



Topics: Social Media

## 72% of Americans get a response from government inquiries via social media

May 20, 2014 | By Molly Bernhart Walker

**SHARE** Thirty percent of U.S. citizens using social media to interact with the federal government sought to ask a question, with only 72 percent receiving a response from an agency, says a new report from J.D. Power.



**Tweet** Among those who did get a response, 70 percent said the contact offered to assist them with other issues and 56 percent were offered additional services, says the report. The study surveyed more than 2,600 U.S. citizens who interacted with the federal government via agency and department social media channels from November 2013 to February 2014.

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On a 1,000-point scale, respondents ranked social media interactions with the federal government at an average of 802 for servicing engagements and 711 for marketing engagements. The report notes that NASA ranked especially high for both types of interaction.

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Agencies use Facebook the most and for marketing and servicing. YouTube is the second most used channel for marketing while Twitter is the second most used for servicing, says the report.

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Citizens are also using social media to gather information, with 47 percent using social media to get information about laws and regulations.

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