

2011 Federal Digital Communications Report

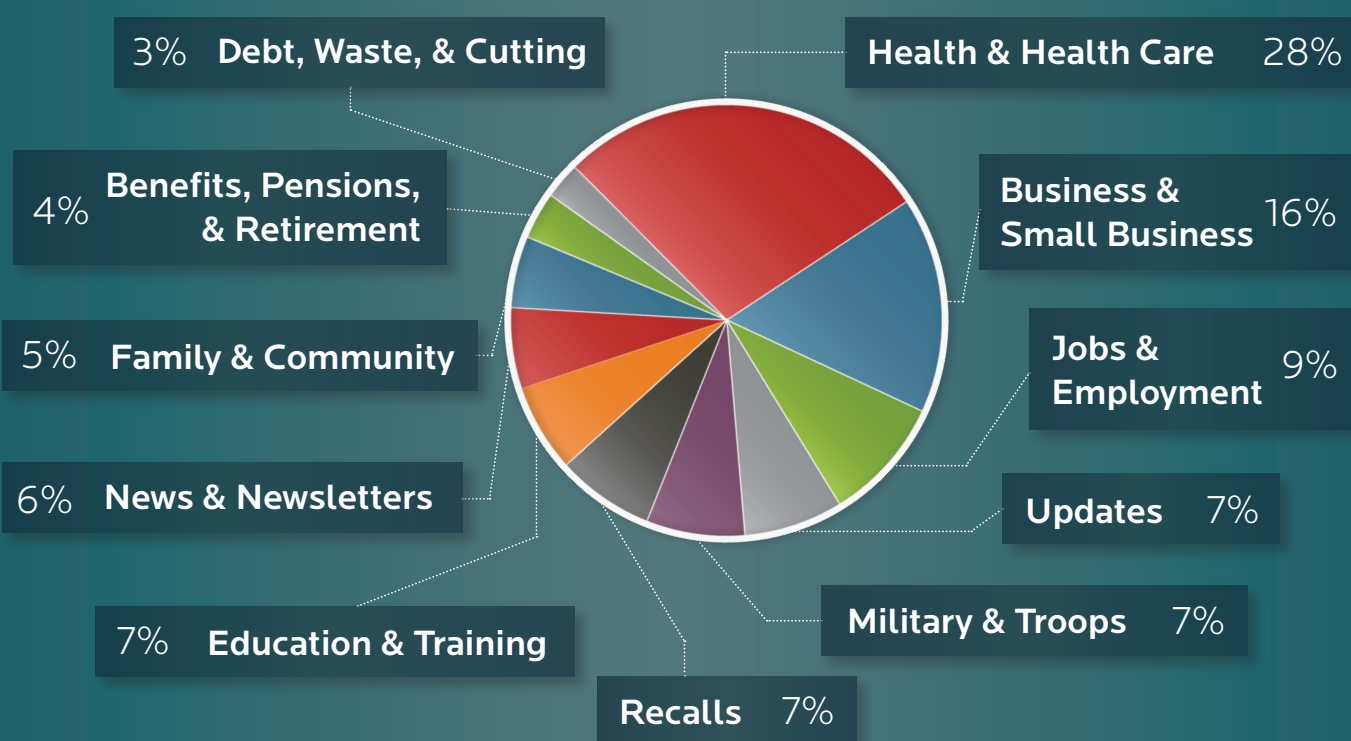
2011 was a record communications year for government. This report reveals communications trends from over 500 government organizations, including more than half of Federal agencies, that use GovDelivery Digital Communication Management.

We wanted to take a minute to reflect on the breadth and depth of digital communications that government organizations are sending every day to millions of people.

Here is our Top 11, in honor of 2011.

Top 11 Keywords/Subjects of Government Communications

Nearly 215 million messages were sent in these 11 categories in 2011.



Top 11 Agencies with Publicly Shared Content

These 11 agencies saw their content shared through email and social media more than any others in 2011.

- | | |
|---|--|
| 1 U.S. Department of Defense | 7 U.S. Immigration and Customs Enforcement |
| 2 IRS | 8 NOAA's National Weather Service |
| 3 FoodSafety.gov | 9 SAMHSA |
| 4 USA.gov | 10 Veterans Health |
| 5 U.S. Dept. of Health & Human Services | 11 USDA Office of Communications |
| 6 FEMA | |



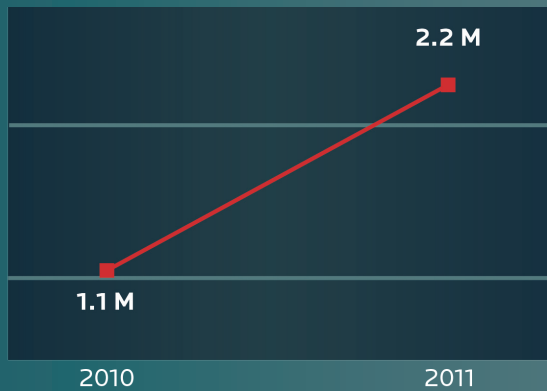
Top 11 Shared Updates

The most shared messages (through email and social media) in 2011:

- 1 IRS - IR-2011-69: IRS Increases Mileage Rate to 55.5 Cents per Mile
- 2 USA.gov - Moment of Silence is Sunday at 8:46 a.m. EDT
- 3 SAMHSA - Facebook Provides First-of-a-Kind Service To Help Prevent Suicides
- 4 FEMA, FCC Announce Nationwide Test to Emergency Alert System
- 5 TSA - Moment of Silence for Those Lost on American Airlines Flight 11
- 6 USDA - New Food Icon as a Reminder to Help Consumers Make Healthier Food Choices
- 7 FDA - Black Licorice: Trick or Treat?
- 8 ICE announces employment authorization eligibility for certain Libyan students
- 9 Ready.gov - Reminder : First Nationwide Test of the Emergency Alert System is today
- 10 USFA - Put a Freeze on Winter Fires: Candle Fire Safety
- 11 Energy.gov - Share Your Thoughts With the White House

Top 11 Topics with Growing Public Interest

These topics saw the largest increase in subscribers in 2011, demonstrating the kind of information that was most important to the public."

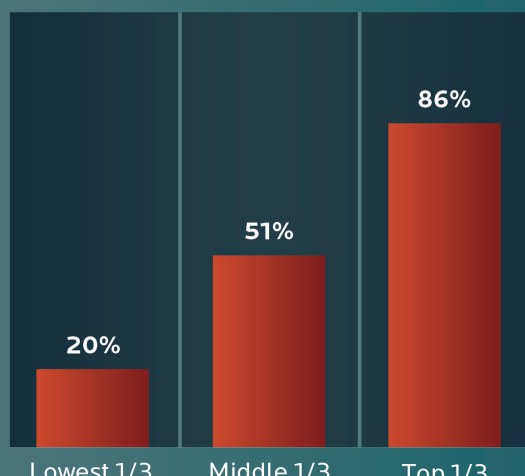


- 1 SSA - W-2 News
- 2 FEMA - Updates During Disasters
- 3 USA.gov - USA.gov News -- Monthly E-Newsletter
- 4 NIH - News in Health, monthly newsletter
- 5 NGB - Special list for On Guard and This Week
- 6 U.S. HHS - Updates from HHS.gov
- 7 Thrift Savings Plan - TSP Quarterly Highlights
- 8 The Bureau of Alcohol, Tobacco, Firearms and Explosives - Special Agent Jobs
- 9 U.S. CIS - E-Verify Employer Agents (EEA)
- 10 Export.gov - What's New in Exporting
- 11 AHRQ - Patient Safety

2011 GovDelivery Network Benchmarks

In 2011, Federal agencies that used the unique GovDelivery Network, which helps **cross-promote their content** with other government organizations, **dramatically expanded outreach** without any additional strain on valuable agency resources.

The top one-third of Federal agencies leveraging the GovDelivery Network saw an average increase of **more than 85%** in new subscribers.



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.