@USAGovEspanol

When is the Best Time to Tweet?

#FedSocialWeek2020
December 2020
USAGov’s mission is to make it *easier* for everyone to *find* and understand the *government* services and information they need—anytime, anywhere, *any way they want*.

*We believe the public’s experience with government should be easy, trusted, and reliable.*
Paralleling the USA.gov name change, it officially became GobiernoUSA.gov. Topics are selected and content is written especially for the needs of Spanish speakers, particularly those new to the U.S.

**2003**

**2007**
GobiernoUSA

**2008**
GobiernoUSA joined Social Media

**2018**
The program was rebranded as USAGov en Español
Public Experience Portfolio (PX)

Content & Outreach Branch
Team responsible for content on sites, social media, email marketing, campaigns/promotions

Customer Experience Branch
Team responsible for analytics and user experience

Delivery & Channel Ops Branch
Team responsible for infrastructure, development, accessibility, the contact center, and contracting
Marketing Channels
Twitter is a real-time microblogging and social networking used by millions of individuals, organizations and businesses to share information and social media content through 280 characters or less, called tweets.

Twitter has an estimated 330 million monthly active users generating more than 500 million tweets a day.

(Source)
Antes de realizar una donación intenta investigar un poco para asegurarte de que tu buena intención vaya por buen camino. Estas son algunas recomendaciones para ayudarte a planificar tu donación y evitar las estafas: bit.ly/2HoqKuA

El aprendizaje en línea, también conocido como educación a distancia, es una excelente manera de experimentar el sistema educativo de los Estados Unidos sin salir de casa. Accede aquí a una variedad de programas y cursos individuales (en inglés): bit.ly/3bc1Ktb
Plan content and schedule it: Post at least 4 tweets/day to cover all time zones. We posted these messages regularly and consistently to improve visibility.

Use relevant images: It helps to create relevant and engaged content. Adapt multimedia material for the optimal size for Twitter.

Employ cross-media strategy: Partner with other agencies to create networks. Their support adds credibility. Amplify and be amplified. Repurpose content from other USAGov and government channels. If in English, translate messages into Spanish to reach our audience.

Review surveys, chats and calls from USA.gov/Espanol: Understand how people come to other USAGov channels. Offer solutions with context about questions and the most frequent topics and requests.

Consider trends: Generate messages that are timely in the current environment. Use relevant hashtags.
KNOWING YOUR AUDIENCE

- Impressions
- Time
- Engagement
- Content
IMPRESSIONS

186,583 Average

53%
LIKES

49%

276 Average
RTs

Month of Date

December 2017  March 2018  June 2018  September 2018  December 2018  March 2019

136  150  154  140  116  112  105  96  182  124  122  83  82  95  111  7

June 2019  September 2019  December 2019  March 2020

273  231  202  162  136  165  140  143  147  226  219  165

Average 177

39%
Overall Findings:

The strategies applied showed that our followers are interested in the diversity of our content. More frequent and repeated messaging helped improve the performance of the social network, achieving greater reach and more interaction from our audience.

The data showed that the best times to share information on @USAGovEspanol are 7 AM, 11 AM, 5 PM and 9PM.

We honed in on popular topics for Twitter - those broadly are education, military, and health for @USAGovEspanol. Recently, emergency messaging (related to hurricanes, COVID-19 and other urgent topics) is popular as well.
### Opportunities moving forward:

Learn more about specific elements of USAGov and USAGov en Español’s outreach channels

- This effort = best times to post on Twitter in Spanish
- Future analyses = frequency of posting, tagging vs. not tagging, popular topics, hashtag use, differences by language

Find other ways to increase direct interaction with followers.

- This test showed the interest followers had in sharing / interacting with USAGov's tweets
- Alt ways = post more, polls, ask questions, add interesting graphics

Reaffirm the goal of our channel - connect people to reliable government information in Spanish

- @USAGovEspanol is currently the 3rd most followed government account on Twitter in Spanish.
- Talk more about who we are, what we do
- Partner with other powerful government agencies

<table>
<thead>
<tr>
<th>Account</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>@NASA_ES</td>
<td>566K</td>
</tr>
<tr>
<td>@USAEnEspanol</td>
<td>345K</td>
</tr>
<tr>
<td>@USAGovEnEspanol</td>
<td><strong>185K</strong></td>
</tr>
<tr>
<td>@LaCasaBlanca</td>
<td>162K</td>
</tr>
<tr>
<td>@CDC_Espanol</td>
<td>52.3K</td>
</tr>
<tr>
<td>@MedlineplusEspanol</td>
<td>34.3K</td>
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<tr>
<td>@USCIS_es</td>
<td>18.6K</td>
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<tr>
<td>@EPA_Espanol</td>
<td>13.5K</td>
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<tr>
<td>@FEMA_Espanol</td>
<td>13K</td>
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<tr>
<td>@IRSEnEspanol</td>
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<tr>
<td>@HHSLatino</td>
<td>10.8K</td>
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<td>@USDAFoodSafety_Es</td>
<td>6.5K</td>
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<tr>
<td>@NCIEspanol</td>
<td>4.6K</td>
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<tr>
<td>@OMH_Espanol</td>
<td>2.9K</td>
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<tr>
<td>@DOL_esp</td>
<td>2.4K</td>
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<tr>
<td>@SeguroSocial</td>
<td>2.3K</td>
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<tr>
<td>@HUEspanol</td>
<td>1.6K</td>
</tr>
<tr>
<td>@laFTC</td>
<td>1.6K</td>
</tr>
</tbody>
</table>
Thanks!

Questions? Comments?

Reach out! Email andres.ortiz@gsa.gov, carolina.landsberger@gsa.gov or usamarketing@gsa.gov

Want to partner with us? Visit USA.gov/partnerships.