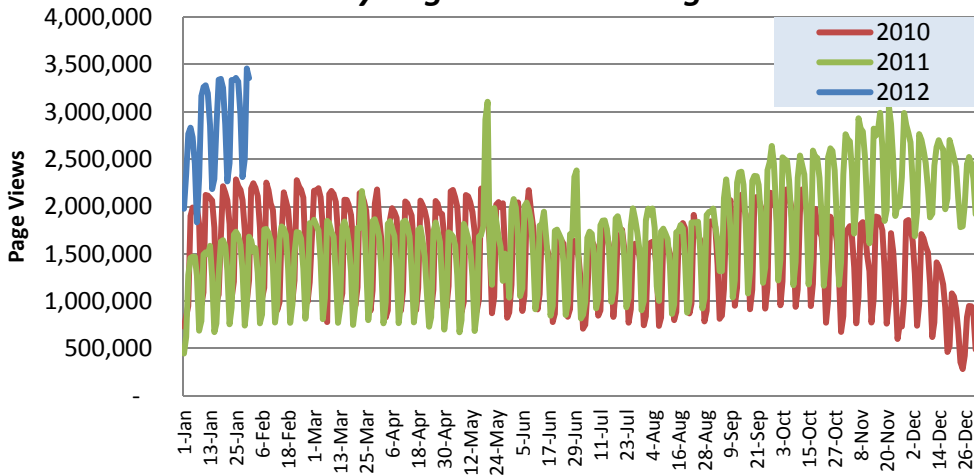


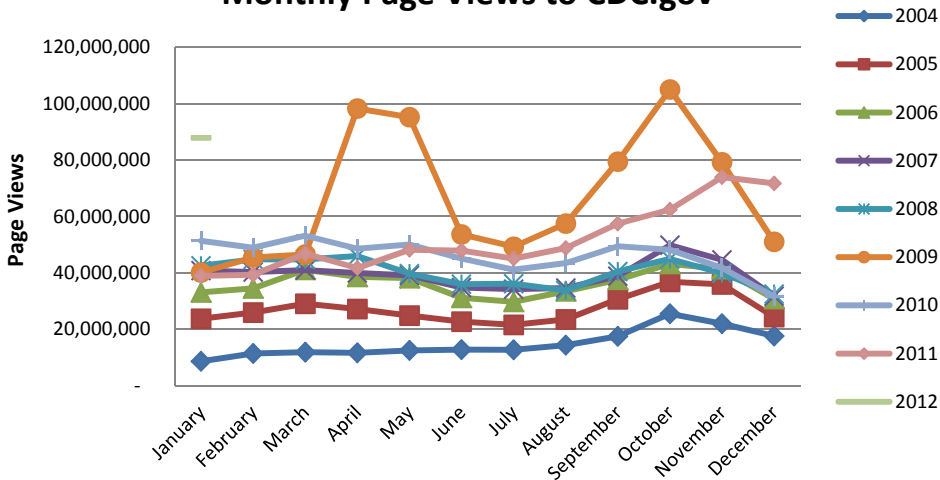
CDC.gov and Social Media Metrics: January 2012

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



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

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

Top CDC.gov Search Terms (January 2012)

CDC.gov Search

- | | |
|----------------------------------------|-----|
| 1. Zombie | 237 |
| 2. Resultados de la busqueda: sifilis | 157 |
| 3. Resultados de la busqueda: sida | 149 |
| 4. Resultados de la busqueda: gonorrea | 122 |
| 5. Zombies | 93 |

External Search

- | | |
|--------------------------------------------|---------|
| 1. CDC | 282,332 |
| 2. Herpes | 185,127 |
| 3. HPV | 146,522 |
| 4. Chlamydia | 105,303 |
| 5. Enfermedades de transmission sexualidad | 86,661 |

Google Trends (health-related searches)

- | | |
|-------------|----|
| 1. cancer | #1 |
| 2. dr | #2 |
| 3. heart | #3 |
| 4. diabetes | #4 |
| 5. weed | #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 (December 2011)

- | | |
|-----------------------------|------------------|
| 1. WebMD.com: | 14.969M visitors |
| 2. NIH.gov: | 11.254M visitors |
| 3. Nlm.nih.gov /medlineplus | 9.30M visitors |
| 4. MayoClinic.com | 6.87M visitors |
| 5. Ncbi.nlm.nih.gov/pubmed | 6.80M visitors |
| 6. Drugs.com | 6.77M visitors |
| 7. WeightWatchers.com | 3.26M visitors |
| 8. medscape.com: | 2.56M visitors |
| 9. cdc.gov | 2.23M visitors |
| 10. kidshealth.org | 2.11M 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/

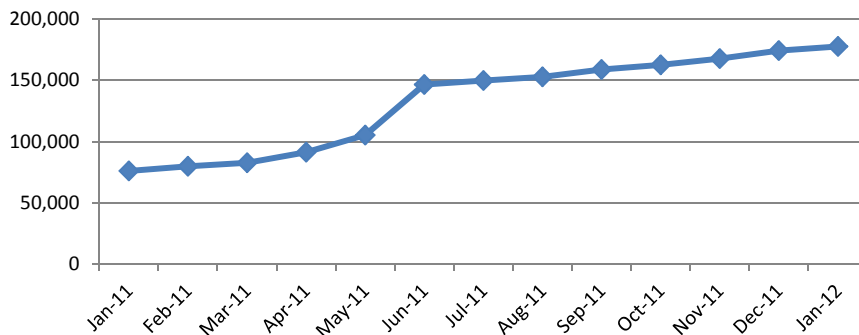


CDC.gov and Social Media Metrics: January 2012

CDC Social Media Traffic

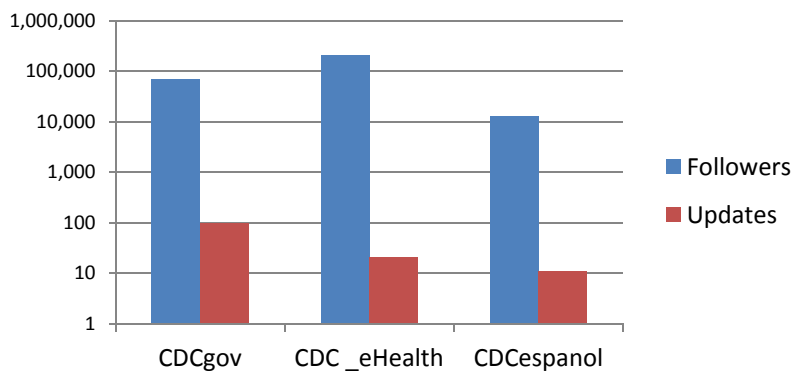
CDC Facebook Fans

May 2009 - January 2012



CDC Twitter: Followers and Updates

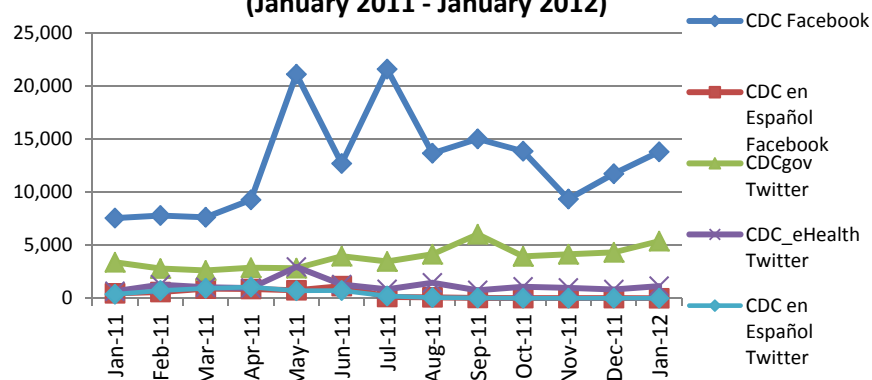
(January 2012)



Click-throughs to CDC.gov Content from

Facebook and Twitter

(January 2011 - January 2012)



Top Federal Facebook Pages

1. U.S. Marine Corps	2,056,492 Fans
2. Marines	1,777,092 Fans
3. The White House	1,259,474 Fans
4. National Guard	1,103,507 Fans
5. The US Army	1,142,041 Fans
6. NASA	719,095 Fans
7. U.S. Air Force	671,021 Fans
8. U.S. Navy	435,959 Fans
9. U.S. Navy SEAL & SWCC Page	188,188 Fans
10. CDC	177,589 Fans

Source: www.facebook.com/government

CDC Facebook Pages

_Fans

1. CDC	177,589
2. Veto Violence	14,755
3. CDC Emergency	10,941
4. CDC en Español	10,471
5. Heads Up Brain Injury Awareness	5,071
6. CDC Tobacco Free	3,016
7. Parents are the Key to Safe Teen Drivers	2,155
8. MMWR	2,155
9. CDC Health Partners Outreach	1,817
10. Million Hearts	1,324
11. CDC STLT Connection	549

Top Federal Twitter Profiles

1. The White House:	2,638,466 Followers
2. NASA	1,716,880 Followers
3. CDC Emergency	1,330,984 Followers
4. NASA Astrobiology Institute	929,073 Followers
5. Asteroid Watch (NASA)	832,050 Followers
6. Federal Communications Commission (FCC)	467,091 Followers
7. Department of Justice (DOJ)	453,488 Followers
8. Peace Corps	436,083 Followers
9. White House Open Gov't	387,993 Followers
10. WomensHealth.gov	366,058 Followers

* 20. CDC_eHealth	211,886 Followers
* 43. CDCgov	69,561 Followers

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

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

