

The DOE/ESS Website & Social Media

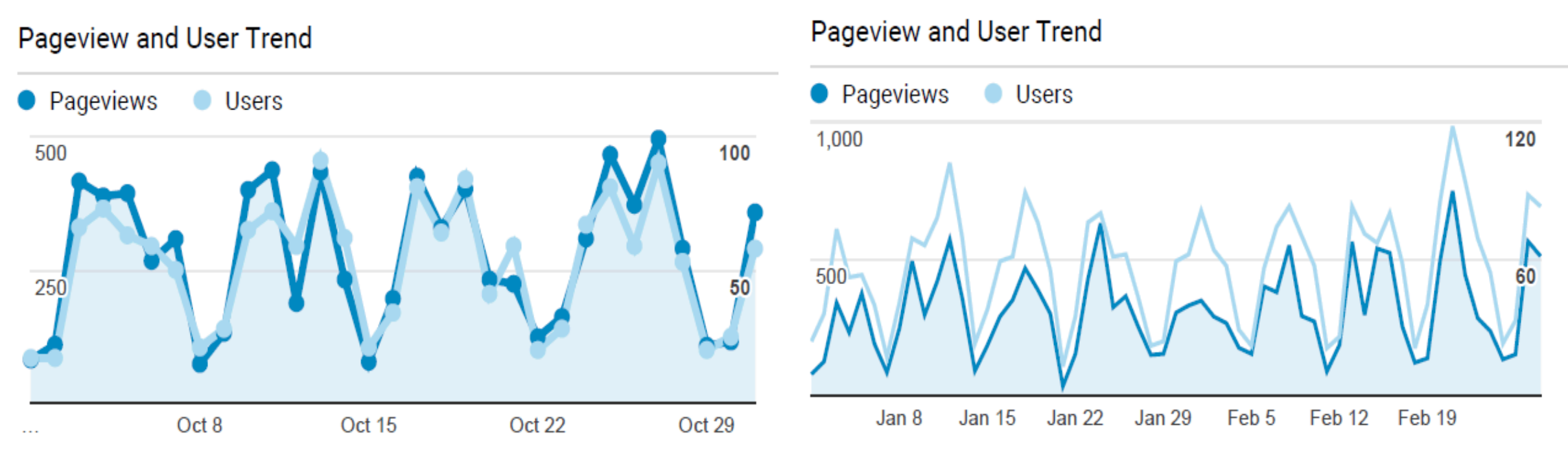
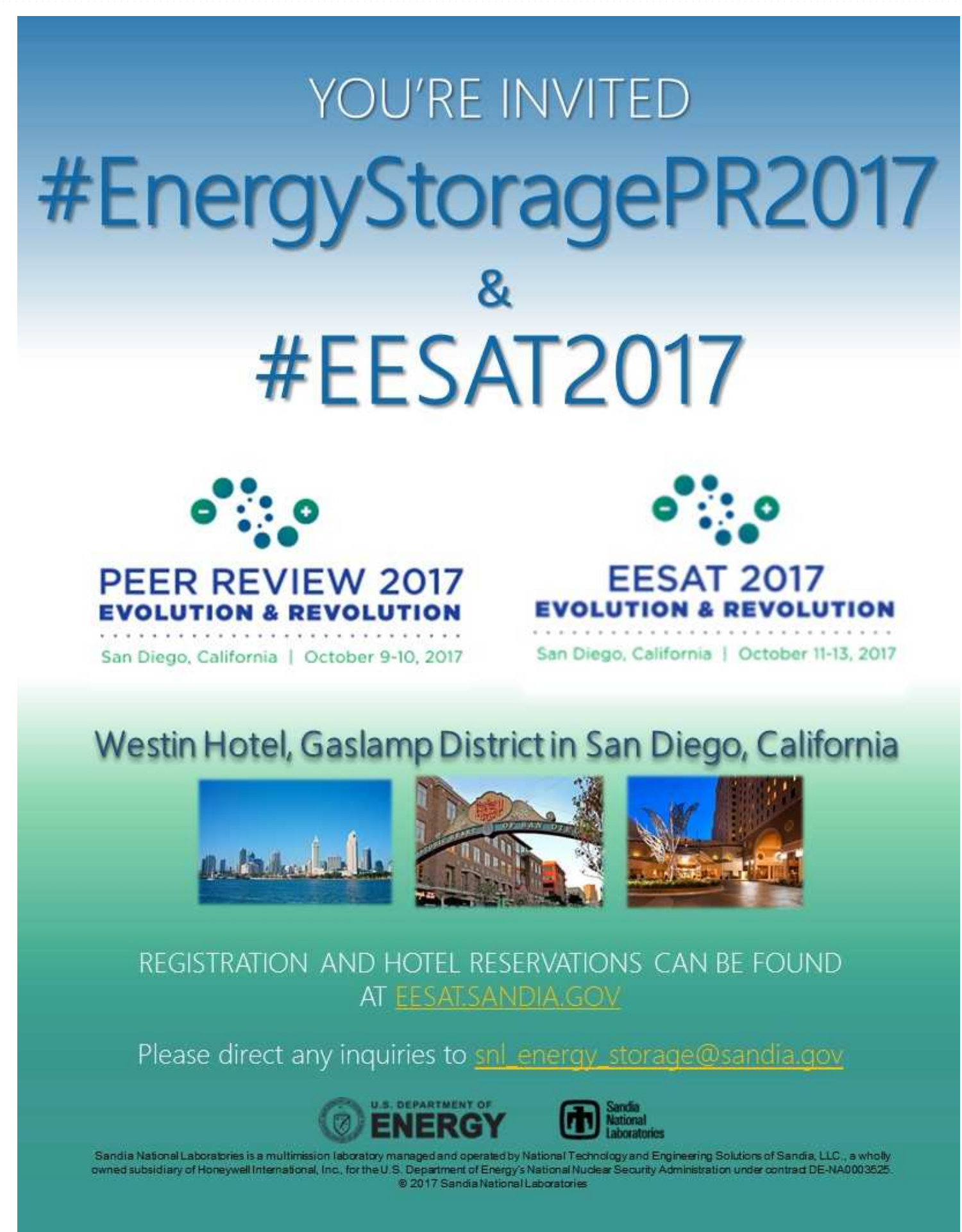
Cris Romero

Through maintaining and updating the DOE/ESS Website we can see numbers in hits, views and downloads increase. Energy Storage Handbook averages at 6 downloads per day (early 2017.) The daily average is at a steady increase in March/April 2017. Similar trends are also seen in average session times and "New Visitors" with increases from 2016 to 2017.

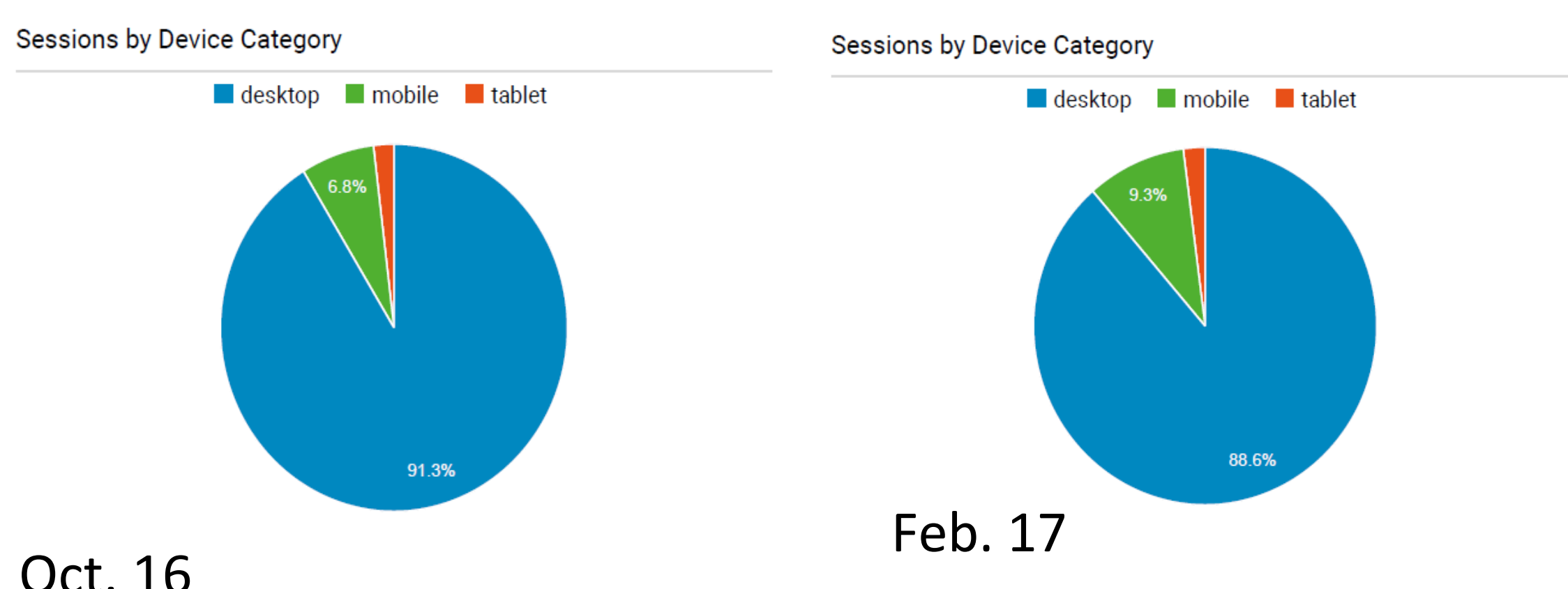
One goal was to make the 2017 Peer Review & EESAT Conference accessible to people of all ages. In order to create a pipeline of members from students to professionals, it is important for students of all levels to be involved. Another goal is to recruit students at a large technical conference.

We also see an increase in page view and users from 2016 to 2017. Page views on important sites nearly double such as Publications, Journal Articles and Conference Archives.

Reaching and mobilizing undergraduate and graduate students relied heavily on social media tactics. Engaging with students through the web allowed for a broad reach of individuals. By utilizing social media we are able to disseminate materials more efficiently and cost effectively.



Small trends show changes in how sessions are accessed. There is a slight decrease in access through desktop from and a slight increase in mobile access 2016 to 2017



Creating an official hashtag, #EESAT 2017, allows for participants to join conversations online and stay connected



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