

CDC's Content API for Multi-Channel Delivery

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APIs: Definition and Use

An API is a defined way for a program to accomplish a task, usually by retrieving or modifying data.

- Twitter.com

Yahoo Developer Network offers developer tools, APIs, web services, and resources that **help developers build rich web experiences, integrate key data sources, and drive traffic.**

- Yahoo Developer Network

Maintaining Multi-channel Content



Content



Content



Content



Content



Content



Facebook



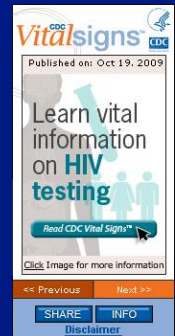
RSS



m.cdc.gov



Apps



Widgets

Maintaining Multi-channel Content with our API

Facebook



EHR



Apps



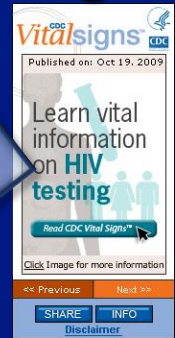
RSS

Content Services API

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Widgets



Fact Sheet

From: John Doe
To: Jane Public

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Content

New Social Networking



Games



TV/Video



Partner sites / Partner Apps



Benefits

- ❑ Ability to update multiple channels with minimal effort
- ❑ Improves ability to track changes across channels
- ❑ Promotes reuse of messages, content and creative assets
- ❑ Distributes content creation across a wide pool of sources
- ❑ Makes content reuse a self service activity for partners
- ❑ Faster time to market
- ❑ Lower development costs