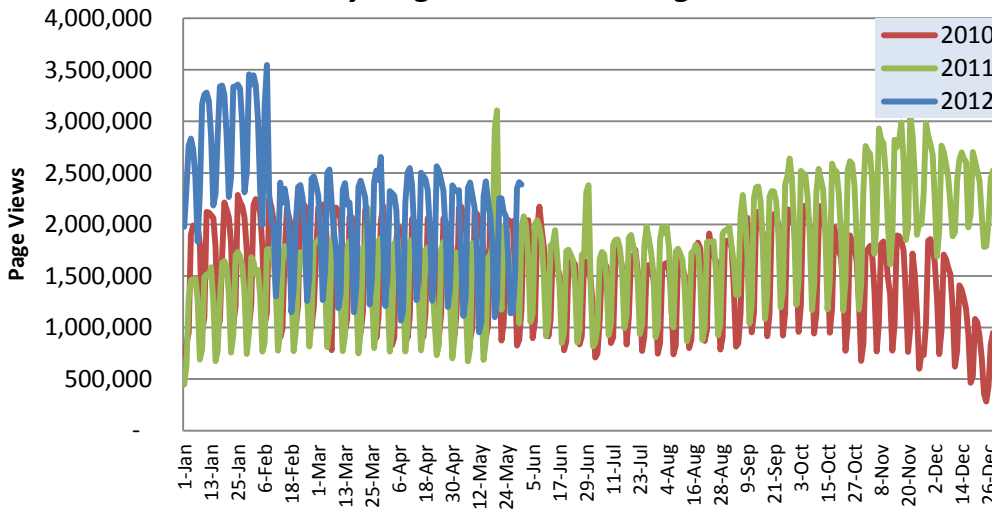


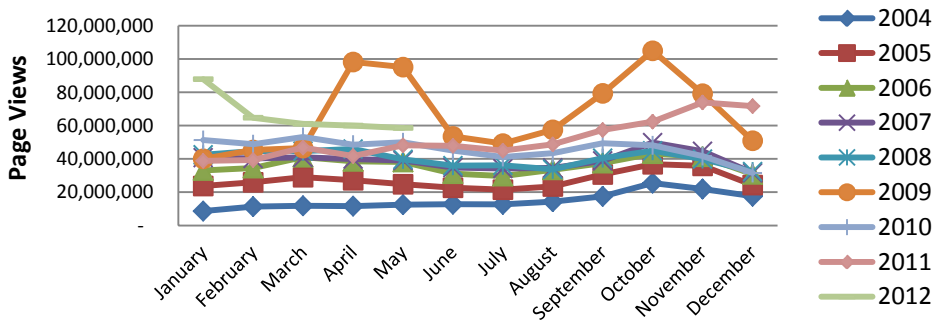
CDC.gov and Social Media Metrics: May 2012

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



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

- Centers for Disease Control and Prevention
- BMI: Child and Teen Calculator
- CDC – HFMD – Home Page
- CDC – HFMD – Overview of Hand, Foot, and Mouth Disease
- BMI: Adult BMI Calculator
- STD Facts – Chlamydia
- STD Facts – Genital Herpes
- BMI/DNPAO/CDC
- Enfermedades de Transmision Sexual
- CDC – Suzy’s Story – Real Stories – Tips from Former Smokers – Smoking and Tobacco User
- STD Facts – Human Papillomavirus
- Traveler’s Health - CDC

Top CDC.gov Search Terms (May 2012)

CDC.gov Search

- Zombie 27,954
- Zombies 10,533
- LQP-79 6,881
- HIV 6,706
- VIS 6,273

External Search

- CDC 286,827
- Hand, foot, and mouth disease 272,683
- Herpes 167,081
- HPV 117,466
- Chlamydia 106,111

Google Trends (health-related searches)

- dr #1
- heart #2
- 24h #3
- diabetes #4
- 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 (April 2012)

- WebMD.com: 17.55M visitors
- NIH.gov: 12.49 M visitors
- Nlm.nih.gov/medlineplus 10.54M visitors
- Mayoclinic.com 8.38M visitors
- Ncbi.nlm.nih.gov/pubmed 7.85M visitors
- Drugs.com 7.33M visitors
- WeightWatchers.com 4.72M visitors
- cdc.gov 3.20M visitors
- menshealth.com 1.64M visitors
- Mercola.com 1.30M 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.

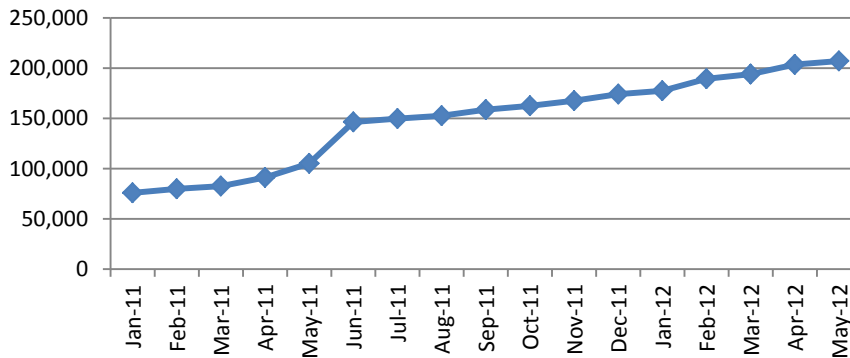
For More Information: www.cdc.gov/metrics/



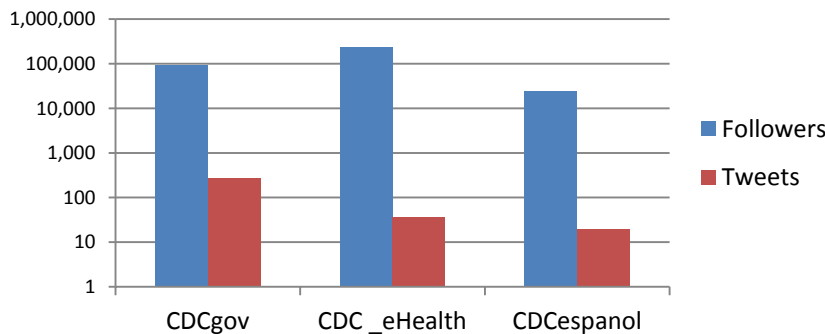
CDC.gov and Social Media Metrics: May 2012

CDC Social Media Traffic

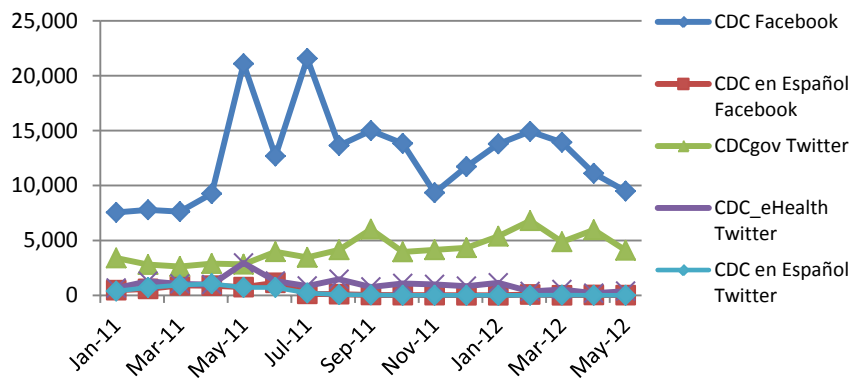
CDC Facebook Fans May 2009 - May 2012



CDC Twitter: Followers and Tweets (May 2012)



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



Top Federal Facebook Pages as of 6/2/2012

1. U.S. Marine Corps	2,497,927 Fans
2. Marines	2,229,765 Fans
3. The US Army	1,465,501 Fans
4. The White House	1,363,314 Fans
5. National Guard	1,228,102 Fans
6. U.S. Air Force	1,035,111 Fans
7. NASA	923,701 Fans
8. U.S. Navy	592,788 Fans
9. U.S. Navy SEAL & SWCC Page	247,201 Fans
10. FBI – Federal Bureau of Investigation	240,834 Fans

* 12. CDC 207,080 Fans

Source: www.facebook.com/government

Top 10 CDC Facebook Pages

1. CDC	207,080
2. CDC en Español	17,988
3. Million Hearts	16,740
4. Veto Violence	16,215
5. CDC Emergency	12,871
6. NIOSH	12,813
7. Heads Up Brain Injury Awareness	6,281
8. CDC Tobacco Free	5,100
9. MMWR	2,524
10. Parents are the Key to Safe Teen Drivers	2,448

Top Federal Twitter Profiles as of 6/2/12

1. The White House:	2,903,454 Followers
2. NASA	2,307,371 Followers
3. CDC Emergency	1,346,734 Followers
4. NASA Astrobiology Institute	915,965 Followers
5. Asteroid Watch (NASA)	875,353 Followers
6. Federal Communications Commission (FCC)	485,775 Followers
7. Department of Justice (DOJ)	471,596 Followers
8. White House Open Gov't	460,289 Followers
9. Peace Corps	457,877 Followers
10. WomensHealth.gov	427,386 Followers

* 20. CDC_eHealth 238,333 Followers

* 43. CDCgov 92,502 Followers

Source: <http://twitter.com>

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

