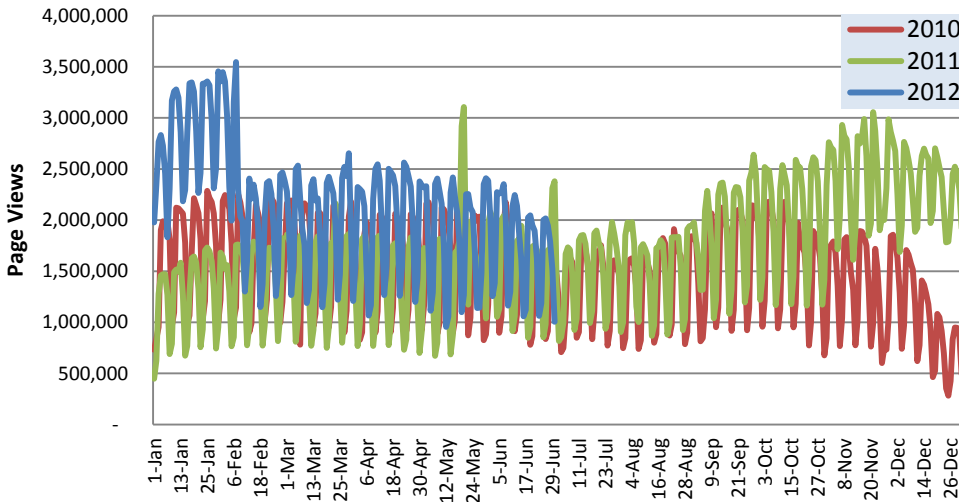


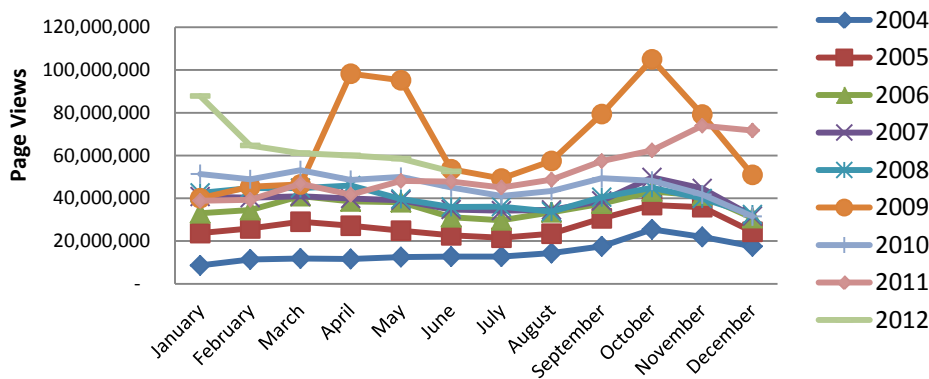
CDC.gov and Social Media Metrics: June 2012

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



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

- | | |
|---|--|
| 1. Centers for Disease Control and Prevention | 6. STD Facts – Genital Herpes |
| 2. BMI: Child and Teen Calculator | 7. STD Facts – Chlamydia |
| 3. CDC – HFMD – Home Page | 8. CDC - Office of Public Health Preparedness and Response - Zombies |
| 4. CDC – HFMD – Overview of Hand, Foot, and Mouth Disease | 9. BMI/DNPAO/CDC |
| 5. BMI: Adult BMI Calculator | 10. CDC – Vaccines – Immunization Schedules |
| | 11. STD Facts – Human Papillomavirus |
| | 12. Vaccines: Pubs/VIS/main page |

Top CDC.gov Search Terms (June 2012)

CDC.gov Search

- | | |
|------------|--------|
| 1. Zombie | 53,900 |
| 2. Zombies | 18,015 |
| 3. VIS | 5,622 |
| 4. HIV | 4,525 |
| 5. Obesity | 4,517 |

External Search

- | | |
|----------------------------------|---------|
| 1. CDC | 280,566 |
| 2. Hand, foot, and mouth disease | 245,790 |
| 3. Herpes | 180,961 |
| 4. HPV | 91,086 |
| 5. Chlamydia | 90,952 |

Google Trends (health-related searches)

- | | |
|-----------|----|
| 1. health | #1 |
| 2. dr | #2 |
| 3. cancer | #3 |
| 4. heart | #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 (May 2012)

- | | |
|----------------------------|------------------|
| 1. WebMD.com: | 18.06M visitors |
| 2. NIH.gov: | 11.83 M visitors |
| 3. Nlm.nih.gov/medlineplus | 9.97M visitors |
| 4. MayoClinic.com | 8.35M visitors |
| 5. Ncbi.nlm.nih.gov/pubmed | 7.30M visitors |
| 6. Drugs.com | 6.79M visitors |
| 7. WeightWatchers.com | 4.26M visitors |
| 8. cdc.gov | 3.30M visitors |
| 9. menshealth.com | 1.59M visitors |
| 10. Mercola.com | 1.34M 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.

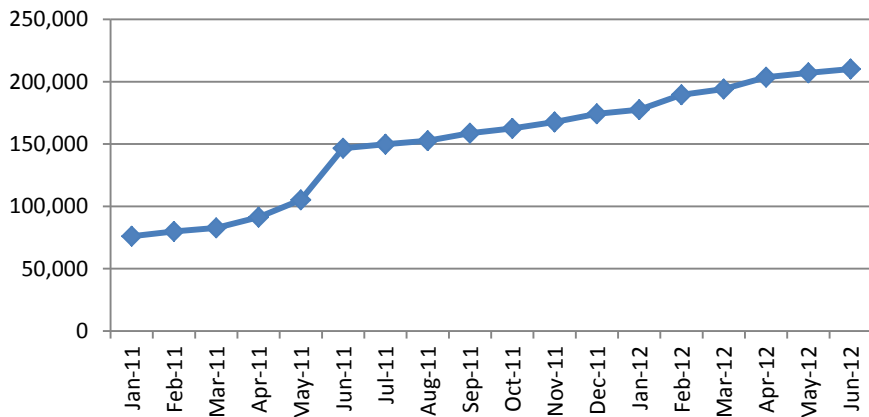
For More Information: www.cdc.gov/metrics/



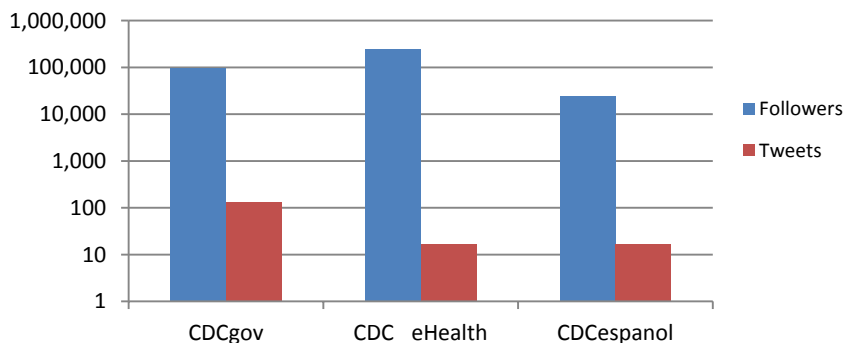
CDC.gov and Social Media Metrics: June 2012

CDC Social Media Traffic

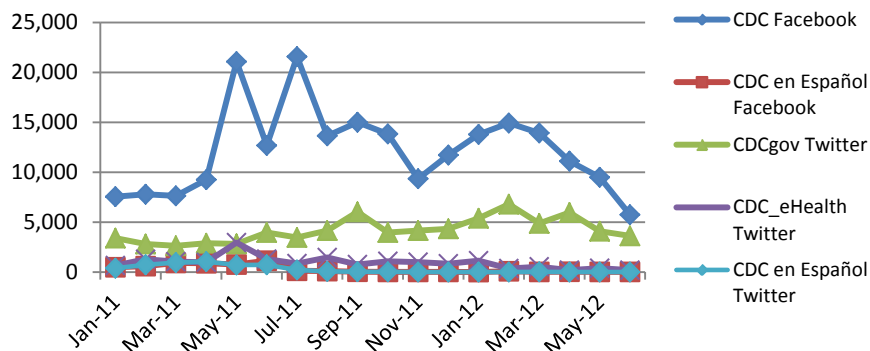
CDC Facebook Fans January 2011 - June 2012



CDC Twitter: Followers and Tweets (June 2012)



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



Top Federal Facebook Pages as of 7/2/2012

| | |
|---|----------------|
| 1. U.S. Marine Corps | 2,602,958 Fans |
| 2. Marines | 2,319,368 Fans |
| 3. The US Army | 1,515,290 Fans |
| 4. The White House | 1,382,537 Fans |
| 5. National Guard | 1,237,503 Fans |
| 6. U.S. Air Force | 1,061,571 Fans |
| 7. NASA | 976,393 Fans |
| 8. U.S. Navy | 641,316 Fans |
| 9. U.S. Navy SEAL & SWCC Page | 262,193 Fans |
| 10. FBI – Federal Bureau of Investigation | 246,197 Fans |
| * 12. CDC | 210,127 Fans |

Source: www.facebook.com/government

Top 10 CDC Facebook Pages

| | |
|--|---------|
| 1. CDC | 210,127 |
| 2. Million Hearts | 25,175 |
| 3. CDC en Español | 18,339 |
| 4. Veto Violence | 16,261 |
| 5. CDC Emergency | 13,938 |
| 6. NIOSH | 13,006 |
| 7. Heads Up Brain Injury Awareness | 6,407 |
| 8. CDC Tobacco Free | 5,725 |
| 9. MMWR | 2,602 |
| 10. Parents are the Key to Safe Teen Drivers | 2,496 |

Top Federal Twitter Profiles as of 7/2/12

| | |
|--|---------------------|
| 1. The White House: | 2,952,190 Followers |
| 2. NASA | 2,435,876 Followers |
| 3. CDC Emergency | 1,353,512 Followers |
| 4. NASA Astrobiology Institute | 914,791 Followers |
| 5. Asteroid Watch (NASA) | 883,843 Followers |
| 6. Federal Communications Commission (FCC) | 491,697 Followers |
| 7. Department of Justice (DOJ) | 477,085 Followers |
| 8. White House Open Gov't | 476,219 Followers |
| 9. Peace Corps | 462,238 Followers |
| 10. WomensHealth.gov | 440,425 Followers |
| * 20. CDC_eHealth | 246,760 Followers |
| * 44. CDCgov | 96,978 Followers |

Source: <http://twitter.com>
<http://govtwit.com>

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

