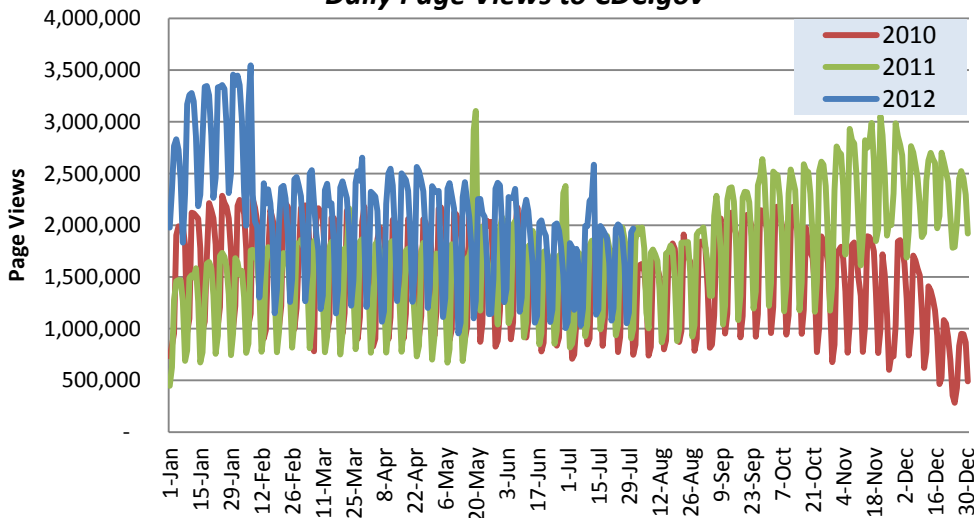


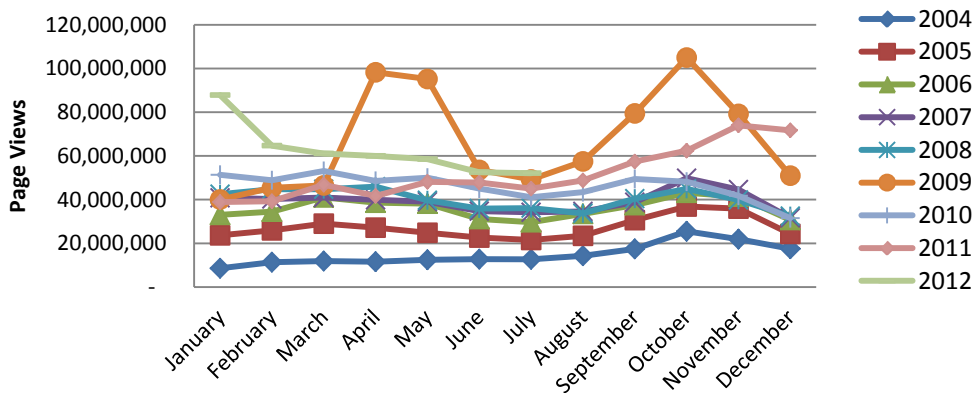
# CDC.gov and Social Media Metrics: July 2012

## CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



### Most Popular Topic Pages on CDC.gov (July 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. Vaccines: Pubs/VIS/main page                        |
| 4. CDC – HFMD – Overview of Hand, Foot, and Mouth Disease | 9. CDC – Vaccines – Immunization Schedules             |
| 5. BMI: Adult BMI Calculator                              | 10. BMI/DNAPO/CDC                                      |
|   | 11. Vaccines: Home Page for Vaccines and Immunizations |

### Top CDC.gov Search Terms (July 2012)

#### CDC.gov Search

- |              |        |
|--------------|--------|
| 1. Zombie    | 15,151 |
| 2. VIS       | 6,168  |
| 3. MRSA      | 4,871  |
| 4. Zombies   | 4,774  |
| 5. Pertussis | 4,328  |

#### External Search

- |                                  |         |
|----------------------------------|---------|
| 1. CDC                           | 247,559 |
| 2. Hand, foot, and mouth disease | 206,090 |
| 3. Herpes                        | 191,156 |
| 4. HPV                           | 96,128  |
| 5. Chlamydia                     | 91,726  |

#### Google Trends (health-related searches)

- |             |    |
|-------------|----|
| 1. health   | #1 |
| 2. dr       | #2 |
| 3. heart    | #3 |
| 4. diabetes | #4 |
| 5. nhs      | #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 (June 2012)

- |                             |                  |
|-----------------------------|------------------|
| 1. WebMD.com:               | 17.33M visitors  |
| 2. NIH.gov:                 | 10.52 M visitors |
| 3. Nlm.nih.gov /medlineplus | 8.78M visitors   |
| 4. Mayoclinic.com           | 7.64M visitors   |
| 5. Drugs.com                | 6.39M visitors   |
| 6. Ncbi.nlm.nih.gov/pubmed  | 6.34M visitors   |
| 7. WeightWatchers.com       | 3.97M visitors   |
| 8. CDC.gov                  | 2.73M visitors   |
| 9. Medscape.com             | 1.96M visitors   |
| 10. Menshealth.com          | 1.43M 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.

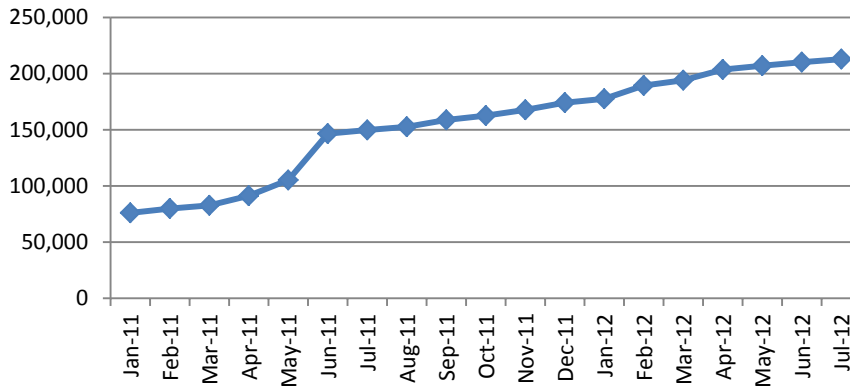
For More Information: [www.cdc.gov/metrics/](http://www.cdc.gov/metrics/)



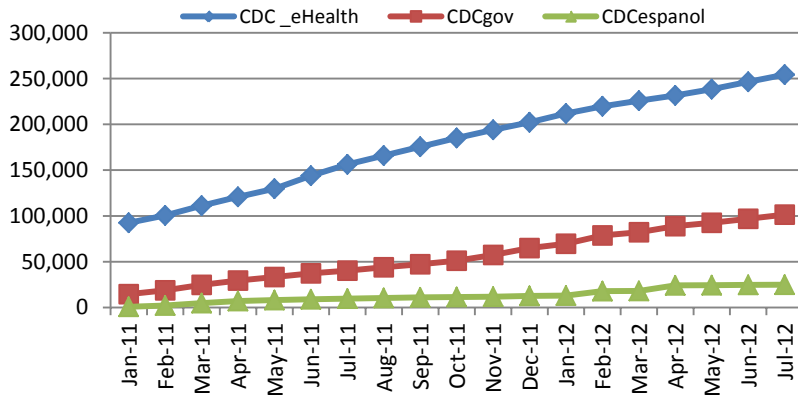
# CDC.gov and Social Media Metrics: July 2012

## CDC Social Media Traffic

### CDC Facebook Fans May 2009 - July 2012

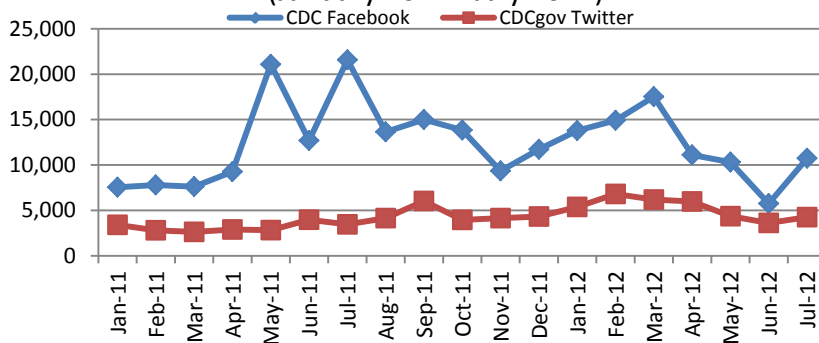


### CDC Twitter Followers January 2011 - July 2012



### Click-throughs to CDC.gov Content from Facebook and Twitter

(January 2011 - July 2012)



### Top Federal Facebook Pages

as of 8/1/2012

1. U.S. Marine Corps	2,665,633 Fans
2. Marines	2,388,395 Fans
3. The US Army	1,559,571 Fans
4. The White House	1,408,250 Fans
5. National Guard	1,245,761 Fans
6. U.S. Air Force	1,085,744 Fans
7. NASA	1,011,973 Fans
8. U.S. Navy	688,078 Fans
9. U.S. Navy SEAL & SWCC Page	276,106 Fans
10. FBI – Federal Bureau of Investigation	254,083 Fans

\* 12. CDC 210,127 Fans

Source: [www.facebook.com/government](http://www.facebook.com/government)

### Top 10 CDC Facebook Pages

1. CDC	212,928
2. Million Hearts	25,321
3. CDC en Español	18,719
4. Veto Violence	16,423
5. CDC Emergency	14,514
6. NIOSH	13,176
7. Heads Up Brain Injury Awareness	6,556
8. CDC Tobacco Free	6,022
9. MMWR	2,716
10. Parents are the Key to Safe Teen Drivers	2,530

### Top Federal Twitter Profiles

as of 8/1/12

1. The White House:	2,995,747 Followers
2. NASA	2,565,632 Followers
3. CDC Emergency	1,359,897 Followers
4. NASA Astrobiology Institute	911,893 Followers
5. Asteroid Watch (NASA)	893,182 Followers
6. Federal Communications Commission (FCC)	496,629 Followers
7. White House Open Gov't	492,828 Followers
8. Department of Justice (DOJ)	482,841 Followers
9. Peace Corps	468,393 Followers
10. WomensHealth.gov	455,291 Followers

\* 20. CDC\_eHealth 254,294 Followers

\* 42. CDCgov 101,436 Followers

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

For More Information: [www.cdc.gov/metrics/](http://www.cdc.gov/metrics/)

