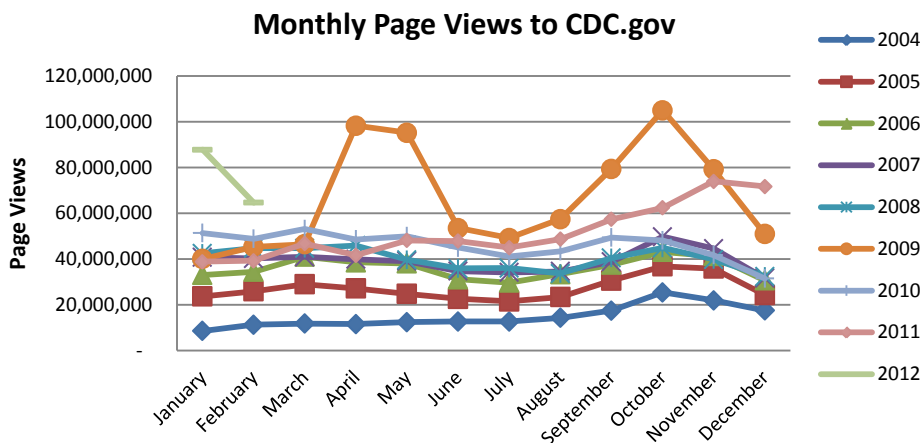
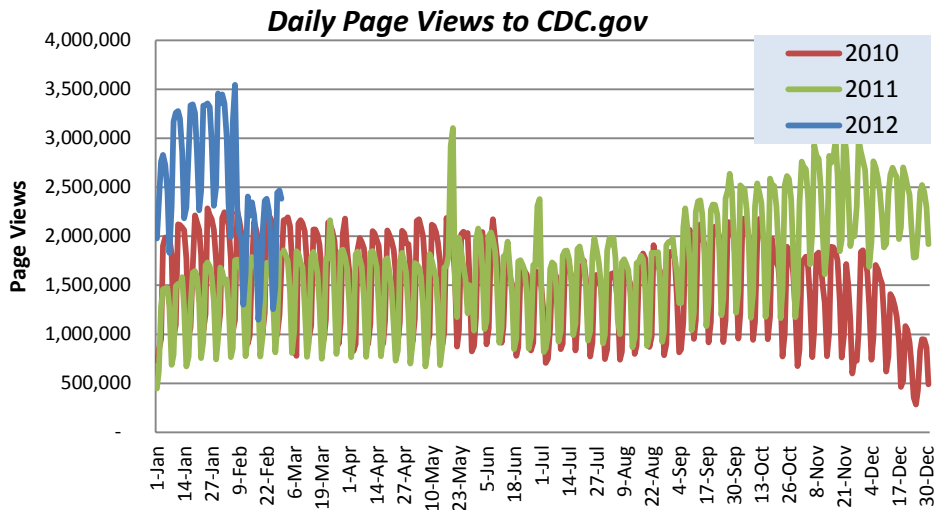


# CDC.gov and Social Media Metrics: February 2012

## CDC.gov



### Most Popular Topic Pages on CDC.gov (February 2012)

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

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

#### CDC.gov Search

- |            |       |
|------------|-------|
| 1. Zombie  | 8,904 |
| 2. Obesity | 6,683 |
| 3. VIS     | 6,412 |
| 4. HIV     | 6,339 |
| 5. MRSA    | 6,311 |

#### External Search

- |              |         |
|--------------|---------|
| 1. CDC       | 294,131 |
| 2. Norovirus | 223,260 |
| 3. Herpes    | 181,734 |
| 4. HPV       | 117,930 |
| 5. Chlamydia | 97,836  |

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

- |             |    |
|-------------|----|
| 1. dr       | #1 |
| 2. cancer   | #2 |
| 3. heart    | #3 |
| 4. diabetes | #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 (January 2012)

- |                             |                  |
|-----------------------------|------------------|
| 1. WebMD.com:               | 17.987M visitors |
| 2. NIH.gov:                 | 12.689M visitors |
| 3. Nlm.nih.gov /medlineplus | 10.42M visitors  |
| 4. Mayoclinic.com           | 8.49M visitors   |
| 5. Drugs.com                | 7.61M visitors   |
| 6. Ncbi.nlm.nih.gov/pubmed  | 7.48M visitors   |
| 7. WeightWatchers.com       | 7.35M visitors   |
| 8. Medscape.com:            | 2.84M visitors   |
| 9. cdc.gov                  | 2.64M visitors   |
| 10. menshealth.com          | 1.86M 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.

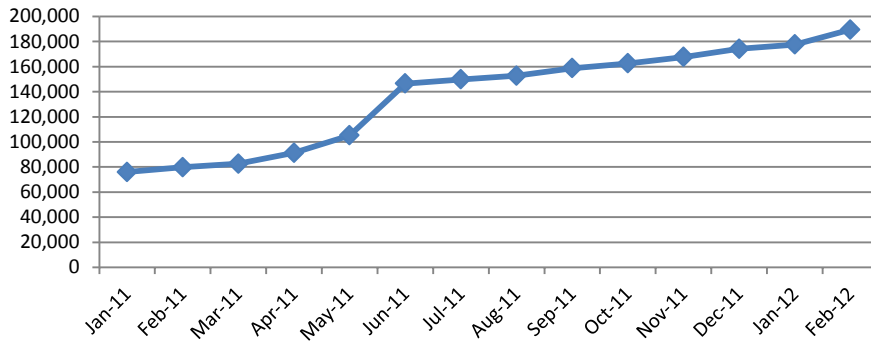
For More Information: [www.cdc.gov/metrics/](http://www.cdc.gov/metrics/)



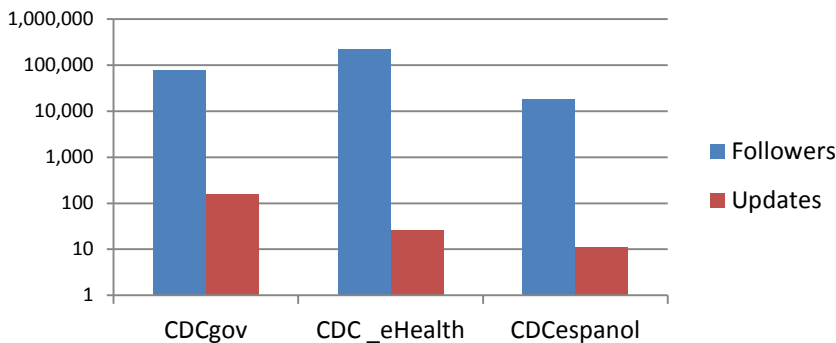
# CDC.gov and Social Media Metrics: February 2012

## CDC Social Media Traffic

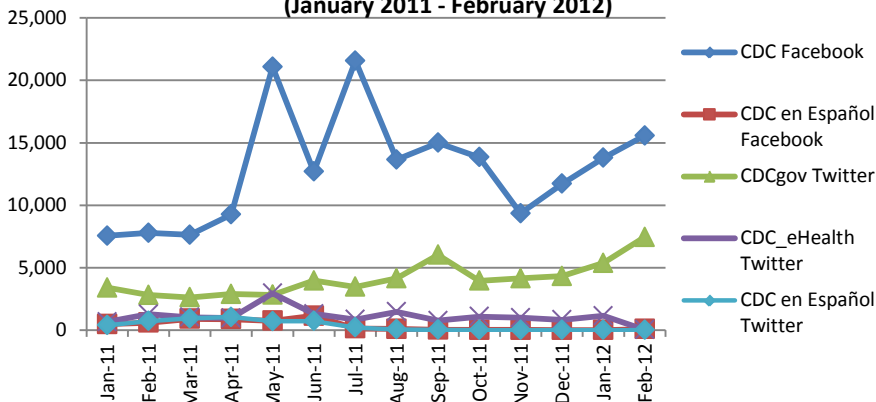
### CDC Facebook Fans May 2009 - February 2012



### CDC Twitter: Followers and Updates (February 2012)



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



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

### Top Federal Facebook Pages

1. U.S. Marine Corps	2,291,390 Fans
2. Marines	2,031,954 Fans
3. The US Army	1,332,393 Fans
4. The White House	1,305,969 Fans
5. National Guard	1,173,547 Fans
6. U.S. Air Force	801,135 Fans
7. NASA	789,158 Fans
8. U.S. Navy	488,900 Fans
9. FBI – Federal Bureau of Investigation	216,115 Fans
10. U.S. Navy SEAL & SWCC Page	209,876 Fans
* 11. CDC	189,452 Fans

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

### Top 10 CDC Facebook Pages

1. CDC	189,452
2. Veto Violence	15,117
3. CDC en Español	13,032
4. CDC Emergency	11,296
5. NIOSH	11,912
6. Heads Up Brain Injury Awareness	5,414
7. Million Hearts	3,285
8. CDC Tobacco Free	3,236
9. Parents are the Key to Safe Teen Drivers	2,316
10. MMWR	2,245

### Top Federal Twitter Profiles

1. The White House:	2,748,127 Followers
2. NASA	1,961,429 Followers
3. CDC Emergency	1,335,901 Followers
4. NASA Astrobiology Institute	923,982 Followers
5. Asteroid Watch (NASA)	843,044 Followers
6. Federal Communications Commission (FCC)	473,812 Followers
7. Department of Justice (DOJ)	459,383 Followers
8. Peace Corps	442,199 Followers
9. White House Open Gov't	410,801 Followers
10. WomensHealth.gov	389,267 Followers
* 20. CDC_eHealth	221,201 Followers
* 43. CDCgov	79,429 Followers

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

