

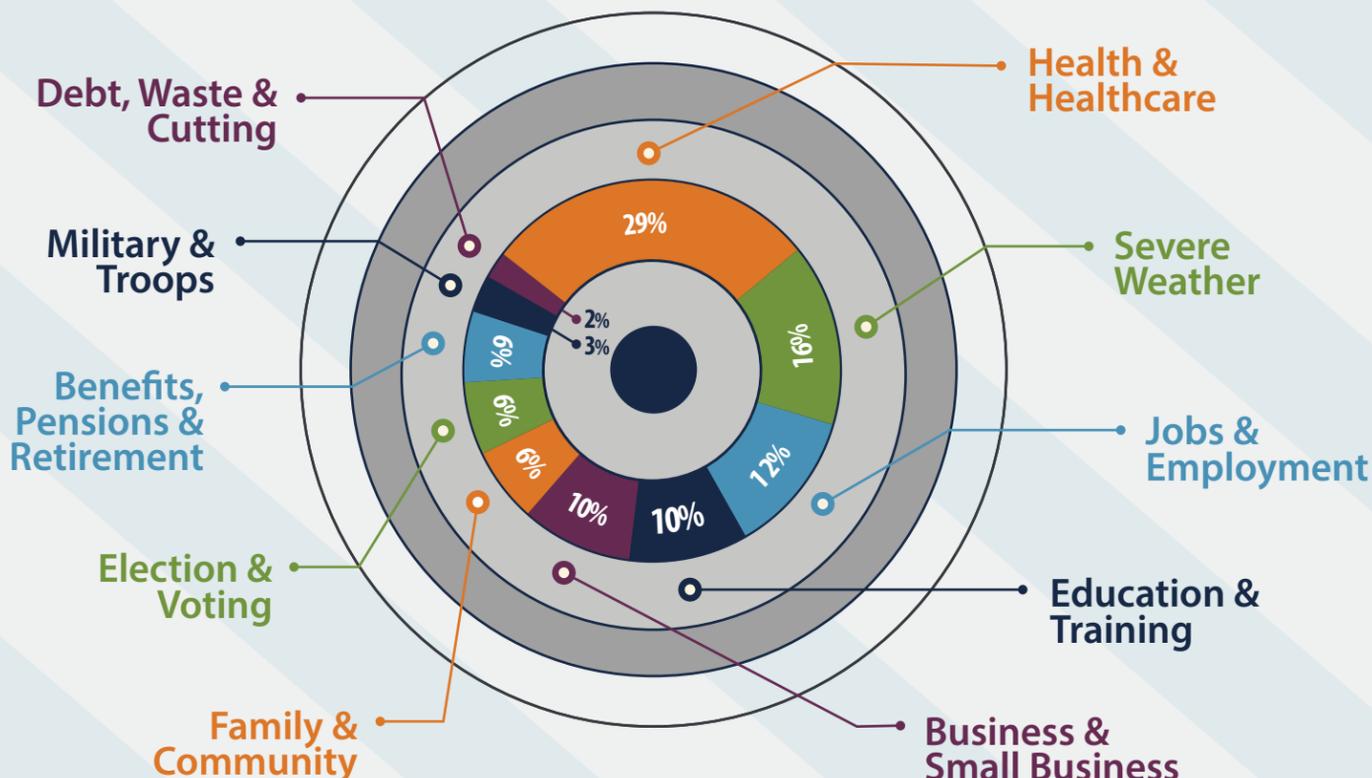
2012 Federal Digital Communications Report

2012 was a record communications year for government. This report reveals communications trends from over 550 government organizations, including more than half of Federal agencies, that use GovDelivery Digital Communication Management. For reference, you can review the 2011 report at bit.ly/GD2011infographic.

Here's a snapshot of the breadth and depth of digital communications that government organizations are sending every day to more than 40 million subscribers.

Keywords/subjects

These keywords/subjects, based on a sample of 450 million messages sent, highlight the information that government organizations communicated to citizens and stakeholders throughout 2012.



Agencies with shared public content

These 10 agencies had more shared content (via email and social media) than any other Federal organizations in 2012.

- | | |
|---|---|
|  Health & Human Services |  FoodSafety.gov |
|  Internal Revenue Service |  Federal Emergency Management Agency |
|  Department of Defense |  Fire Administration |
|  USA.gov |  Disability.gov |
|  National Aeronautics & Space Administration |  Department of Agriculture |



Shared updates

These are the top ten most shared messages (through email and social media) from Federal organizations in 2012.*

-  Internal Revenue Service - Tax Tip 2012-39: Mortgage Debt Forgiveness: 10 Key Points
-  Health and Human Services - Living on coffee
-  Fire Administration - Change Batteries in Smoke and CO Alarms This Weekend
-  Substance Abuse & Mental Health Services Administration - Disaster Distress Helpline Offers Immediate Crisis Counseling
-  Department of Agriculture - First Lady to Announce New Nutrition Standards for Meals Served in America's Schools
-  FoodSafety.gov - Recall of Frosted Mini-Wheats Bite Size Original and Mini-Wheats Unfrosted Bite Size
-  Ready.gov - As Hurricane Sandy Approaches, FEMA Urges Residents to Follow Directions of Local Officials
-  HealthCare.gov - The Affordable Care Act Is Moving Forward
-  Federal Emergency Management Agency - Natural Preparedness Community
-  USA.gov - Turn Your Clocks Back on Sunday, November 4

Topics with growing public interest

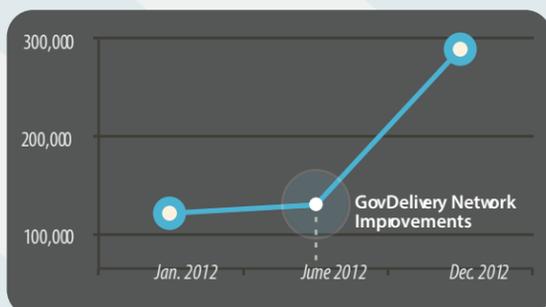
These topics saw the largest percentage increase in subscribers in 2012, demonstrating the kind of information that was most important to the public.



Increased Outreach with GovDelivery Network

The uniquely collaborative GovDelivery Network allows public sector organizations to **cross-promote digital content** and subscription items with other agencies to increase outreach without any additional strain on resources.

With enhancements to the GovDelivery Network in June, Federal agencies saw an even more **dramatic increase** in their direct connections to the public.



How did you compare with your government peers? If you are interested in finding out how you can dramatically increase your reach and develop actionable messages that drive mission value for your organization, visit our website, check out our blog, or contact us at info@govdelivery.com.