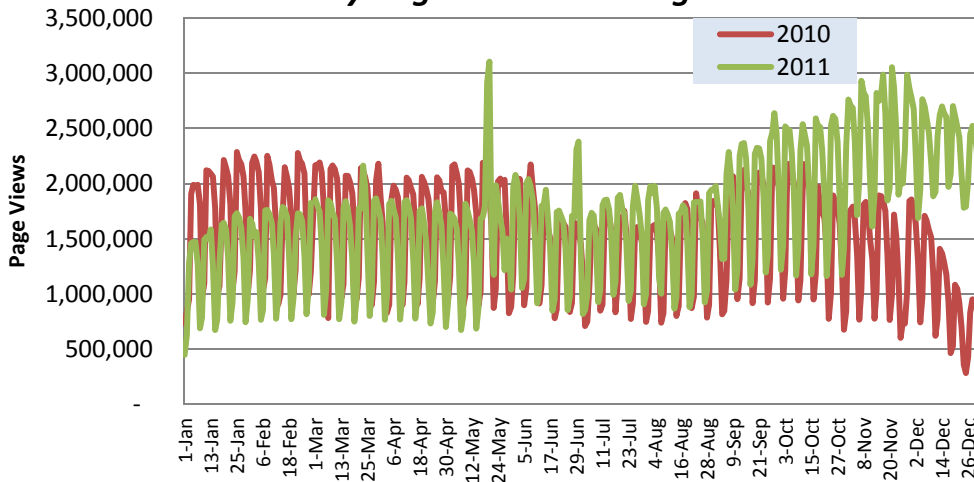


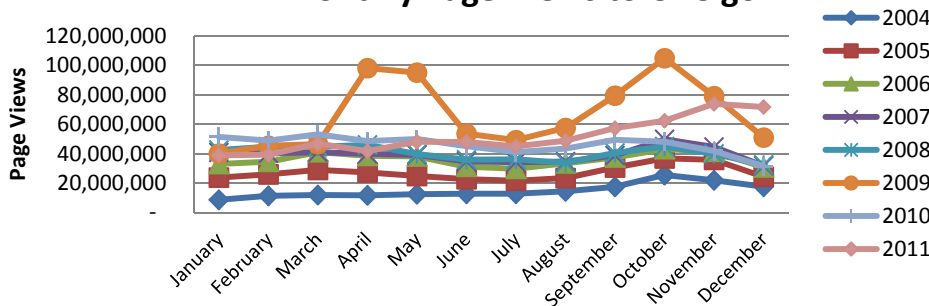
CDC.gov and Social Media Metrics: December 2011

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



Most Popular Topic Pages on CDC.gov (December 2011)

- | | |
|---|--|
| 1. Centers for Disease Control and Prevention | 6. STD Facts – Human papillomavirus (HPV) |
| 2. BMI: Child and Teen Calculator | 7. Search Results |
| 3. BMI: Adult BMI Calculator | 8. Travelers' Health - CDC |
| 4. STD Facts - Chlamydia | 9. BMI |
| 5. STD Facts – Genital Herpes | 10. Vaccines: Pubs/VIS/main page |
| | 11. Sexually Transmitted Diseases – Information from CDC |
| | 12. Genital Herpes – STD Information from CDC |

Top CDC.gov Search Terms (December 2011)

CDC.gov Search

- | | |
|------------|-------|
| 1. Zombie | 2,272 |
| 2. Obesity | 942 |
| 3. Zombies | 844 |
| 4. HIV | 799 |
| 5. HPV | 719 |

External Search

- | | |
|--|---------|
| 1. CDC | 230,800 |
| 2. Herpes | 161,332 |
| 3. HPV | 139,092 |
| 4. Chlamydia | 94,770 |
| 5. Enfermedades de transmission sexualidad | 68,686 |

Google Trends (health-related searches)

- | | |
|-------------|----|
| 1. dr | #1 |
| 2. heart | #2 |
| 3. diabetes | #3 |
| 4. nhs | #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 (November 2011)

- | | |
|-----------------------------|------------------|
| 1. WebMD.com: | 15.938M visitors |
| 2. NIH.gov: | 12.774M visitors |
| 3. Nlm.nih.gov /medlineplus | 10.47M visitors |
| 4. Ncbi.nlm.nih.gov/pubmed | 7.74M visitors |
| 5. Mayoclinic.com | 7.44M visitors |
| 6. Drugs.com | 6.87M visitors |
| 7. medscape.com: | 2.84M visitors |
| 8. WeightWatchers.com | 2.73M visitors |
| 9. cdc.gov | 2.72M visitors |
| 10. healthcentral.com | 2.04M 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.

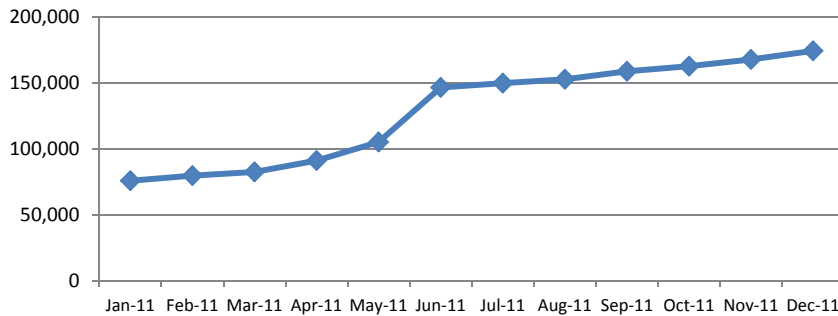
For More Information: www.cdc.gov/metrics/



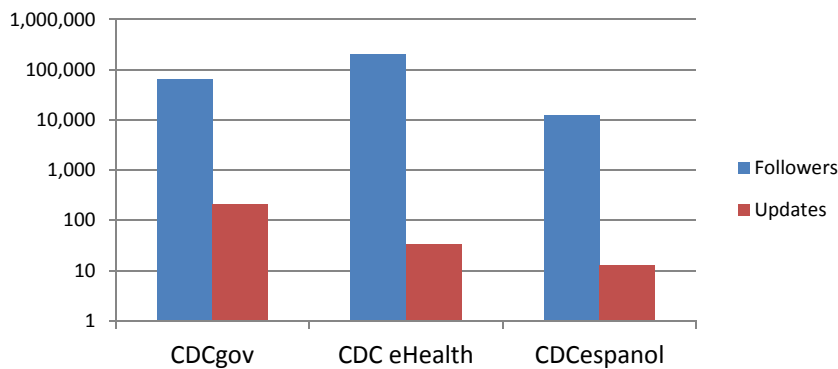
CDC.gov and Social Media Metrics: December 2011

CDC Social Media Traffic

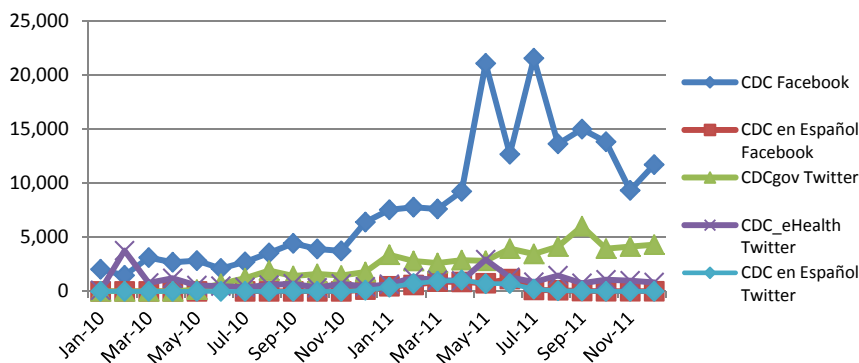
CDC Facebook Fans May 2009 - December 2011



CDC Twitter: Followers and Updates (December 2011)



Click-throughs to CDC.gov Content from Facebook and Twitter (January 2010-December 2011)



Top Federal Facebook Pages

1. U.S. Marine Corps	1,978,232 Fans
2. Marines	1,673,896 Fans
3. The White House	1,224,111 Fans
4. National Guard	1,080,895 Fans
5. The US Army	1,077,343 Fans
6. NASA	671,031 Fans
7. U.S. Air Force	616,068 Fans
8. U.S. Navy	417,100 Fans
9. U.S. Navy SEAL & SWCC Page	180,268 Fans
10. CDC	174,187 Fans

Source: www.facebook.com/government

CDC Facebook Pages

CDC Facebook Pages	_Fans
1. CDC	174,187
2. Veto Violence	14,725
3. CDC Emergency	10,694
4. CDC en Español	10,118
5. Heads Up Brain Injury Awareness	4,831
6. CDC Tobacco Free	2,863
7. Parents are the Key to Safe Teen Drivers	2,185
8. MMWR	2,117
9. CDC Health Partners Outreach	1,766
10. Million Hearts	1,141
11. CDC STLT Connection	500

Top Federal Twitter Profiles

1. The White House:	2,573,158 Followers
2. NASA	1,716,880 Followers
3. CDC Emergency	1,325,645 Followers
4. NASA Astrobiology Institute	933,664 Followers
5. Asteroid Watch (NASA)	823,480 Followers
6. Federal Communications Commission (FCC)	460,442 Followers
7. Department of Justice (DOJ)	445,733 Followers
8. Peace Corps	431,231 Followers
9. White House Open Gov't	368,098 Followers
10. WomensHealth.gov	347,027 Followers
* 20. CDC_eHealth	202,226 Followers
* 44. CDCgov	64,876 Followers

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

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

