

Hangouts



Events



Photos



Circles



Local



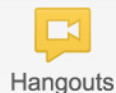
White House Hangouts

The Obama administration uses Google+ Hangouts On Air to drive citizen engagement around major policies and initiatives.



The big idea

The White House wanted a unique way to engage Americans online around policy issues and initiatives, and expand its reach. With Google+ Hangouts On Air, the White House was able to connect directly with citizens in a series of online video conversations. Each Hangout connected senior administration officials and Americans from across the country for a face-to-face policy discussion, broadcast live across the web.



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How-to Guide: The White House Hangout on Mortgage Refinancing

- The White House announced Secretary of Housing and Urban Development Shaun Donovan as their featured participant, sparking national interest around the Hangout.
- To reach a larger audience, the White House partnered with online real estate leader [Zillow](#) to moderate and promote the Hangout.
- The White House attracted additional viewers with a [blog post](#), [callout video](#), and [posts](#) across all [social media platforms](#).
- The Hangout was live-streamed on [Google+](#), [YouTube](#), and [WhiteHouse.gov](#). Afterwards, the videos were made available for sharing on YouTube.

"Hangouts on Google+ are another tool in our arsenal... being able to stream our Hangouts live allows us to reach beyond just the Hangout participants and have an additional audience of viewers."



Kori Schulman

Director of Online Engagement, Office of Digital Strategy, The White House

▶ [Watch the White House Hangout series](#)

The Impact



700,000
Total Views

Google+ Hangouts help the White House connect with more Americans on the issues that matter most to them. Their live [Hangout with Secretary of Housing and Urban Development Shaun Donovan](#) attracted 70,000 concurrent online viewers, with even more streaming the video afterwards on YouTube and Google+. Overall, White House Hangouts uploaded to YouTube have received more than 700,000 total views.