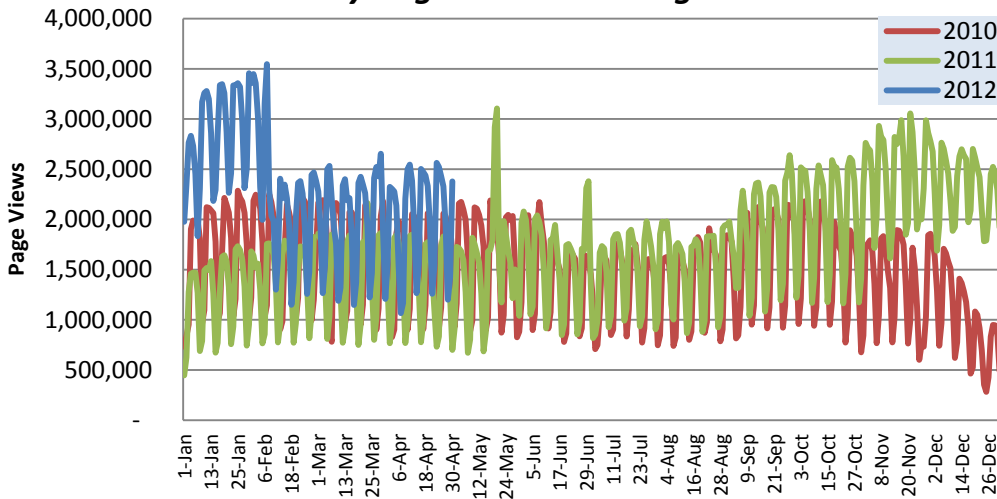


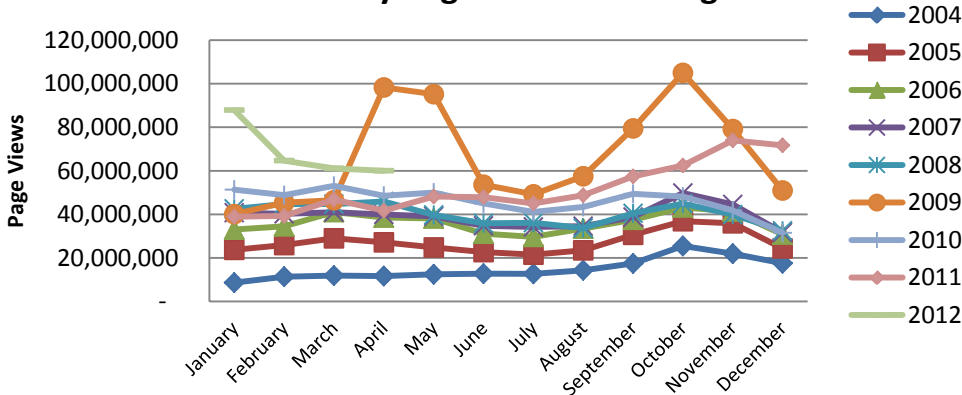
CDC.gov and Social Media Metrics: April 2012

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



Most Popular Topic Pages on CDC.gov (April 2012)

- | | |
|---|---|
| 1. Centers for Disease Control and Prevention | 8. CDC – HFMD – Overview of Hand, Foot, and Mouth Disease |
| 2. BMI: Child and Teen Calculator | 9. STD Facts – Human Papillomavirus (HPV) |
| 3. BMI: Adult BMI Calculator | 10. Vaccines: Recs/Schedules/Child Schedule |
| 4. STD Facts – Chlamydia | 11. Travelers' Health – CDC |
| 5. BMI/DNPAO | 12. CDC – Suzy's Story – Real Stories – Tips from Former Smokers – Smoking and Tobacco User |
| 6. STD Facts – Genital Herpes | |
| 7. CDC – HFMD – Home Page | |

Top CDC.gov Search Terms (April 2012)

CDC.gov Search

- | | |
|------------|-------|
| 1. Obesity | 5,888 |
| 2. Zombie | 5,517 |
| 3. HIV | 5,445 |
| 4. MRSA | 4,426 |
| 5. HPV | 4,412 |

External Search

- | | |
|----------------------------------|---------|
| 1. CDC | 291,878 |
| 2. Herpes | 164,381 |
| 3. Hand, foot, and mouth disease | 159,127 |
| 4. HPV | 118,363 |
| 5. Chlamydia | 102,633 |

Google Trends (health-related searches)

- | | |
|-------------|----|
| 1. dr | #1 |
| 2. cancer | #2 |
| 3. heart | #3 |
| 4. diabetes | #4 |
| 5. 24h | #5 |

*Top search terms include keywords used on the CDC.gov search engine and external sites. Google Trends reflects the keywords people are searching for on a daily basis and provides insights into broad search patterns. Misspellings are intentional and reflect actual search terms.

Top Health Sites*

Government, Commercial and Non-Profit (March 2012)

- | | |
|----------------------------|-------------------|
| 1. WebMD.com: | 18.010M visitors |
| 2. NIH.gov: | 13.028 M visitors |
| 3. Nlm.nih.gov/medlineplus | 10.88M visitors |
| 4. MayoClinic.com | 8.53M visitors |
| 5. Ncbi.nlm.nih.gov/pubmed | 8.05M visitors |
| 6. Drugs.com | 7.77M visitors |
| 7. WeightWatchers.com | 4.75M visitors |
| 8. Medscape.com: | 2.97M visitors |
| 9. cdc.gov | 3.00M visitors |
| 10. menshealth.com | 1.81M visitors |
| 11. Mercola.com | 1.62M visitors |

*The unique visitor data for Top Health Sites is compiled from external sources such as Alexa.com and Compete.com and is only available on a monthly basis. Some data cannot be retrieved without additional functionality enabled.

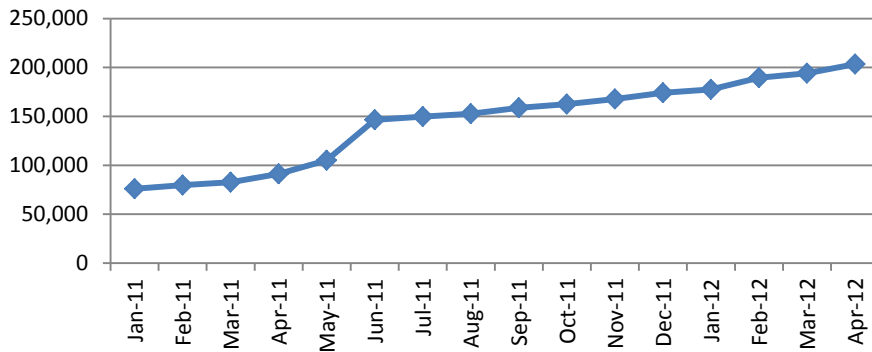
For More Information: www.cdc.gov/metrics/



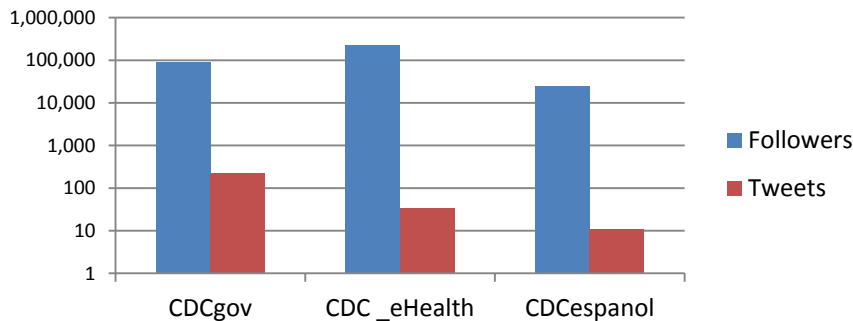
CDC.gov and Social Media Metrics: April 2012

CDC Social Media Traffic

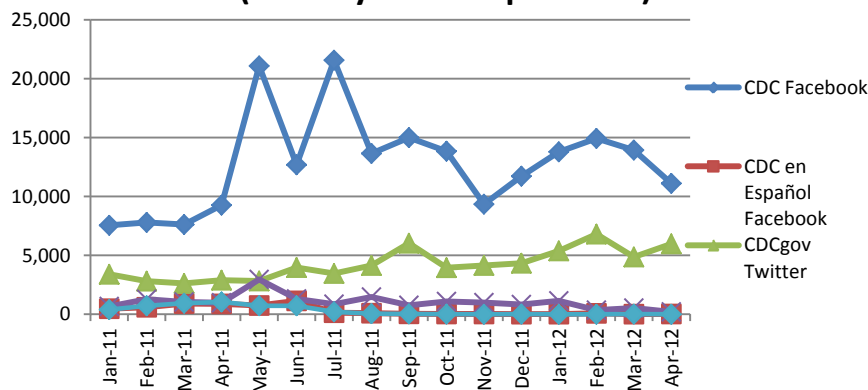
CDC Facebook Fans May 2009 - April 2012



CDC Twitter: Followers and Tweets (April 2012)



Click-throughs to CDC.gov Content from Facebook and Twitter (January 2011 - April 2012)



Top Federal Facebook Pages

as of 5/11/2012

1. U.S. Marine Corps	2,444,554 Fans
2. Marines	2,191,457 Fans
3. The US Army	1,445,877 Fans
4. The White House	1,351,237 Fans
5. National Guard	1,220,939 Fans
6. U.S. Air Force	984,136 Fans
7. NASA	892,398 Fans
8. U.S. Navy	562,448 Fans
9. U.S. Navy SEAL & SWCC Page	236,994 Fans
10. FBI – Federal Bureau of Investigation	235,943 Fans

* 12. CDC 204,674 Fans

Source: www.facebook.com/government

Top 10 CDC Facebook Pages

1. CDC	203,483
2. CDC en Español	17,131
3. Veto Violence	16,153
4. NIOSH	12,524
5. CDC Emergency	12,162
6. Heads Up Brain Injury Awareness	6,099
7. CDC Tobacco Free	4,239
8. Million Hearts	3,649
9. MMWR	2,413
10. Parents are the Key to Safe Teen Drivers	2,413

Top Federal Twitter Profiles

as of 5/11/12

1. The White House:	2,863,131 Followers
2. NASA	2,221,858 Followers
3. CDC Emergency	1,342,509 Followers
4. NASA Astrobiology Institute	917,167 Followers
5. Asteroid Watch (NASA)	868,037 Followers
6. Federal Communications Commission (FCC)	482,183 Followers
7. Department of Justice (DOJ)	467,890 Followers
8. Peace Corps	454,365 Followers
9. White House Open Gov't	448,260 Followers
10. WomensHealth.gov	417,223 Followers

* 21. CDC_eHealth

233,593 Followers

* 43. CDCgov

89,815 Followers

Source: <http://twitter.com>

For More Information: www.cdc.gov/metrics/

