

FDL Conference 2020

USAGov Supports the Federal COVID-19 Response

October 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.*

We provide answers when the public has questions:



- Organic search drives about 75% of the 83 million annual sessions on [USA.gov](https://www.usa.gov) and over 80% of the 9 million annual sessions on [USAGov en Español](https://www.usa.gov/es).
- Phonebooks, operators, and our websites drive more than 1 million annual inquiries to our contact center (calls, chats, and IVR self-service).

Get to know USAGov, Your Official Guide to Government Information

Follow us on
social media



Join our
email list



USA.gov

Visit our
website

Conozca USAGov en Español, la guía oficial de información del Gobierno

Síguenos en redes
sociales



Suscríbese a nuestros
correos electrónicos



en español



USA.gov/espanol

Visite nuestro
sitio web

We share solutions the public may not know about to different groups through different platforms:

1 1,000,000 followers on social media: Twitter, Facebook, Youtube, Instagram

2 An average 100-200 viewers attending our bilingual live events. Our peak is 15K viewers for a single event.

3 Over 263,000 uses of our new scams chatbot since its launch in February 2019

4 850,000 email subscribers



Our Audience

General public. Particularly those with lower digital literacy or internet connectivity.

Spanish-dominant Hispanics. Particularly newcomers and those who are not familiar with how the U.S. government works.

Government Agencies. Public affairs, communications, and program teams interested in partnering with our channels.



Our Role in a National Emergency

[GSA's Primary Mission Essential Function 15 \(PMEF-15\)](#)

[National Response Framework Essential Support Function 15 \(ESF-15\)](#)

We provide official information via ...



Web



Phone



Social Media



Chat

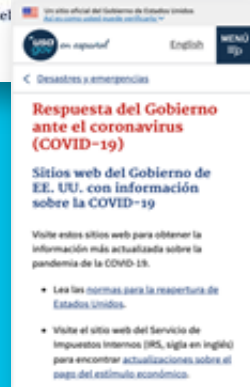
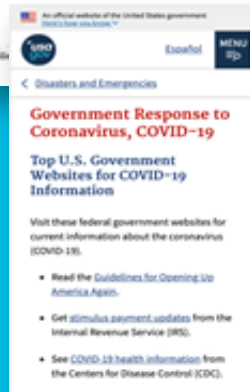
USA.gov & USA.gov/espanol COVID-19 Web Content

COVID-19 forced many government programs to quickly and frequently change their policies and services.

- Most government offices closed to the public
- Some services suspended or greatly reduced
- Deadlines extended
- New and expanded benefits and services created

We stand in the gap to monitor and understand those changes and to communicate their current and future impact on people's lives.

Content Directed by DHS for USA.gov/coronavirus and USA.gov/espanol/coronavirus



COVID-19 Updates to Existing Pages and Assets

Getting or Renewing a U.S. Passport



Please note important, temporary changes to the passport application and renewal process due to the coronavirus pandemic.

On This Page

- [Apply for a U.S. Passport](#)
- [Renew a U.S. Passport](#)
- [Get a Passport Quickly](#)
- [Passports for Minors Under the Age of 18](#)
- [Check the Status of Your Passport](#)
- [Passport Fees](#)
- [Infographic: How to Get or Renew a U.S. Passport](#)
- [Infographic: 8 Steps to Apply for a Child's Passport](#)

Apply for a U.S. Passport

Please note: Due to public health measures to limit the spread of COVID-19, the Department of State has limited U.S. passport operations. Unless you have a life-or-death emergency, you should **wait until normal operations resume to apply for or renew your passport.** [Learn more about limited passport operations due to the coronavirus.](#)

Cómo obtener o renovar el pasaporte



Tenga en cuenta los cambios temporales en el proceso de solicitud y renovación de pasaportes debido a la pandemia del coronavirus (COVID-19).

Contenido en esta página

- [Cómo solicitar el pasaporte de Estados Unidos](#)
- [Cómo renovar el pasaporte de Estados Unidos](#)
- [Centro Nacional de Información sobre Pasaportes](#)
- [Cuándo solicitar un pasaporte en persona](#)
- [Pasaportes para menores de 16 años](#)
- [Infografía: cómo obtener o renovar un pasaporte estadounidense](#)
- [Infografía: 8 pasos para tramitar un pasaporte de niño](#)
- [Video: cómo llenar el formulario para obtener un pasaporte estadounidense](#)

Cómo solicitar el pasaporte de Estados Unidos

AVISO: debido a las medidas de salud pública implementadas para limitar la propagación del coronavirus (COVID-19), el Departamento de Estado ha limitado los servicios de pasaportes estadounidenses. A menos que se encuentre en una situación de emergencia calificada como de vida o muerte, **debe esperar hasta que se reanuden las operaciones normales para solicitar o renovar su pasaporte.** [Averigüe más.](#)

USA.gov & USA.gov/espanol COVID-19 Web Content

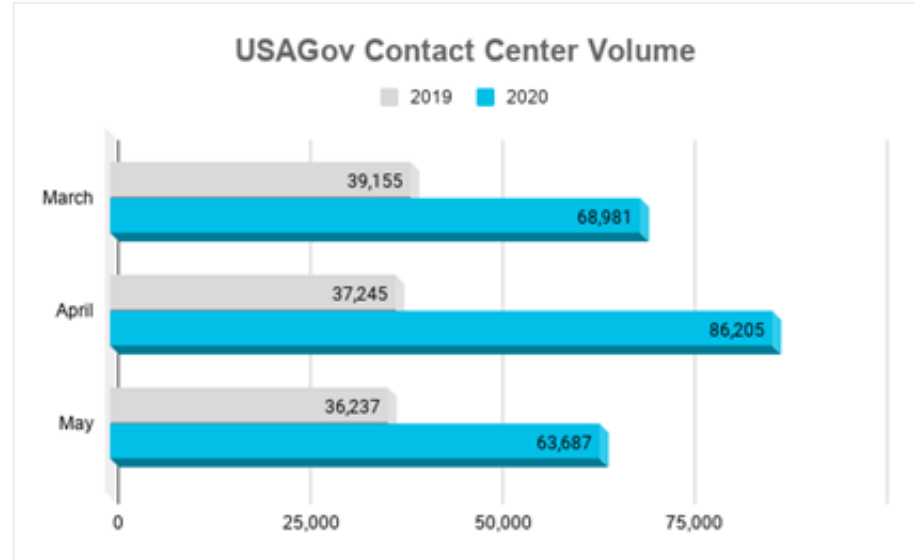
Coronavirus content we create is informed by:

- DHS guidance, NICCL calls, requests from agencies
- Web data and analytics
- Questions coming to the contact center
- Feedback from USAGov social media
- News coverage and program and policy research

The USAGov Contact Center & COVID-19

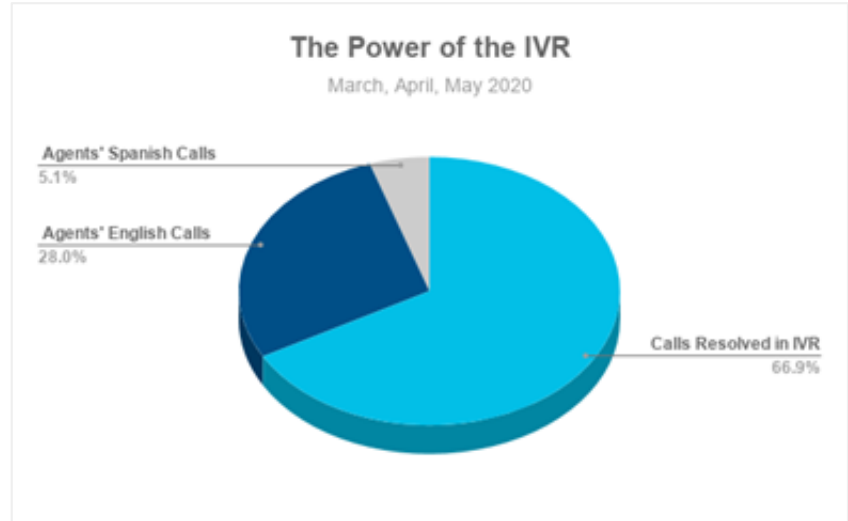
Three main challenges:

1. Volume surge
2. Staffing
3. Content gaps



Contact Center Challenge: Volume Surge

- Surge on USA.gov and State Department lines
- Self Service Messaging
 - Emergency IVR
 - Contact-us page
- Hired agents



Contact Center Challenge: Staffing

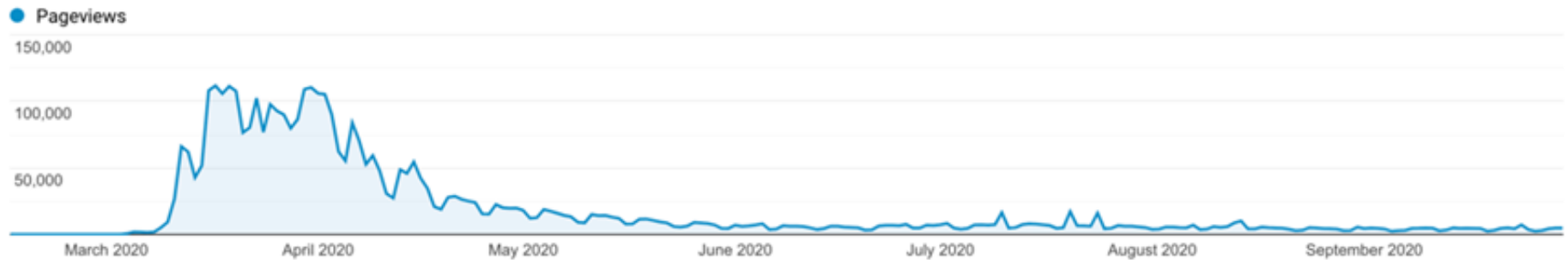
- Shelter-in-Place restrictions vs. brick and mortar operations
- Authorized overtime
- Relaxed HSPD-12 Security for new hires

Contact Center Challenge: Content Gaps

- New, diverse, and ever-changing questions
- Limited content from regulatory agencies
- Curated FAQ document
 - Collected questions coming in on a daily basis
 - Wrote answers, along with guidance on tone and empathy
 - Update document with closures, due dates, forms, and links

Analytics Support

Traffic to USA.gov/coronavirus



Unique Pageviews

3.9M

Calls

147K

Chats

55K

Queries

240K

Emails
delivered

3.8M

Social Media
touchpoints

2.6M

More than 11 million COVID-19 touchpoints so far

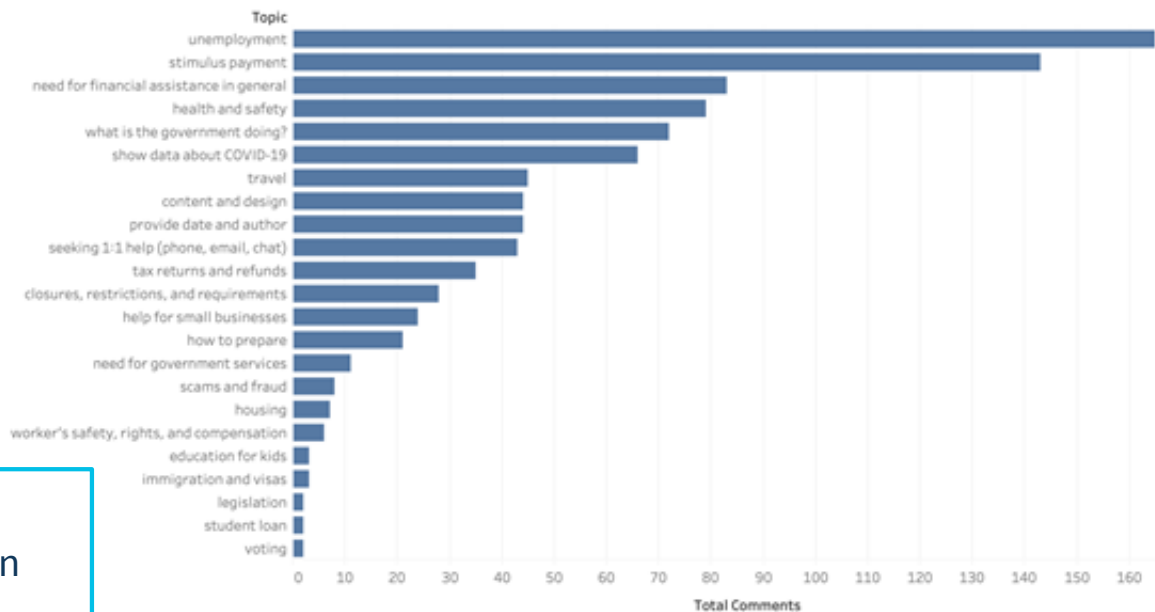
Analytics Support

65% increase in traffic to USA.gov in FY2020 and 102% increase in traffic to USA.gov/espanol in FY2020

COVID-19 Related Changes to Traffic:

- [Unemployment](#) was the #1 page on USA.gov in FY2020
- [Food Assistance](#) had 1.2 million unique pageviews, a 450% increase
- [Help with Bills](#) had nearly 1 million unique pageviews, a 148% increase

Survey Comment Topics



Sources of Qualitative Data

- Queries
- Survey comments
- Contact Center case notes
- Social media comments & questions

Main Outreach Efforts During COVID-19 Response

Aggregate content directly from agencies of authority

- Simple retweeting/sharing, mirroring their messages
- Coordinate across USAGov + federal agencies

Social listening

- Replies to our tweets, comments on Facebook posts
- Follow hashtags
- Read the news, follow press events, listen to cross-agency calls

Use all of channels to maximize reach and meet people where they are

- Facebook, Twitter, Instagram, Email outreach



Examples of Simple Original Messaging

USA.gov @USAGov · Mar 24
Follow along with the latest official guidance and updates on COVID-19 by visiting [coronavirus.gov](https://www.cdc.gov/coronavirus).



Coronavirus (COVID-19)

How to prepare and protect yourself > | What to do if you think you are sick >

Alert We have 15 critical days to slow the spread of Coronavirus. See the latest guidelines from the President and the CDC. [Learn More >](#)

USA.gov en Español @USAGovEspañol · 15h
La [#saludmental](#) es vital. Hay muchos recursos para buscar apoyo, tratamientos e información. ¡Comparte esta información! bit.ly/2yr4Vvp



SALUD MENTAL

USA.gov en Español @USAGovEspañol · 26 March at 17:00
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). <https://bit.ly/2Ja9iCf>

Online learning, also known as distance education, is an excellent way to experience America's education system without leaving home. Access here to a variety of individual programs and courses. <https://bit.ly/2Ja9iCf>

Hide original · Rate this translation



USA.gov @USAGov · Mar 24
Feeling depressed or distressed? Remember, you're not alone. Call 1-800-273-TALK (8255) to be connected to a trained, caring counselor. bit.ly/2UAZ2Aa



NATIONAL SUICIDE PREVENTION LIFELINE
1-800-273-TALK (8255)
[SuicidePreventionLifeline.org](https://www.SuicidePreventionLifeline.org)

USA.gov @USAGov · 29 March at 17:00
Health fraud can be found everywhere, promising help for those with common health issues like weight loss, memory loss, and joint pain, or even others with serious conditions or illnesses. Health scams can involve selling drugs, devices, or supplements that have not been proven effective. Keep in mind - if it sounds too good to be true, it's probably a scam. At best, these scams don't work. At worst, they're dangerous. Protect yourself from health scams and fraud. <https://bit.ly/2WG7gp5>



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

BT:BY
Miracle Health Claims
Cure-alls tend to cure nothing, but that doesn't mean they're safe.

Get the latest updates to spot, stop, and avoid scams at Consumer.FTC.gov.

#MBCConsumer2020



Whether you're looking for a real-life marketing campaign for your business, or trying to avoid potential scams, Consumer.FTC.gov is the right place to prepare yourself and your business.

If you have any questions about whether your activity is just what it appears to be, contact us at our toll-free number, 1-877-FTC-HELP (3827).

FTC advisory about illegal "Miracle Health Claims" <https://www.ftc.gov/press-release/2020/03/03>

Examples of Social Media Aggregation

You Retweeted
Federal Student Aid @FAFSA

Students, we know #coronavirus (COVID-19) has raised a lot of questions about what happens now with your financial aid. We're here to help. [Learn more at StudentAid.gov/coronavirus.](#)



SCHOOL ATTENDANCE DURING CORONAVIRUS (COVID-19)

- 1. Can self-reported and other school records show up to school as if they had been attending in person?
- 2. Can schools report attendance as if students were in person even if they were not?

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You Retweeted
CDC @CDCgov - Mar 25

#HCPs: Is the stress of the #COVID19 outbreak affecting your ability to care for your family and patients? See how to keep yourself healthy during this time: bit.ly/29UVA6L



CORONAVIRUS DISEASE 2019 (COVID-19)

[CDC.gov](https://www.cdc.gov) [CDC.gov/COVID19](https://www.cdc.gov/covid19)

37 171 545

You Retweeted
GSA @USGSA - Mar 25

Check the status of GSA managed federal facilities at gsa.gov/facilitystatus.

#Coronavirus #COVID19



gsa.gov/facilitystatus

Check the status of GSA managed federal facilities.

1 2 5

You Retweeted
Travel - State Dept @TravelGov - Mar 23

U.S. citizens - enroll in STEP to receive the most up-to-date Alerts, if you are in an Emergency call 1-888-457-4747 (U.S. and Canada) or 1-202-501-4444 (from overseas). www.kjwp5.com/TX2

U.S. Citizens Everywhere Please enroll in step.state.gov to receive alerts & ensure you can be located in an emergency.	U.S. Citizens in an Emergency? Call 1-888-457-4747 (U.S. & Canada) or +1-202-501-4444 (overseas) or contact the nearest embassy/ travel.state.gov
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3 44 14

You Retweeted
CDC @CDCgov - Mar 23

Together we can help stop the spread of coronavirus. Learn ways to protect yourself and others at [cdc.gov/covid19](https://www.cdc.gov/covid19). #COVID19



179 124 224

USA Gov en Español Retweeted
IRS en Español @IRSenEspañol - 20h

Si presentó su declaración de impuestos en 2019 al IRS y programó un pago para el 15 de abril, el pago NO se reprogramará automáticamente el 15 de julio de 2020. Más información sobre cómo reprogramar su pago con preguntas y respuestas en: www.irs.gov/es/coronavirus



Para reprogramar o cancelar un pago de impuestos, consulte las preguntas y respuestas del IRS sobre plazos de presentación y pago.

[IRS www.irs.gov/es/coronavirus](https://www.irs.gov/es/coronavirus)

3 2 2

USA Gov en Español Retweeted
La FTC @laFTC - Mar 30

Las agencias de protección al consumidor de todo el mundo se dedican a combatir las estafas de #Coronavirus. Muchas de estas estafas cruzan las fronteras. Ayúdanos reportando las estafas internacionales a [consumer.gov](https://www.consumer.gov) #consumermg



2 2 3

You Retweeted
TSA @TSA - Mar 23

If you choose to fly within the US or internationally, check out the latest guidance from @CDCgov on traveling during the current #COVID19 health crisis: [cdc.gov/coronavirus/2019-ncov/travelers](https://www.cdc.gov/coronavirus/2019-ncov/travelers)



COVID-19 Health Resources for Travelers

www.cdc.gov/coronavirus/2019-ncov/travelers

5 54 54

Want to learn more?

Explore our channels for the real-time experience:

- [USA.gov](https://www.usa.gov) and [USA.gov/espanol](https://www.usa.gov/espanol)
- [@USAGov](https://twitter.com/USAGov) [@USAGovEspanol](https://twitter.com/USAGovEspanol) on Twitter
- [@USAGov](https://www.facebook.com/USAGov) [@USAGovEspanol](https://www.facebook.com/USAGovEspanol) on Facebook
- [@USAGov](https://www.instagram.com/USAGov) on Instagram
- [USA.gov/contact](https://www.usa.gov/contact)
- [Blog.USA.gov](https://blog.usa.gov)

Any questions after today's session? Email us at USAMarketing@gsa.gov.

Any Questions?