

What's all the Buzz About CDC Social Media?

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Office of the Director

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CDC Social Media Tools



Blogs



Facebook



Flickr



Twitter



RSS



YouTube



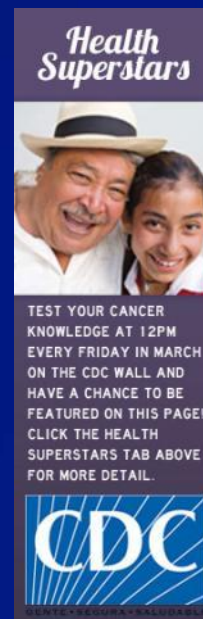
Widgets



Mobile

Social Media at CDC

- ❑ **11 current Facebook profiles**
 - Reach: 150,000
- ❑ **28 Twitter profiles**
 - Reach: 1.6 Million
- ❑ **Text messaging:**
 - Reach: 14,000
- ❑ **Blogs**
- ❑ **YouTube channel**
- ❑ **Flickr gallery, widgets, badges, buttons, podcasts, challenges and contests**



Join CDC's VetoViolence Live Chat on Twitter

Time: Wednesday, April 20, 2011 at 3:00 pm - 4:00 pm EST
Twitter: @CDCInjury
Twitter Hashtag for Event: #VetoViolence

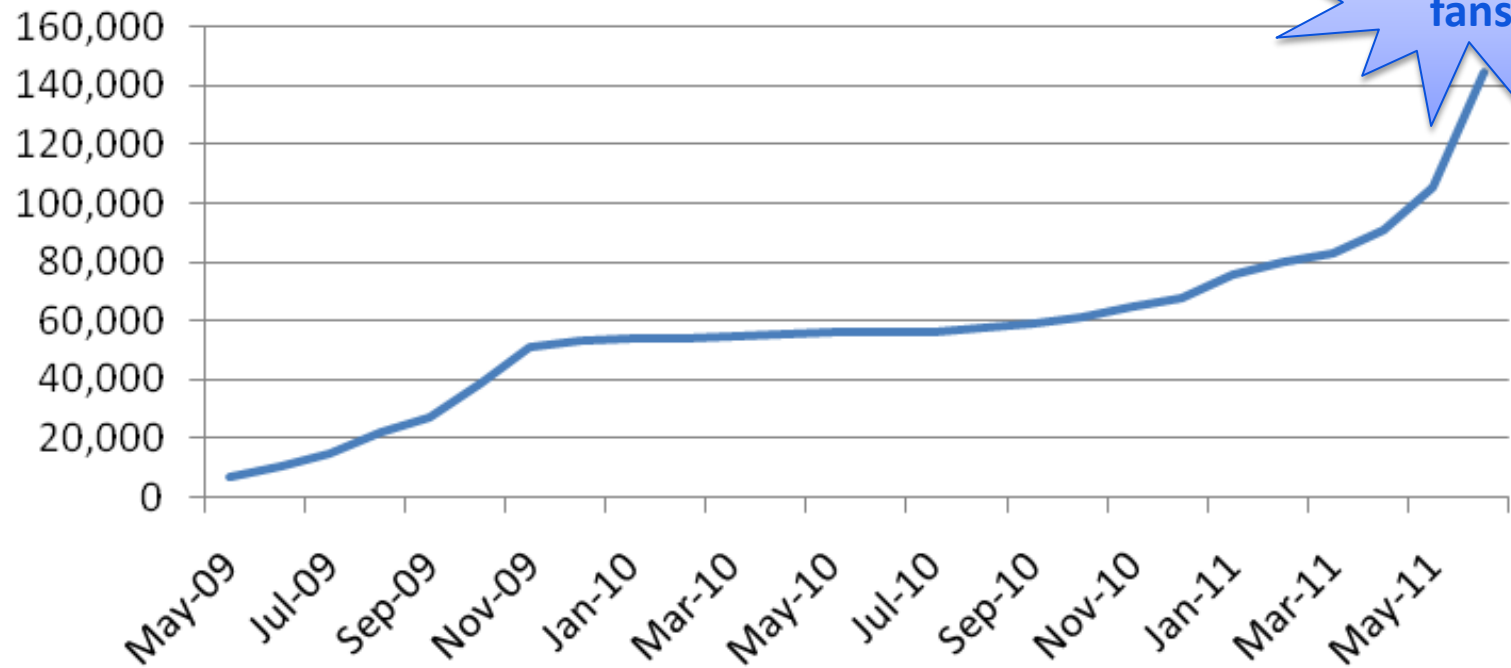
Facebook

- ❑ Launched May 2009
- ❑ 144,305 fans as of June 16, 2011
- ❑ 3-5 posts per day

The image shows a screenshot of the CDC's Facebook page. The page header includes the Facebook logo and a search bar. The CDC logo is prominently displayed at the top left, with the tagline "SAFER • HEALTHIER • PEOPLE™" and the text "CDC 24/7: Saving lives, protecting people, reducing health costs". Below the logo is a navigation menu with options like Wall, Info, Welcome, CDC, Vital Signs, Sexual Health, Comment Policy, Photos, and More-. The "About" section states "CDC is dedicated to protecting health & promoting quality of life through p..." and shows "143,952 people like this". A "Likes" section lists several organizations: World Health Organization (WHO), CDC Tobacco Free, CDC Health Partners Outreach, and CDC Foundation. The main content area features a large graphic with a globe and the text "Protect Your Health! Join the conversation to get the latest health information from the Centers for Disease Control and Prevention (CDC)". There are several circular images showing people in various health-related settings. A red arrow points to a "Like our page!" button. Below the main graphic are social media links for Twitter, YouTube, and Flickr. At the bottom, there are three promotional banners: "VitalSigns™ Learn Vital Information on Foodborne Illness", "For health alerts on your mobile phone Text HEALTH to 87000", and "HEALTH & SAFETY TOPICS CDC ON FACEBOOK".

CDC Facebook Fans

CDC Facebook Fans
May 1, 2009 - June 16, 2011



**144,305
fans**

CDCgov Twitter

- ❑ Launched May 2010
- ❑ 35,579 followers as of June 16, 2011
- ❑ 4-6 posts per day, plus retweets

The screenshot displays the Twitter profile for CDC.gov (@CDCgov). The profile includes the CDC logo, the name 'CDC.gov', the handle '@CDCgov', and the location 'Atlanta, GA'. The bio reads: 'Your source for up-to-date, credible health and safety information from the U.S. Centers for Disease Control and Prevention.' and the website 'http://www.cdc.gov' is listed. The user is currently 'Following' the account. The 'Tweets' tab is selected, showing a list of recent tweets from CDC.gov. The tweets include announcements about Grand Rounds on Child Maltreatment, the National #Prevention Strategy, a press briefing on the new National #Prevention Strategy, positive parenting advice, and information about child maltreatment prevention and TB cases.

twitter Home Profile Messages

CDC.gov
 @CDCgov Atlanta, GA
 Your source for up-to-date, credible health and safety information from the U.S. Centers for Disease Control and Prevention.
 http://www.cdc.gov

✓ Following

Tweets Favorites Following Followers Lists

CDC.gov CDC.gov
 Just 30 more minutes until CDC's next Grand Rounds on Prevention of Child Maltreatment, 6/16/11, 1 pm EDT
 go.usa.gov/W5g
 28 minutes ago

CDC.gov CDC.gov
 The National #Prevention Strategy is here! Read the full National Prevention Strategy here: go.usa.gov/W5Z
 48 minutes ago

CDC.gov CDC.gov
 Happening NOW! Press briefing on the new National #Prevention Strategy! Tune in now: hhs.gov/live
 1 hour ago

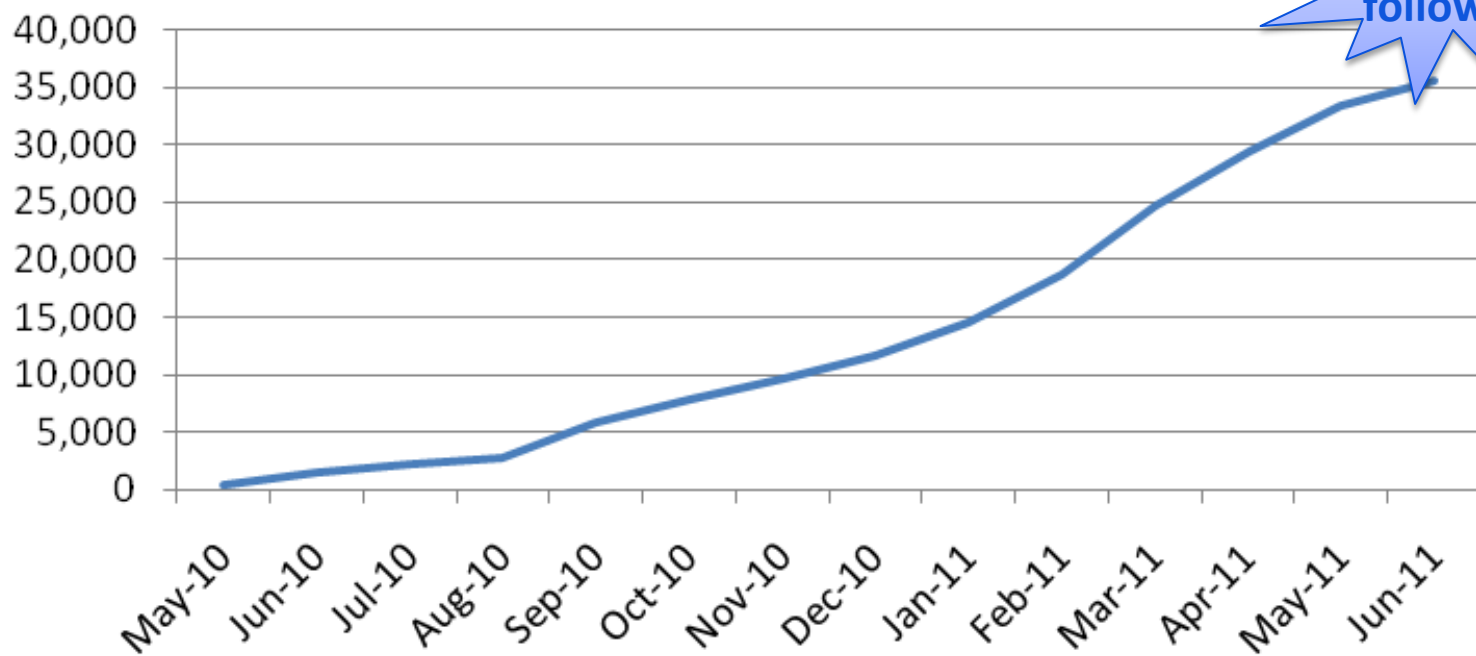
CDC.gov CDC.gov
 Positive parenting: Ask your toddler to name body parts & objects. #NCBDDD_10years. go.usa.gov/W1b
 3 hours ago

CDCInjury CDC Injury Center by CDCgov
 CDC hosts Public Health Grand Rounds on child maltreatment prevention today! Check it out here: go.usa.gov/WrE #CDCInjury
 3 hours ago

CDC.gov CDC.gov
 Did you know that there are still cases of TB in the U.S.? Get answers to 5 TB questions at: go.usa.gov/W9r
 20 hours ago

CDCgov Twitter Followers

CDCgov Twitter Followers
May 21, 2010 - June 16, 2011



35,579
followers

CDC_eHealth Twitter

- ❑ Launched August 2008
- ❑ 3-6 posts per week
- ❑ 138, 356 followers
 - 71% Female
 - 52% Aged 18-39
 - 62% Advanced Degrees
- ❑ Many public health professionals and healthcare providers follow @CDC_eHealth



Text Messaging

- ❑ Launched September 2009
- ❑ 14,000+ subscribers
- ❑ 1-3 texts are sent per week
- ❑ Health message testing and user evaluation



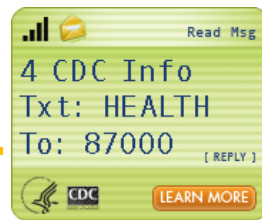
CDC's Text Channel: How it Works

Recipient's
Mobile Phones



Subscribe

Text **KEYWORD**
to **SHORTCODE**



Sign up Online

Mobile Tips & Alerts
Get tips on how to improve your health on your mobile phone.
12 msgs/mo
Msg&data rates may apply

404-555-1212

I agree to the [terms and conditions.](#)

Sign Up

[Learn more...](#)



Answer 3 optional
questions

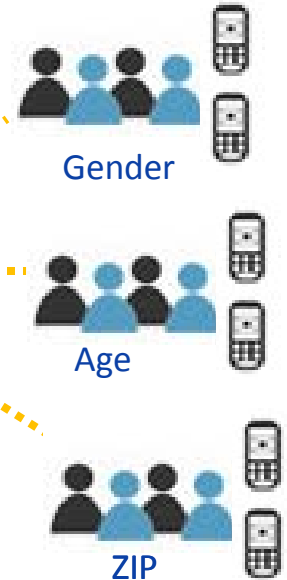
Gender
(72%)

Age
(69%)

ZIP
(64%)

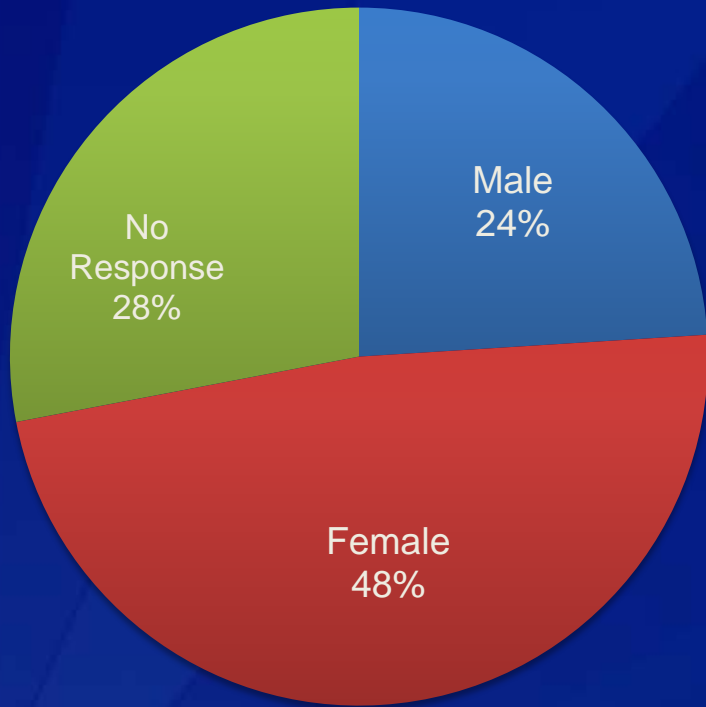


Segment into
Groups

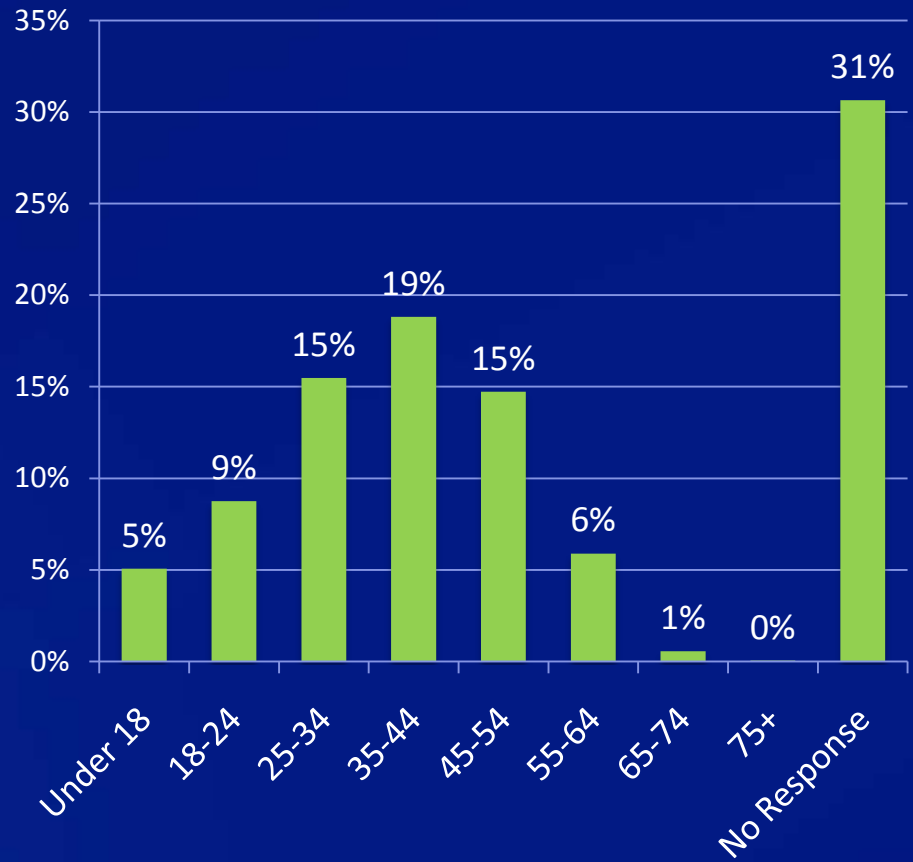


CDC Text Message Subscribers

Gender



Age



Text Messaging Survey

- ❑ Overall Satisfaction (N=2,435)
 - How would you rate UR overall satisfaction with the text messages: A) Very Satisfied, B) Satisfied, C) Dissatisfied, D) Very Dissatisfied

87% Satisfied

- How can we improve?

Actionable

Relevant

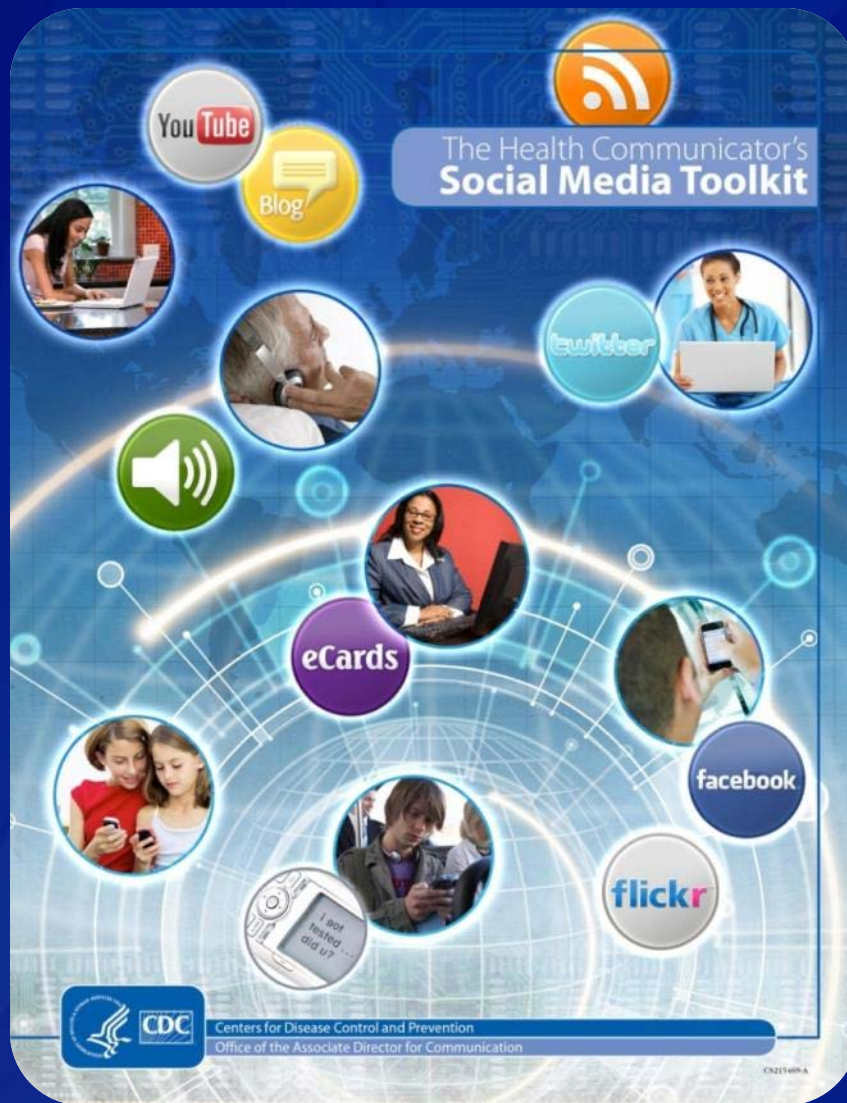


Future Directions

- ❑ Evaluate, evaluate, evaluate
- ❑ Expand to reach new audiences
 - Healthcare providers
 - Policymakers
 - Moms
 - Students
- ❑ Explore innovative and emerging tools – what's next?
 - Mobile and portable content
 - Location-based services



Health Communicator's Social Media Toolkit



PDF available at:

www.cdc.gov/socialmedia

Updates coming later this summer!

“Winnable Battle” Toolkits coming soon!

- Nutrition, Physical Activity and Obesity Social Media Toolkit









CDC Social Media Guidelines


<http://www.cdc.gov/SocialMedia/Tools/guidelines/>

CDC Social Media Tools Guidelines & Best Practices

The use of social media tools is a powerful channel to reach target audiences with strategic, effective and user-centric health interventions. To assist in the planning, development and implementation of social media activities, the following guidelines have been developed to provide critical information on lessons learned, best practices, clearance information and security requirements. Although these guidelines have been developed for the use of these channels at the Centers for Disease Control and Prevention (CDC), they may be useful materials for other federal, state and local agencies as well as private organizations to reference when developing social media tools.

Guidelines for the following tools are available:

- [Button and Badge Guidelines and Best Practices](#)  (7 pages, 245KB)
[Revised June 2010]
- [Facebook Guidelines and Best Practices](#)  (11 pages, 666KB)
- [Health-e-Card Guidelines and Best Practices](#)  (8 pages, 194KB)
[Revised June 2010]
- [Microblog Guidelines and Best Practices](#)  (8 pages, 348KB)
[Revised June 2010]
- [Motion Graphics Guidelines and Best Practices](#)  (5 pages, 327KB)
- [Text Messaging Guidelines and Best Practices](#)  (4 pages, 99KB)
[Revised June 2010]
- [Virtual World Guidelines and Best Practices](#)  (6 pages, 260KB)
- [YouTube and Online Video Guidelines and Best Practices](#)  (6 pages, 357KB)
[Revised June 2010]

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[Revised June 2010]

Thank You!

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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