

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

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What social media does BLS use?

- Twitter @BLS_gov
- Commissioner's Corner blog
<http://blogs.bls.gov/blog/>
- GovDelivery email subscriptions — enter your email address in the box at the top of any www.bls.gov webpage.
- YouTube coming soon (we hope)

@BLS_gov

- 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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