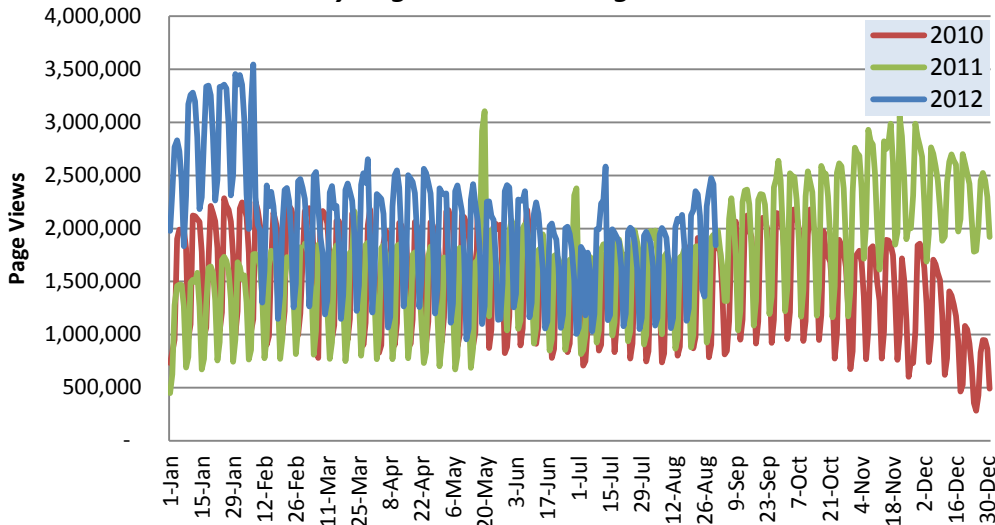


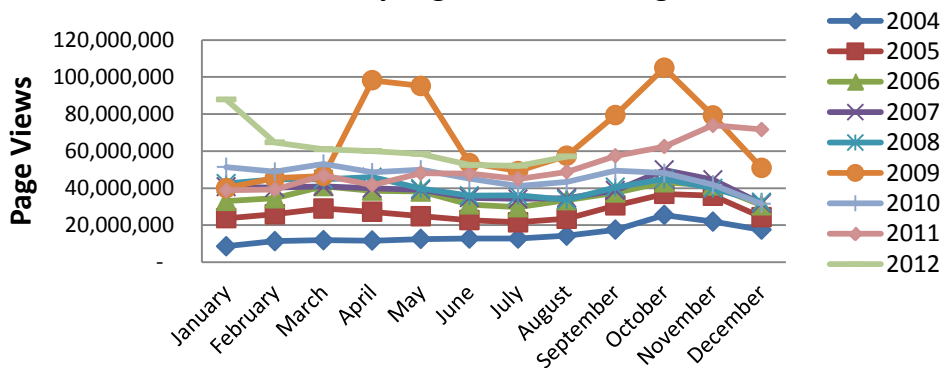
CDC.gov and Social Media Metrics: August 2012

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



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

- | | |
|---|--|
| 1. Centers for Disease Control and Prevention | 7. Vaccines: Pubs/VIS/main page |
| 2. CDC: West Nile Virus – QA: Symptoms | 8. STD Facts – Genital Herpes |
| 3. BMI: Child and Teen Calculator | 9. CDC – HFMD – Home Page of Hand, Foot, and Mouth Disease Topic |
| 4. BMI: Adult BMI Calculator | 10. STD Facts - Chlamydia |
| 5. CDC: West Nile Virus – What You Need To Know | 11. Vaccines: HOME page for Vaccines and Immunizations site |
| 6. CDC West Nile Virus Homepage | 12. CDC – Vaccines – Immunization Schedules main page |

Top CDC.gov Search Terms (August 2012)

CDC.gov Search

- | | |
|--------------------|-------|
| 1. VIS | 9,641 |
| 2. Zombie | 8,813 |
| 3. West Nile Virus | 8,369 |
| 4. West Nile | 7,601 |
| 5. Pertussis | 5,206 |

External Search

- | | |
|----------------------------------|---------|
| 1. West Nile Virus Symptoms | 542,107 |
| 2. CDC | 276,329 |
| 3. Herpes | 182,735 |
| 4. Symptoms of west nile virus | 178,237 |
| 5. Hand, foot, and mouth disease | 116,181 |

Google Trends (health-related searches)

- | | |
|--------------|----|
| 1. heart | #1 |
| 2. diabetes | #2 |
| 3. 24h | #3 |
| 4. walgreens | #4 |
| 5. bol | #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 (July 2012)

- | | |
|----------------------------|------------------|
| 1. WebMD.com: | 17.73M visitors |
| 2. NIH.gov: | 10.86 M visitors |
| 3. Nlm.nih.gov/medlineplus | 9.15M visitors |
| 4. MayoClinic.com | 7.83M visitors |
| 5. Ncbi.nlm.nih.gov/pubmed | 6.61M visitors |
| 6. Drugs.com | 6.50M visitors |
| 7. WeightWatchers.com | 4.03M visitors |
| 8. CDC.gov | 2.58M visitors |
| 9. Menshealth.com | 1.47M visitors |
| 10. Mercola.com | 1.21M 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.

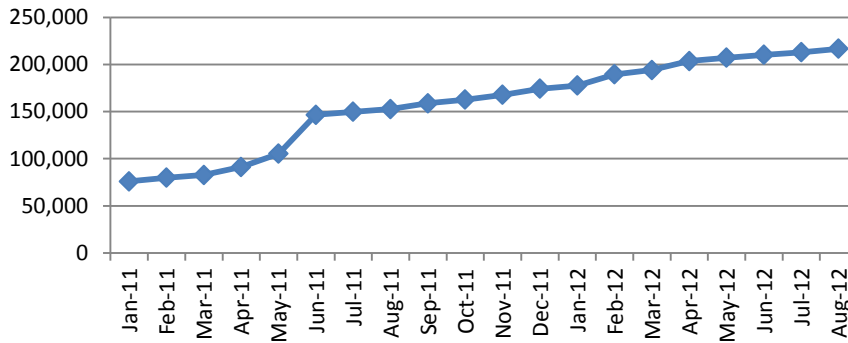
For More Information: www.cdc.gov/metrics/



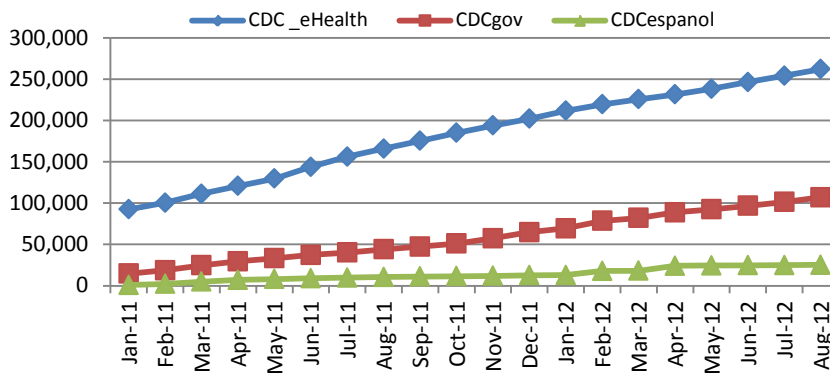
CDC.gov and Social Media Metrics: August 2012

CDC Social Media Traffic

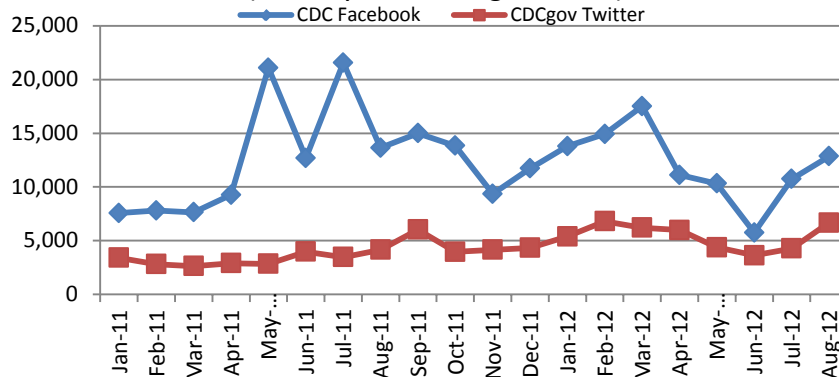
CDC Facebook Fans May 2009 - August 2012



CDC Twitter Followers January 2011 - August 2012



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



Top Federal Facebook Pages as of 9/4/2012

1. U.S. Marine Corps	2,725,764 Fans
2. Marines	2,434,743 Fans
3. The US Army	1,586,308 Fans
4. The White House	1,431,136 Fans
5. National Guard	1,251,331 Fans
6. U.S. Air Force	1,106,650 Fans
7. NASA	1,187,834 Fans
8. U.S. Navy	716,084 Fans
9. U.S. Navy SEAL & SWCC Page	287,861 Fans
10. FBI - Federal Bureau of Investigation	262,919 Fans

* 12. CDC 216,567 Fans

Source: www.facebook.com/government

Top 10 CDC Facebook Pages

1. CDC	216,567
2. Million Hearts	29,372
3. CDC en Español	19,088
4. Veto Violence	16,468
5. CDC Emergency	14,993
6. NIOSH	13,378
7. Heads Up Brain Injury Awareness	6,762
8. CDC Tobacco Free	6,395
9. MMWR	2,837
10. Parents are the Key to Safe Teen Drivers	2,566

Top Federal Twitter Profiles as of 9/4/12

1. The White House:	3,066,013 Followers
2. NASA	2,855,653 Followers
3. CDC Emergency	1,365,642 Followers
4. Asteroid Watch (NASA)	912,020 Followers
5. NASA Astrobiology Institute	909,292 Followers
6. White House Open Gov't	507,140 Followers
7. Federal Communications Commission (FCC)	500,757 Followers
8. Department of Justice (DOJ)	490,185 Followers
9. Peace Corps	479,115 Followers
10. WomensHealth.gov	470,244 Followers

* 20. CDC_eHealth 262,220 Followers
* 41. CDCgov 107,090 Followers

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

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

