engagements
Recommended @Energy #insulation levels vary by region. Does your #home measure up? https://t.co/xDeBusBOCE	344
Do you know how your #airconditioner works? https://t.co/o6tlykldn1	281
#solarenergy is a hot topic. These are 5 common myths about residential solar. https://t.co/KyOQdFtIRZ	272
#HeatDome causing dangerously high temps around U.S. Prevent heat buildup by ventilating: https://t.co/lz1bY2c1Y0	256
Get to know your #airconditioner! Understanding how it works can help save #energy this spring and summer. https://t.co/u72BRLFqF5	248

In FY18, Energy Saver plans to increase social efforts on Pinterest given the reach limitations occurring on Facebook and Twitter. “How to” videos of do-it-yourself home energy saving projects have also shown potential for our brand to reach engaged audiences on YouTube.

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GLOSSARY OF TERMS

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

Click rate – the percentage of unique people who clicked links within a message out of the messages delivered (link clickers/delivered emails)

Engagements

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

Engagement rate

- Facebook – the number of engaged users divided by the reach for people that have liked the page, 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

Fans/followers – social media users who voluntarily connected their profiles so that updates may appear in their 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 particular post
- page likes indicate users who have chosen to see content updates in newsfeeds and/or display it on their Facebook profiles

Sessions – the number of visits or online interactions visitors have with one or more pages on the website

Subscribers – the number of people who have opted in to receive emails

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

Unique bulletin link clicks – the number of clicks your link or links received, with only one click per recipient logged for each link in the email

Unique email opens – the total number of messages opened by unique people

Unique email open rate – the percentage of unique people who opened messages from the number of messages delivered (opened emails/delivered emails)

Unique page views – the number of individual visitors who looked at pages with repeat viewers only counted once

Users – the number of unique visitors who interacted with the website

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

Visits – the number of sessions or online interactions visitors have with one or more pages on the website

Visitors – the number of individual users who interacted with the website

New views – the net change in views

Strategic Programs and Front Office Websites

About Us	EERE Communication Standards and Guidelines	EERE Publication and Product Library	Energy Saver	State and Local Energy Data	Technology-to-Market Program	energysaver.gov	erac.energy.gov
Amped Up		Energy Education	Energy Transition Initiative	State Energy Advisory Board	Unique Domains	energysavers.gov	ocean.energy.gov
Better Buildings	EERE Funding Opportunities	Energy Innovation Portal	Funding Opportunity Exchange	Strategic Priorities and Impact Analysis Team	appliancebates.energy.gov	eere.doe.gov	renewable.energy.gov
DOE Sustainability Awards	EERE Project Management Center	Energy Materials Network	Small Business Vouchers Pilot		betterbuildings.energy.gov	eere.energy.gov	renewables.energy.gov
						efficiency.energy.gov	sbv.org

EERE Offices and Program Websites

Advanced Manufacturing

Advanced Manufacturing Office

CHP Project Profiles Database
Cyclotron Road
Save-energy-now.org
Steam System Modeler Tool (SSMT)

Unique Domains

cyclotronroad.org
industry.energy.gov
manufacturing.energy.gov
save-energy-now.org

Bioenergy

Bioenergy Technologies Office

Unique Domains

bioenergy.energy.gov
bioenergykdf.net
biofuels.energy.gov
biomass.energy.gov

Key

- **Energy.gov**
 - EERE Server
 - **Other Server**
 - **Social Media**
- Total number of websites and social media channels:
144
Date: January 2018

Social Media Channels

Better Buildings Twitter
Bioenergy KDF Facebook
Building Energy Codes Facebook
Building Energy Codes YouTube
CleanCities YouTube
EERE Blog
EERE Facebook
EERE LinkedIn
Energy Saver Blog
Energy Saver Twitter
Energy Saver Facebook

Buildings

Building Technologies Office

Appliance & Equipment Standard Program: Compliance Certification Management System

Better Buildings Neighborhood Program

Better Buildings Residential Network

Better Buildings Residential Program Solution Center

Building America Solution Center

Building Catalog: Case Studies of High Performance Buildings

Building Energy Codes Program

Building Energy Codes Score + Store Tool

Building Performance Database

Building Science Education Solution Center

Commercial Building Asset Score

Commercial Buildings Resource Database

Commercial Lighting Project Evaluator

EnergyPlus Energy Simulation Software

Home Energy Saver Pro

Solid-State Lighting

Solar Decathlon Facebook
Solar Decathlon Flickr
Solar Decathlon Google+
Solar Decathlon Instagram
Solar Decathlon LinkedIn
Solar Decathlon Pinterest
Solar Decathlon Twitter
Solar Decathlon YouTube
Wave Energy Prize Facebook
Wave Energy Prize Twitter

Unique Domains

179d.energy.gov
appliancestandards.energy.gov
assetrating.energy.gov
basc.energy.gov
betterbuildingsinitiative.energy.gov
bsesc.energy.gov
betterbuildingsolutioncenter.energy.gov
buildingamerica.gov
buildingdata.energy.gov
buildingenergyscore.energy.gov
buildings.energy.gov
buildingtools.energy.gov
commercialbuildings.energy.gov
energycodes.gov
energyplus.net
highperformancebuildings.gov
homeenergyscore.gov
lightingsolutions.energy.gov
regulations.doe.gov
rpsec.energy.gov
ssl.energy.gov

Federal Energy Management

Federal Energy Management Program

EISA 432 Compliance Tracking System
Energy Exchange
Federal Laws & Requirements Search
FEMP Central Workshop Registration
FEMP Technical Assistance Request Portal
FEMP Training Search
Fleet Sustainability Dashboard
Low Standby Power Product List

Unique Domains

2016energyexchange.com
2017energyexchange.com
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

Unique Domains

geothermal.energy.gov

Solar Technologies

Solar Energy Technologies Office Solar Powering America

Unique Domains

solar.energy.gov

Vehicle Technologies

Vehicle Technologies Office

Alternative Fuels Data Center Clean Cities

Clean Cities Sharepoint

State & Alternative Fuel Provider Fleets

Unique Domains

afdc.energy.gov
cleancities.energy.gov
electricvehicles.energy.gov
epact.energy.gov
evcities.energy.gov
greenracingcup.org
vehicles.energy.gov

Water

Water Power Technologies Office HydroWISE

Unique Domains

water.energy.gov

Wind

Wind Energy Technologies Office

WINDEXchange

Wind Technologies Resource Center

Wind Vision Brochure

Unique Domains

wind.energy.gov
windexchange.energy.gov

Weatherization and Intergovernmental

Weatherization and Intergovernmental Programs Office

Performance and Accountability for Grants in Energy (PAGE)

State and Local Solution Center

Unique Domains

page.energy.gov
weatherization.energy.gov
wip.energy.gov

Competitions

Better Buildings Case Competition	National Cleantech University Prize
Collegiate Wind Competition	Solar Decathlon
EcoCAR	SunShot Catalyst
	Wave Energy Prize

Partnership Websites

These are websites managed by EERE and a 3rd party. Sites are included if EERE provides partial funding, but the 3rd party (or national laboratory) makes decisions on content and architecture with no or limited input from EERE. They are branded either to a 3rd party or have a mix of EERE and 3rd party branding.

A2e Atmosphere to Electrons

Agile BioFoundry

Bay Area Photovoltaic Consortium

Better Buildings Solution Center

Bioenergy Knowledge Discovery Framework

Bioprocessing Separations Consortium

Biomass Research and Development Board

Chain Reaction Innovations

ChemCatBio

CLEERS

Community Solar Hub

Community Solar Value Project

DSIRE

DuraMAT

ElectroCat

Energy I-Corps

FC Pad

FEEDER

FuelEconomy.gov

GEARED

Home Energy Scoring Tool

HydroGEN

Hydrogen and Fuel Cells Interagency Working Group

Hydrogen Storage Materials Database

Hydrogen Tools

HyMARC

IEA-TCP-AMT.org

Incubatenergy Network

Innovation Crossroads

Interior Lighting Campaign

JUMP

LED Lighting Facts

LightMAT

L-Prize

MARMET Consortium

NREL Geothermal Prospector

Photovoltaic Education Network

QESST

Sol Smart

Solar Market Pathways

Solar Outreach Partnership

Solar Training Network

State & Local Energy Efficiency Action Network

U.S. Photovoltaic Manufacturing Consortium