

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, June 18, 2015***

**Attending in Person**

EERE Communications – Alex Clayborne, ActioNet

Solar – Jamie Nolan, Stratacomm; Tiesha Brayboy, DOE intern; Greg O’Brien, Mantech

Vehicles – Shannon Shea

Wind and Water – Liz Hartman

Guest: Joey Seich, Internet publications editor at the National Defense University Press

**Attending by Phone**

AMO – Melissa Eichner, Energetics

Bioenergy – Reanna Trudell, BCS

Buildings – Linh Truong, Gail Werren, NREL; Wendy Graves, Akoya; Shan Osborn, PNNL; Nate Shelter, Energetics

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

Fuel Cells – Kathy Cisar, Sara Havig, NREL

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

Wind and Water – Kelly Yaker, NREL

WIP – Nicole Harrison, Steve Lommele, NREL; Kristin Swineford, New West; Emiley Mallory, Hannon Group

EERE Communications – Drew Bittner; Carolyn Hinkley, Golden; Ken Dykes, Leslie Gardner, Elizabeth Spencer, Paige Terlip, Claudia Rivera-Pettingill, Linda McConnell, NREL; David Brown, Billie Bates, ActioNet

Strategic Analysis Center at NREL – Jim Leyshon

**Summary**

This was the 76th meeting of EERE’s Web coordinators.

**Around the Room**

* Please send your site maintenance plan to Carolyn Hinkley and Billie Bates this month; there is a template on Communication Standards; the link to the document is under Web Maintenance and Planning at http://www1.eere.energy.gov/communicationstandards/maintenance.html.
* Renewable power vs. renewable electricity generation: We’re fixing some inconsistencies throughout the sites between these two terms. “Renewable power” is the preferred term. We are also incorporating the use of the term “sustainable transportation.” Was SEO done on this terminology? Wind has found more users searched on “energy” rather than “power.”

**Current Business**

*Securing All Government Website*

Alex explained that all federal websites must switch to the use of https:// no later than December 2016. EERE will follow PA’s timing on this, and we will coordinate this with externally hosted sites (such as lab sites). This should not change any functionality on the sites.

*Visual Literacy*

Joey Seich gave a presentation on visual literacy on the Web. Why do we use images, for instance? To grab attention and increase reader engagement, among other reasons. Images also convey emotion, and we can use them to illustrate complex ideas or to simply break up long chunks of text. How do you find good images? You can use Flickr and government sources for royalty-free images. Building relationships with public affairs offices helps, too. EERE finds that its Facebook users seldom click through the links to the site. Joey’s organization has found that the time of day items are posted on Facebook affect the number of click-throughs. You also have to know your audience and be sure to use appropriate (and accurate) images for your content. If you want to make an infographic, there are places where you can get a template (see the link in the meeting slides). Be careful to avoid politics, religion, nudity, ethnicity, or product endorsement. Are there stats for memes vs. infographics? Quotes do well, especially quotes that are paired with an image. With live tweeting, care must be taken to get quotes verbatim; omitting words can change the meaning. It’s also helpful to have some images on hand before planning a live tweet. How do you choose which social media outlets? Try to fit that to the audience. Facebook tends to have a lot of users age 25-30 who decide to drop their accounts. On Pinterest, audiences in different countries tend to have different gender breakdowns.

Carolyn will send Joey’s presentation to the group. She invited Joey to return sometime to discuss social media best practices.

*Google Analytics Training Reminder*

Carolyn invited everyone to the training on June 24. See the link in the slides to register.

*Google Analytics Account Update*

Paige mentioned that the log-in info for our EERE account has changed; look for the info in the body of the email with these minutes. (See Ken Dykes’ email regarding the account login information)

*Next Meeting*

The next Web coordinator’s meeting is scheduled for July 16. We’ll have a presentation by David Hebert, internal and audiovisual communications chief at USGS on “Writing in the Digital Age.”