

**EERE Web Coordinator’s Meeting Minutes
*Thursday, April 16, 2015***

**Attending in Person**

EERE Communications – Alex Clayborne, Billie Bates, ActioNet

AMO – Amy Manheim

FEMP – Joe Konrade

Vehicles – Shannon Shea

DOE PA – Atiq Warraich

**Attending by Phone**

AMO – Scott Morgan, Melissa Eichner, Energetics

Bioenergy – Reanna Trudell, BCS

Buildings – Linh Truong, Amy Vaughn (Solar Decathlon), NREL; Wendy Graves, Akoya; Shan Osborn, PNNL; Nate Shelter, Lindsay Parker, Energetics

FEMP – Courtney Fieber, DB Interactive; Heather Proc, Heidi Blakely, NREL

Fuel Cells – Kathy Cisar, Sara Havig, NREL

Solar – Greg O’Brien, Mantech

Vehicles –Trish Cozart, NREL; Vicki Skonicki, Suzanne Williams, Argonne

Wind and Water – Kelly Yaker, NREL; Liz Hartman; Sarah Wagoner, Hannon Group; Allison Perry, BCS, Noah Golding, Energetics, Jason

WIP – Nicole Harrison, NREL

EERE Communications – Scott Minos; Carolyn Hinkley, Golden; Ken Dykes, Leslie Gardner, Amy Glickson, Elizabeth Spencer, Paige Terlip, Devin Egan, NREL; David Brown, Jason Kardell, ActioNet

International—Lindsey

PNNL: Shannon

**Summary**

This was the 74th meeting of EERE’s Web coordinators.

**Around the Room**

* Karla has been presenting to the operations supervisors and directors about DOE’s new policy on hosting all new projects in Energy.gov. We’re making adjustments to the Process and Approvals page on Communication Standards to reflect this. Can we add in the process for requesting new features in Energy.gov? Yes.
* The pivot table content type is on production, though still in a testing mode. PA is preparing a how-to guide for it. The @EnergySaver Twitter AddThis update is on staging. This was a change made to replace @Energy with @EnergySaver for users sharing Energy Saver articles via the AddThis toolbar. How do we get stats on the AddThis shares? You can go to Google Analytics and look at social media shares. What is the status on AMO’s printable pages request? DOE has looked at the level of effort for this, and it’s on the list, though higher priority right now is the completion of the Office of Science migration. One option is for AMO to speak directly to Marissa in PA about this. Carolyn, Atiq and Amy Manheim to discuss offline.

**Current Business**

*Energy Department vs. DOE Style Guide*

Carolyn reviewed the style for DOE terms: We should spell out the U.S. Department of Energy on first reference, then use DOE afterward. The term “Energy Department” can be used for press releases and similar transient materials. Please review your individual sites for compliance and make the adjustments necessary.

*Changes to WGT Project Information Form*

Carolyn also mentioned that the WGT’s project info form is being revised; look for an updated copy of that soon.

*Communication Standards Update*

Elizabeth discussed the new checklists being developed for Communication Standards that will reflect individual pages as well as new sites in Energy.gov. Look for a blog post on those when they have been added to the site. Can these apply to existing pages, as well? Yes. Be sure you’re subscribed to the Communication Standards blog to receive updates on this content.

*Wind Vision Campaign Codes*

Leslie talked about campaign tags for stats and what we learned from them with the launch of the Wind Vision e-brochure. This was driven by Karla’s request to gauge the effectiveness of our promotional efforts and grow traffic for priority campaigns." The campaign tags measure traffic from various external channels and the actions taken by users at these channels. For the Wind Vision e-brochure, the campaign measured traffic from three social media channels—DOE Facebook, DOE Twitter, and EERE Facebook and four EERE newsletters. See the slides for the campaign results.

Did Wind use GovDelivery for newsletters/email? Yes, all four newsletters / emails were sent via GovDelivery. What does “bounce rate” mean? It means the user landed on the page but didn’t take any action. In this case users didn’t download any of the reports. The bounce rates for traffic from social media were on par with average bounce rates in energy.gov The bounce rates for traffic from the newsletters/email were very low because these newsletters/emails went out to a targeted audience that had opted in to receive information on this topic. Does Twitter usually have more click-throughs than other social media? Not necessarily. It would be helpful to know what channel is the most effective, with click-throughs vs. simply views of posts. For additional questions or to implement a campaign like this, reach out to Paige Terlip.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for May 21.