



**U.S. GOVERNMENT  
ACCOUNTABILITY OFFICE**

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What We Do And How We Share Our Message

# Presentation Overview

## 1. GAO's Role

- Supporting Congress
- Our Work (reports and more)

## 2. How to Follow Our Work

- GAO.gov
- Email updates/RSS
- Social and digital media

## 3. The Watchdog Report (podcast)

## **GAO 100<sup>th</sup> Anniversary**

### **Legislative branch agency**

- Work directly for Congress to track how taxpayer dollars are spent
- We do not “market” our work in the traditional sense
- Our work is widely used by the press and the public

**Produce about 1,000 reports and testimonies each year**

### **Other responsibilities:**

- Bid protest decisions
- CG appointments to Health Care review panels
- FraudNet

# GAO Reports

- **How they originate:**
  - 70% from congressional requests
  - 20% from legislative mandates
  - 10% at the authority of the Comptroller General
  
- **How they are released:**
  - In PDF form on [GAO.gov](https://www.gao.gov)
  - Distributed via our Daybook email
  - Social media

# Some of Our Most Downloaded Reports of 2020

- CARES Reports (most recent, Sept. 21)
  - Learn more: [gao.gov/coronavirus](https://gao.gov/coronavirus)
- Legal decision on Ukraine Security Assistance (Jan. 16)
  - Learn more: [gao.gov/products/D21272](https://gao.gov/products/D21272)
- Legal decision on DHS appointments (Aug. 14)
  - Learn more: [gao.gov/products/B-331650](https://gao.gov/products/B-331650)
- Annual report on the Nation's Fiscal Health
- Annual report on government efficiency (DOF)

## How to Follow Us

- **GAO.gov**
  - Homepage for latest
  - Search
  - Browse by topic
  - Mobile site and app
- Daybook email
- RSS feeds
- Social media
- Podcasts
- Video chats



### Recent Reports & Testimonies



#### Budget & Spending

Education Should Take Immediate Action to Address Inaccuracies in Federal Restraint and Seclusion Data [Reissued with revisions on July 11, 2019.]

GAO-19-51  
Published: Dec 14, 2018. Publicly Released: Dec 14, 2018.



#### Information Technology

U.S. Imports, 2016-2018  
GAO-19-53

Published: Dec 14, 2018. Publicly Released: Dec 14, 2018.



#### Budget & Spending

Government-Wide Inventory of Accounts with Spending Authority and Permanent Appropriations, Fiscal Years 1995 to 2015

GAO-19-54  
Published: Dec 14, 2018. Publicly Released: Dec 14, 2018.

## Follow us! GAO on Digital and Social Media

● **2009:** GAO joins Twitter

● **2010:** GAO starts the Watchdog Report (podcast)

● **2011:** GAO joins Facebook and Flickr

● **2013:** GAO joins LinkedIn

● **2014:** GAO starts the WatchBlog

● **2020:** GAO joins Instagram



# GAO's Podcast



## Overview

- Started in 2010
- Over 500 episodes
- Unscripted conversations with GAO experts about new work.



# Formats



- Short, 5-7 min
- Covers 1 or 2 new reports



- Longer, 12-25 min
- Covers a portfolio of work or trending topic

## How we make the podcast...

- Sit down with directors to discuss their reports, what they want people to know.
- Record 2 weeks before release
- 10-20 minute conversation = 5-6 minute podcast
- Aim for 5-10 episodes per month



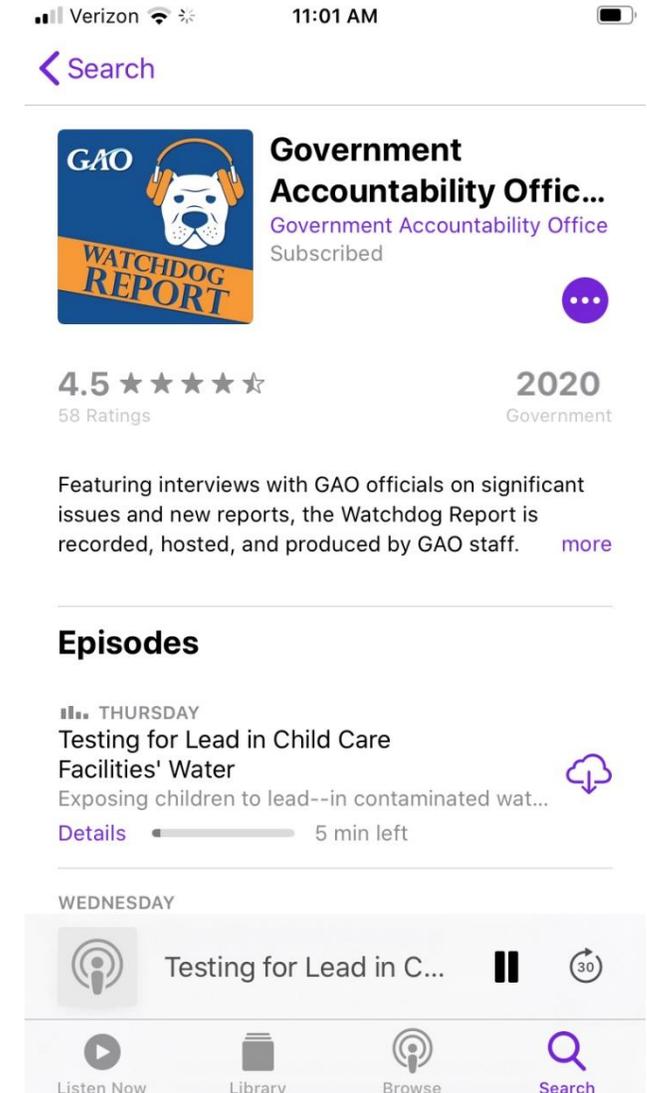
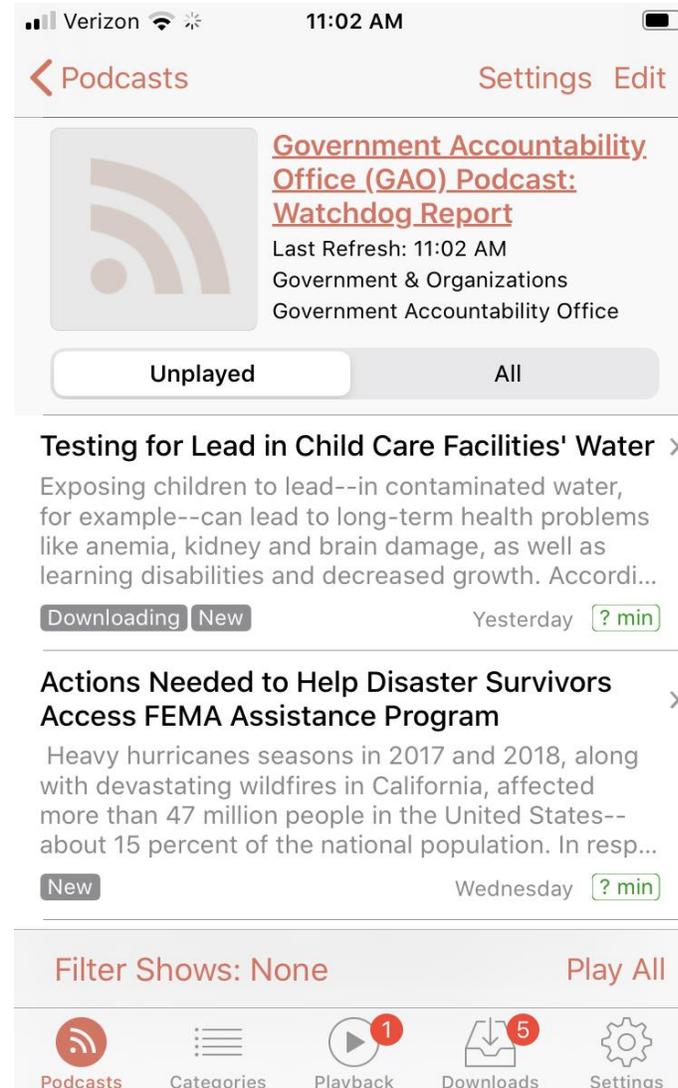
# Recent Podcasts

## 10 podcasts in September

- Sept. 14: How USDA helps farmers impacted by trade disruptions and tariffs
- Sept. 21: GAO's audit of the federal response to COVID-19
- Sept. 29: Protecting facilities that have hazardous chemicals from internal and external threats
- Sept. 30: How FEMA can improve its outreach and aid to disaster survivors

## Listenership...

- About 1,000 listens each
- September had about 6,000 listens\*
- Nearly 200,000 listens since we started current data collection approach
- 90% of listeners in the U.S.
  - English, French-speaking countries were the majority of other listeners.
- iPhone users are our largest group
  - itunes
  - Apple Podcasts



# How you can listen!

- Major podcast platforms
  - Apple Podcasts
  - RSS feeds
- Social Media/Links
  - Facebook
  - Twitter
- GAO.gov/multimedia



The screenshot shows the top navigation bar of the GAO website. On the left is the GAO logo and the text "U.S. Government Accountability Office". On the right is a search bar with the placeholder text "Keyword or Report #" and a magnifying glass icon. Below the search bar is the text "Advanced Search". A horizontal menu below the search bar contains five items: "Reports & Testimonies", "Bid Protests & Appropriations Law", "Key Issues", "About GAO", and "Multimedia".

#### Multimedia:

[Video Gallery](#) [Podcast Gallery](#)



#### GAO - Watchdog Report

Featuring interviews with GAO officials on significant issues and new reports, the Watchdog Report is recorded, hosted, and produced by GAO staff.

#### Subscribe to the podcast:

Subscribe to the Watchdog Report through iTunes or the RSS feed:



Or copy and paste the URL into a podcasting tool:

PODCAST ARCHIVE: [2020](#) | [2019](#) | [2018](#) | [2017](#) | [2016](#) | [2015](#) | [2014](#) | [2013](#) | [2012](#) | [2011](#) | [2010](#)

Displaying recently issued GAO Podcasts

[Testing for Lead in Child Care Facilities' Water](#)

THURSDAY, OCTOBER 1, 2020

[Actions Needed to Help Disaster Survivors Access FEMA Assistance Program](#)

WEDNESDAY, SEPTEMBER 30, 2020

**Thank you for listening!**

**Questions?**