Social Media at the U.S. Bureau of Labor Statistics

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What social media does BLS use?

- Twitter @BLS_gov
- GovDelivery email subscriptions — enter your email address in the box at the top of any [www.bls.gov](http://www.bls.gov) webpage.
- YouTube coming soon (we hope)
About 32,000 followers.

Started in June 2012.

We tweet most BLS publications.

We tweet about 35 times per month.

We include data visualizations in our tweets whenever possible.

We use Twitter as another tool to answer questions from customers.
Commissioner’s Corner blog

- More chatty and less technical than a typical BLS publication.
- Highlights interesting and important topics, products, and services.
- We often use it to draw attention to BLS data that aren’t as well known.
- We tweet every post.
GovDelivery email alerts

- Users can subscribe to receive emails about any BLS publication.
- Notices go out within minutes after new publication is posted on www.bls.gov.
- 76 publications available to subscribe.
- 120,000 subscribers and 1.3 million subscriptions.
YouTube may be on the horizon

- BLS team currently examining best practices for videos.
- Considering whether videos are a worthwhile investment for reaching BLS customers.
- If we produce videos, we’ll host them on YouTube.
Contact Information

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