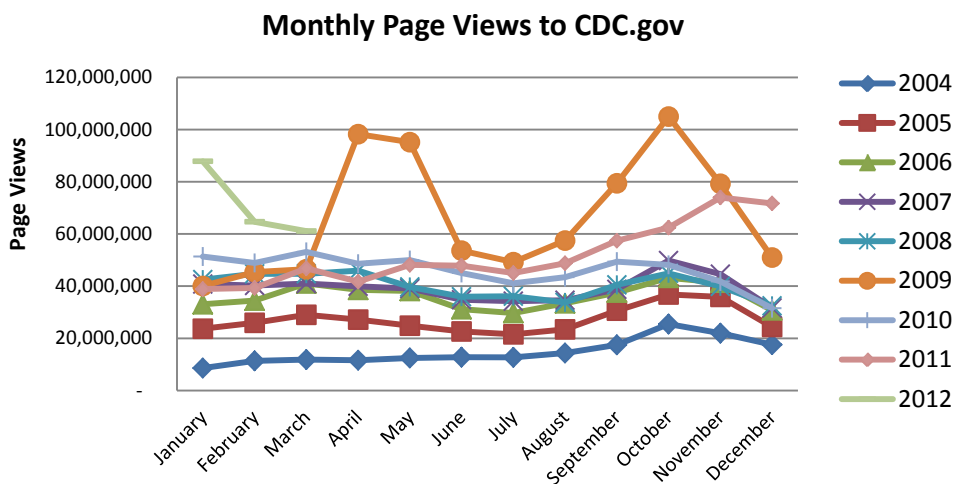
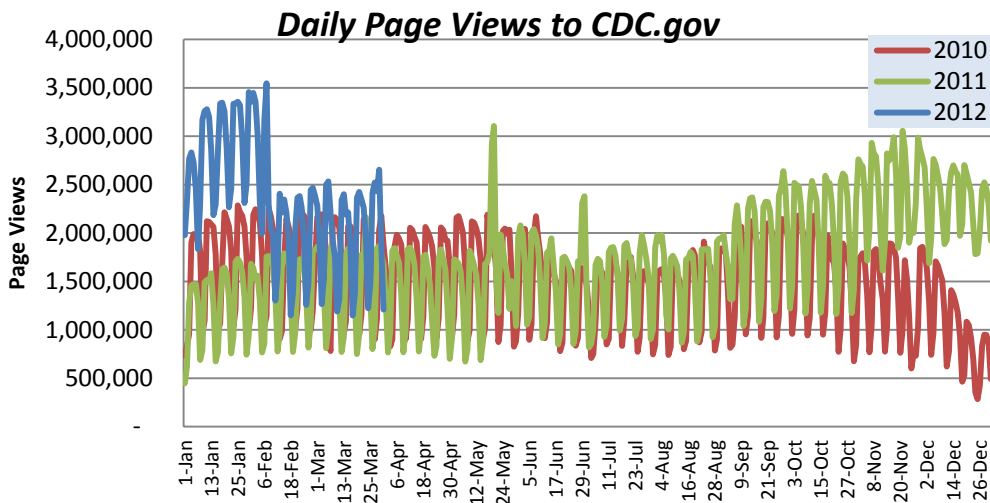


CDC.gov and Social Media Metrics: March 2012

CDC.gov



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

- | | |
|---|---|
| 1. Centers for Disease Control and Prevention | 8. Vaccines: Recs/Schedules/Child Schedule |
| 2. BMI: Child and Teen Calculator | 9. STD Facts – Human Papillomavirus(HPV) |
| 3. BMI: Adult BMI Calculator | 10. Travelers' Health - CDC |
| 4. STD Facts – Chlamydia | 11. Vaccines: Pubs/VIS/main page |
| 5. STD – Genital Herpes | 12. Genital Herpes – STD information from CDC |
| 6. BMI/DNPAO | |
| 7. Enfermedades de Transmision Sexual | |

Top CDC.gov Search Terms (March 2012)

CDC.gov Search

- | | |
|------------|--------|
| 1. Zombie | 10,565 |
| 2. HIV | 6,887 |
| 3. Obesity | 6,664 |
| 4. MRSA | 6,644 |
| 5. VIS | 6,075 |

External Search

- | | |
|----------------------------------|---------|
| 1. CDC | 300,270 |
| 2. Herpes | 214,225 |
| 3. HPV | 122,509 |
| 4. Chlamydia | 108,116 |
| 5. Hand, foot, and mouth disease | 91,027 |

Google Trends (health-related searches)

- | | |
|-------------|----|
| 1. dr | #1 |
| 2. cancer | #2 |
| 3. heart | #3 |
| 4. diabetes | #4 |
| 5. vitamin | #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 (February 2012)

- | | |
|-----------------------------|-------------------|
| 1. WebMD.com: | 18.440M visitors |
| 2. Foxnews.com/health: | 14.986 M visitors |
| 3. NIH.gov: | 12.37M visitors |
| 4. Nlm.nih.gov /medlineplus | 10.20M visitors |
| 5. Mayoclinic.com | 7.91M visitors |
| 6. Ncbi.nlm.nih.gov/pubmed | 7.46M visitors |
| 7. Drugs.com | 7.41M visitors |
| 8. WeightWatchers.com | 5.32M visitors |
| 9. Medscape.com: | 2.80M visitors |
| 10. cdc.gov | 2.68M visitors |
| 11. menshealth.com | 1.71M visitors |
| 12. Mercola.com | 1.52M 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

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

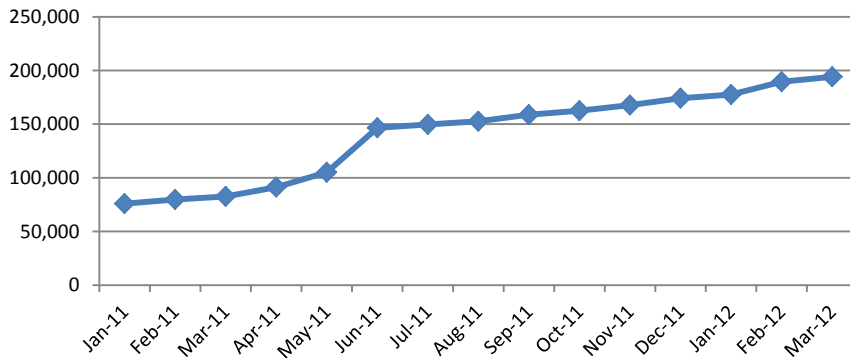


CDC.gov and Social Media Metrics: March 2012

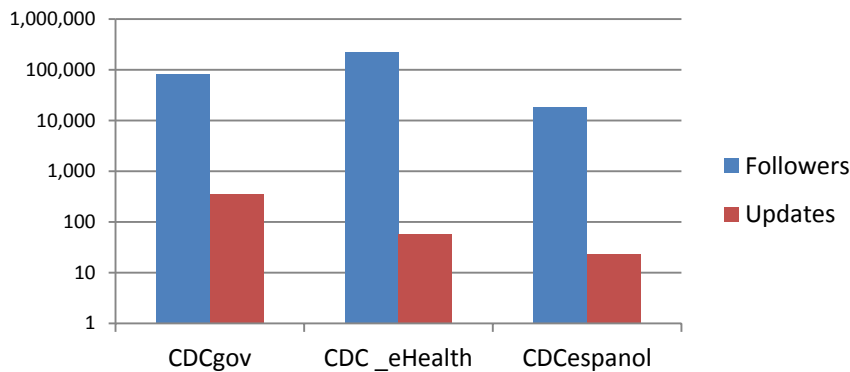
CDC Social Media Traffic

CDC Facebook Fans

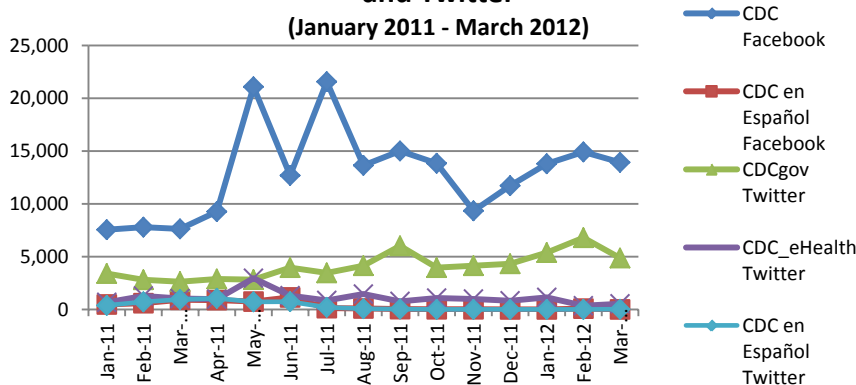
May 2009 - March 2012



CDC Twitter: Followers and Updates (March 2012)



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



Top Federal Facebook Pages

1. U.S. Marine Corps	2,374,227 Fans
2. Marines	2,142,686 Fans
3. The US Army	1,413,561 Fans
4. The White House	1,328,429 Fans
5. National Guard	1,198,319 Fans
6. U.S. Air Force	899,464 Fans
7. NASA	830,411 Fans
8. U.S. Navy	530,677 Fans
9. FBI – Federal Bureau of Investigation	224,449 Fans
10. U.S. Navy SEAL & SWCC Page	224,173 Fans
* 12. CDC	194,115 Fans

Source: www.facebook.com/government

Top 10 CDC Facebook Pages

1. CDC	194,115
2. Veto Violence	15,994
3. CDC en Español	13,752
4. NIOSH	12,188
5. CDC Emergency	11,669
6. Heads Up Brain Injury Awareness	5,935
7. CDC Tobacco Free	3,806
8. Million Hearts	3,484
9. Parents are the Key to Safe Teen Drivers	2,365
10. MMWR	2,339

Top Federal Twitter Profiles

1. The White House:	2,798,727 Followers
2. NASA	2,080,564 Followers
3. CDC Emergency	1,338,519 Followers
4. NASA Astrobiology Institute	920,944 Followers
5. Asteroid Watch (NASA)	855,195 Followers
6. Federal Communications Commission (FCC)	477,373 Followers
7. Department of Justice (DOJ)	462,911 Followers
8. Peace Corps	447,528 Followers
9. White House Open Gov't	426,943 Followers
10. WomensHealth.gov	401,089 Followers

* 20. CDC_eHealth	225,806 Followers
* 43. CDCgov	82,132 Followers

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

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

