

Business.gov

Social Media Strategy

FY 2010

Small Business Resource



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Why Social Media for Business.gov?

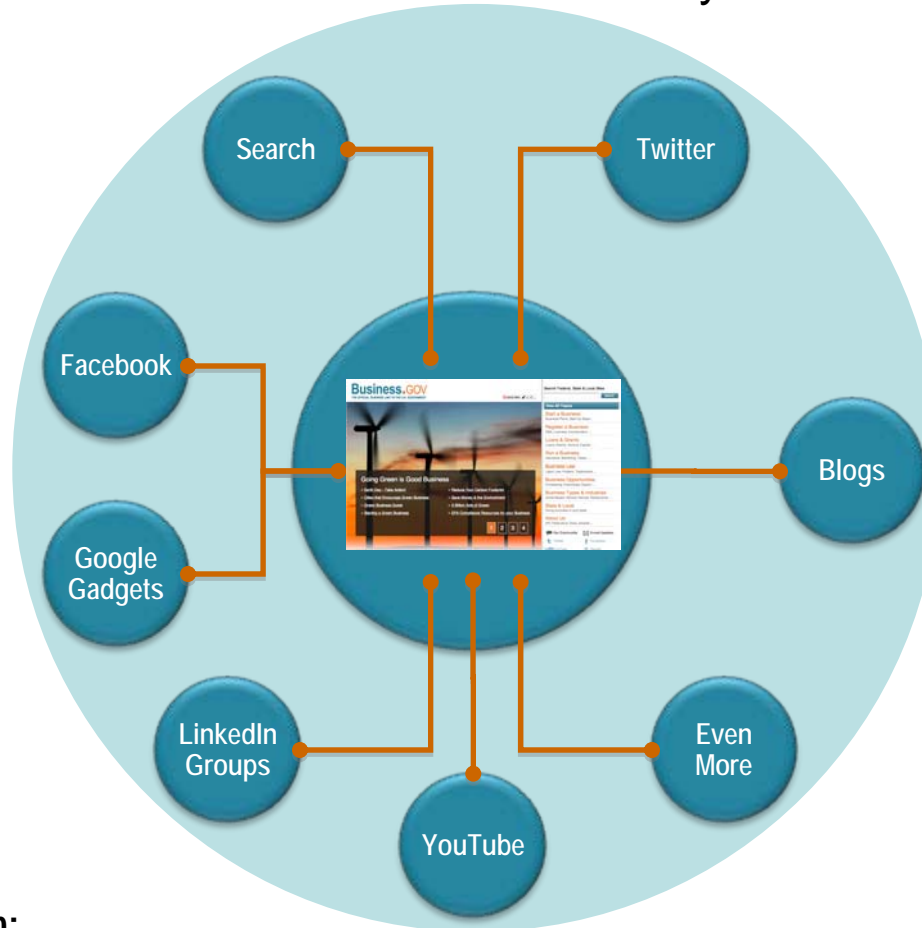
- Our target is broad and geographically-diverse: 30M small business owners and entrepreneurs distributed across the US
 - Allows us to reach our constituents where they choose to gather online
 - Establishes Business.gov as a thought-leader in the small business community
- Our resources are limited
 - Builds awareness by multiplying our reach through the networks of industry influencers
 - Allows us to efficiently deliver resources to a broad audience, on a frequent basis
- Our content is continually refreshed
 - Allows us to distribute relevant information instantly to our audience
- Our Community is open to all
 - Enables constituents to interact with government agencies in a new way
 - Delivers on the government's goals of openness, transparency and participation

Business.gov + Social Media

The site becomes the centerpiece of an Internet-wide content delivery network

Access is extended to multiple points of presence

Allows users to access content in their preferred format



Delivers content to users where they already are

Facilitates 3-way communications

Risk Mitigation:

Business.gov drives traffic and performance with a diversified portfolio of content sources and channels

Risk Mitigation:

Business.gov gains influence over users' behavior by directly addressing their needs

Social Media Tools Engaged

Tool	Deliver Information	Engagement	"Brand" Awareness	Thought Leadership	Amplify Reach
Discussion Forums	■	■			
Idea Exchange	■	■			
Blog Columns (on BG)	■	■	■	■	
Guest Blogging	■	■	■	■	■
Videos	■	■	■	■	■
Twitter	■	■	■	■	■
Facebook	■	■	■	■	■
LinkedIN	■	■	■	■	■

Measuring User Engagement

- **Indirect Engagement Measurements**

- Web analytics, search analytics, surveys, usability tests, focus groups
- Allow us to infer how well Business.gov is addressing needs of small business owners; and make improvements based on inference.
- Useful, but relying on indirect metrics alone results in long lead times for product improvements
- Best used for long-term, quarterly and fiscal year planning

- **Direct Engagement Measurements**

- Product discussion forums, idea exchanges, interactive surveys
- Allow us to talk with business owners about their needs and experiences at the time they are using the site
- Continuous improvement lifecycle – content and features are being constantly tweaked to improve services
- Best used for short-term, weekly and monthly planning

Summary

- Business.gov’s social media strategy is part of our integrated communications strategy
 - Social media platforms offer new communications channels to bolster outreach strategy
- Social media tools build awareness, create thought-leadership and ultimately drive traffic
 - Efficient means to reach our audiences where they gather and to amplify our reach by leveraging other networks
- Our social media strategy is evolutionary
 - There are no “silver bullets” - we continue to test, measure and adjust in response to lessons learned