



New Communication Channels: What They Are, Why They Are Here to Stay, and Why You Need to Be There

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Office of the Director

Office of the Associate Director for Communication

Today's Presentation

- ❑ **Social media overview**
 - What is it and why is it important?
- ❑ **Social media at CDC**
 - What we've learned
- ❑ **Determining if social media is right for your organization**
- ❑ **Tools and resources**
- ❑ **Discussion**

SOCIAL MEDIA OVERVIEW

Social Media Definition

- ❑ Internet-based tools for **sharing** and discussing information.
- ❑ Refers to activities that integrate **technology** and **social interaction**.

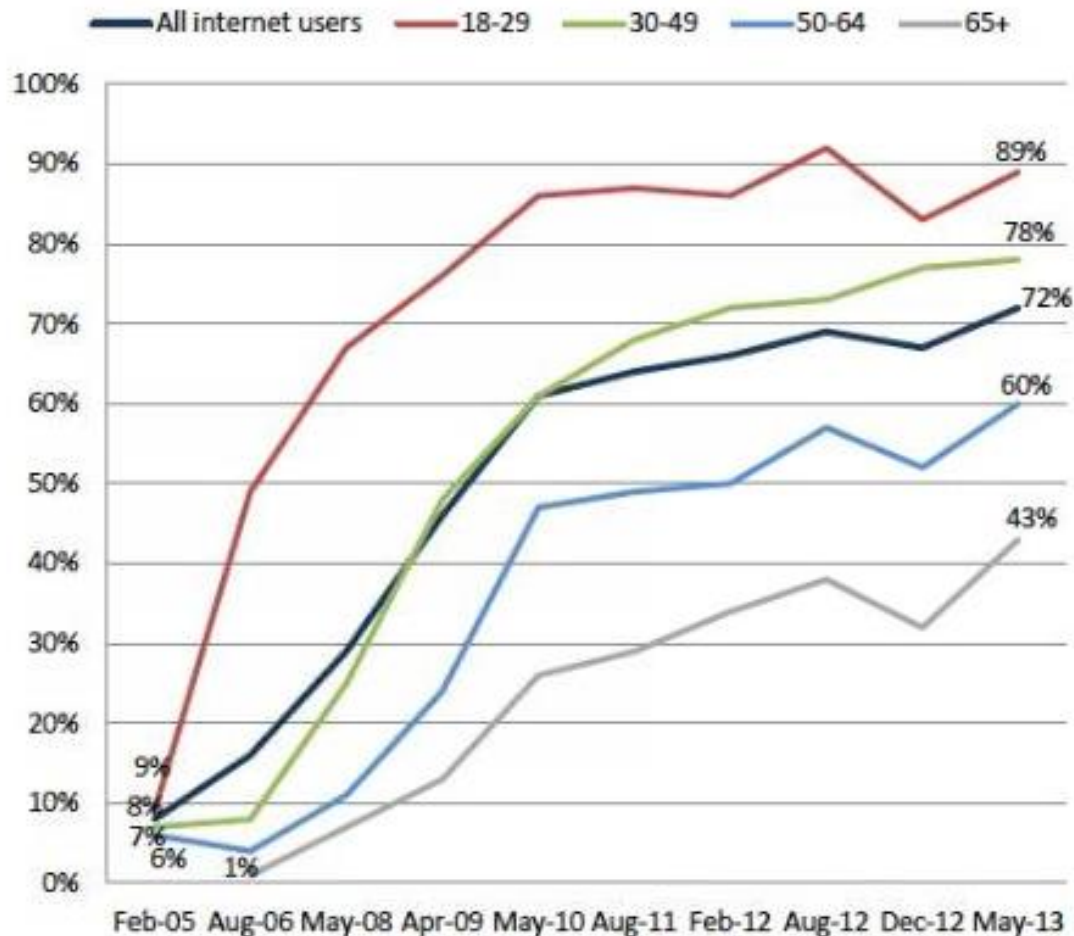


Social Media Goals

- ❑ Encourage multi-way engagement and interaction with the content
- ❑ Complement traditional communication
- ❑ Share content in new spaces
- ❑ Reach new audiences

Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

SOCIAL MEDIA AT CDC

CDC Digital Media Strategy

Provide CDC content **when**, **where** and **how** users want it.



Why Is Social Media at CDC Important?

- ❑ Support CDC mission of saving lives & protecting people
- ❑ Communicate rapidly
- ❑ Increase engagement
- ❑ Share relevant content in new spaces
- ❑ Reach new audiences
- ❑ Listen and respond in real-time
- ❑ Complement traditional communications



CDC Social Media Evolution

Home Mail Profile Friends Music Video More CDC My Account Sign Out

CDC Centers for Disease Control and Prevention
DEPARTMENT OF HEALTH AND HUMAN SERVICES

CONTACTING CDC.GOV

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

Centers for Disease Control and Prevention
1600 Clifton Rd.
Atlanta, GA 30333, U.S.A.
1-800-CDC-INFO
Public Inquiries: (404) 629-3334 / (304) 321-3435

MySpace URL:
www.myspace.com/cdc_ehealth

Add a Badge to Your Page!

Let your friends know you support healthy choices. Grab one of the badges below and add it to your MySpace page. Simply copy the code beside the image you want and paste it in your About Me section.

Know the Signs of MRSA
v0 href="http://www.cdc.gov/mrsa/index.html?_s_cd=mrse_002" title="Are you a well-informed parent? Know the signs of MRSA.">v=ring

GYT Did you GYT?
www.gyt09.org
kcenter>ca href="http://www.cdc.gov/images/myspace/april09/GYT.jpg" title="GYT">v=ring src="http://www.cdc.gov/images/myspace/april09/GYT.jpg" width="100">

Every 9½ minutes someone in the US is infected with **HIV**
ACT against AIDS

CDC's Latest Blog Entry [Subscribe to this blog]

- Swine Influenza (Flu) (view more)
- Counting Malaria Out: Can We Do It? (view more)
- It's Spring—Time to Prevent Lyme Disease (view more)
- April is National Child Abuse Prevention Month (view more)
- April is STD Awareness Month (view more)

[View All Blog Entries]

About CDC

Infectious disease, global climate change, terrorism, an aging population, E. coli, obesity, heart disease, cancer, injury and disability -- CDC, the nation's premier public health agency, is on the front line of health protection to meet the challenges of these and other urgent threats and urgent realities of the 21st century. Our world class scientists, researchers, program and field staff, and communicators work everyday to help ensure life better for all people in the United States and across the globe.

On this profile, you can learn about and interact with CDC as we work to promote health and quality of life through health protection, promotion, prevention, and preparedness to ensure healthy people in a healthy world.

YouTube

CCDCStreamingHealth

Joined April 13, 2007
Last Sign In: 7 minutes ago
Videos Uploaded: 374
Subscribers: 15
Channel Views: 2,261

English: Baby Steps: Learn ...

Bobo Steps: Learn the Signs, Act Early.
From: CDC/StreamHealth
Views: 200

Country: United States
Interests and Topics: Health
Website: <http://www.cdc.gov>

CDC CDCemergency

Verified Account

Name CDC Emergency
Location Atlanta, GA
Web <http://flemergency.com>
Bio CDC Emergency Preparedness and Response: increasing the nation's ability to prepare for and respond to public health emergencies.

75 following 297,164 followers

Updates 226

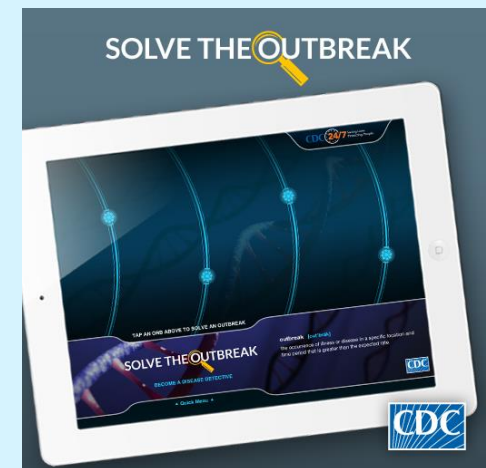
Following

RT @CDCFlu Update 6/12/09: 17,855 cases of novel H1N1 flu, 45 deaths, 52 states/territories affected: <http://tinyurl.com/lt8p6p> #swineflu
11:13 AM Jun 12th from web

RT @CDCFlu CDC Briefing on Investigation of Human Cases of novel H1N1 flu at 12:45pm ET today: <http://tinyurl.com/rctct>

Social Media at CDC

- ❑ 58 Twitter profiles
- ❑ 18 Facebook profiles
- ❑ 14 Blogs
- ❑ 2 LinkedIn profiles
- ❑ YouTube channel
- ❑ Pinterest, Flickr, profiles (Instagram coming soon)
- ❑ Google+
- ❑ Mobile & tablet apps, mobile web





Dr. Tom Frieden 

[@DrFriedenCDC](#)

CDC Director, MD and disease detective. Putting science into action for safer, healthier people.
cdc.gov/about/leadersh...

2,426 TWEETS 357 FOLLOWING 24,597 FOLLOWERS

 **Following**



Dr. Tom Frieden 

[@DrFriedenCDC](#)



Following

When some think of smoking they picture the Marlboro man. I think of my patient who wanted to see his child graduate but didn't make it.

 Reply  Retweet  Favorite  More

40 RETWEETS

6 FAVORITES



3:22 PM - 22 May 13

Reply to [@DrFriedenCDC](#)



Bridget McKinley [@mckinley187](#)

[@DrFriedenCDC](#)

22 May

Or my mom with severe COPD.....
 Details



Wendy Haaf [@whaaf](#)

[@DrFriedenCDC](#)

22 May

I think of my late MIL who spent yrs not being able to walk more than a few steps at a time without resting.
 Details



Rabea Zriek [@RabeaZriek](#)

[@DrFriedenCDC](#)

22 May

Real story :(((
 Details



Kyle Gray [@DangHoneyBadger](#)

[@DrFriedenCDC](#)

22 May

won't stop until we deconstruct the bad boy self destructive image as cool
 Details



Fox 13's Dr. Jo [@DrJo_Fox](#)

[@DrFriedenCDC](#)

22 May

I think of my patient - a hard working laborer - who had just retired to Florida. His dream cut very short by lung cancer.
 Details



Jamila [@MsMilaMila](#)

[@DrFriedenCDC](#)

22 May

I think of my grandfather who I

#CDCChat – Partner Conversations



Amer. Liver Fnd. @liverUSA

30 May

What to expect w/a #Hepatitis C test? MT @DrStaceyRizza:
HCV test requires a blood test. Results usually back in 1-2 days.
#CDCchat #liver

Expand



CDCgov @CDCgov

30 May

Thanks for participating! @liverUSA #CDCchat

Expand



Amer. Liver Fnd. @liverUSA

30 May

@CDCgov Glad to be here, and tks for putting on such an
informative chat for everyone today. We hope a lot of ppl are
listening! #CDCchat

Hide conversation Reply Retweet Favorite More

2:29 PM - 30 May 13 - Details



National Cancer Inst @theNCI

30 May

The longer a hepatitis C infection lasts the greater the risk of
liver cancer 1.usa.gov/12RKqPM #CDCchat @NCIprevention

Expand



CDCgov @CDCgov

30 May

@theNCI Thanks for joining us today. #CDCChat

Hide conversation Reply Retweet Favorite More

2

RETWEETS

1

FAVORITE



2:23 PM - 30 May 13 - Details

Reply to @CDCgov @theNCI



National Cancer Inst @theNCI

30 May

@CDCgov You're welcome. Important topic!

Expand



LIVESTRONG.COM @LIVESTRONG_COM

30 May

How many people in the US are affected by #HepatitisC?
#CDCchat

Expand



Dr. Tom Frieden @DrFriedenCDC

30 May

@LIVESTRONG_COM 3.2M Americans are living with
#Hepatitis C. #CDCchat

Expand



LIVESTRONG.COM @LIVESTRONG_COM

30 May

@drfriedencdc Thanks for all this great info! #CDCchat

Hide conversation Reply Retweet Favorite More

2:30 PM - 30 May 13 - Details

Vital Signs

Vital Signs™
November 2012

HIV Among Youth in the US
Protecting a Generation

About 50,000 people are infected with HIV

1 in 4
1 in 4 new HIV infections occurs in youth ages 13 to 24 years.

12,000
About 12,000 youth in 2010, or about 1,000 per month, were infected with HIV.

60%
About 60% of all youth with HIV do not know they are infected, are not getting treated, and can unknowingly pass the virus on to others.

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention

CDC CDCgov
November 30, 2012

Tomorrow is World AIDS Day! Learn more, including tips on protecting our youth against HIV and working towards and AIDS-free generation: <http://go.usa.gov/gWnF>

Working Together for an AIDS-free Generation
Vital Signs™ www.cdc.gov/vitalsigns

Like · Comment · Share

899 31 293

CDC CDCgov
@CDCgov

About 1.2 million people in the US are living with #HIV and 1 in 5 don't know it. #VitalSigns go.usa.gov/51L #WAD2011

432 RETWEETS 11 FAVORITES

12:19 PM - 29 Nov 11

CDC CDCgov
@CDCgov

Find an #HIV testing center near you. Get tested. #VitalSigns hivtest.org #WorldAIDSDay

46 RETWEETS 3 FAVORITES

11:09 AM - 30 Nov 11

March Madness



Liz Schneider • 3 weeks ago

Exercise regularly, eat more fruits and veggies, quit smoking, wash hands, eat less sodium, drink more water, wear a seat belt, annual physical



David n Kay Bisailon • 3 weeks ago

- drink plenty of water - quit smoking - wash your hands - wear a seat belt - exercise regularly



Jody Grant • 3 weeks ago

water. quit smoking. make plan. wash hands. cook food thoroughly. annual exam. exercise. seatbelt



Erin Lebow-Skelley • 3 weeks ago

Eat more fruits and vegetables, quit smoking, and exercise regularly!

CDC Goes Mad for Healthy Behaviors! March Madness Public Health Edition

Drink plenty of water every day

Eat more fruits and vegetables

Get screened for breast cancer regularly

Quit smoking

Make an emergency preparedness plan

Build an emergency preparedness kit

Get vaccinated for the flu

Wash your hands

Winner

Winner

Winner

Winner

Winner

Winner

Winner

Winner

Separate raw and cooked foods

Cook food thoroughly

Get tested (know your HIV status)

Get an annual physical exam

Eat less sodium

Exercise regularly

Wear a helmet during sports and recreational activity

Wear a seat belt



Email your top eight choices to socialmedia@cdc.gov



www.cdc.gov

CDC MARCH MADNESS WINNER

Thanks for voting and remember to practice healthy behaviors all year!



How are we measuring social media?

- ❑ Native analytics: Twitter, Facebook, YouTube, etc.**
- ❑ Social media monitoring: Radian 6**
- ❑ Web analytics: Adobe SiteCatalyst**
- ❑ Web-based survey tools: UserZoom & ACSI**

Is the Juice Worth the Squeeze?

Measuring Social Media ROI

- ❑ **Awareness: Have people noticed we're out there?**
 - Social media mentions, positive reviews (from other influencers, Twitter followers)
- ❑ **Reach: Are we reaching more people?**
 - Increase in Twitter followers, potential/actual reach (impressions)
- ❑ **Engagement: Are we having more two-way conversations?**
 - Measure retweets, monitor Twitter chat metrics, track comments and questions received on Twitter profile, responses sent
- ❑ **Message: Are we saying the right things? Are the messages being shared?**
 - Quotes/key messages in social media, content analyses
- ❑ **Influence: Are we driving the conversation?**
- ❑ **Reporting: Month-to-month reports, quarterly reports to identify trends**

CDC Measurement Framework

REACH:

How many people received your communications materials?
Who are the people that received your content?

Channel	Recommended Metric (Primary Measurement Tool)
Web <i>(Please note addendum to Web channel at end of document)</i>	<ol style="list-style-type: none"> 1. Page views (Omniture) 2. Referrals (Omniture) 3. Unique visitors (Omniture) 4. GeoSegmentation (Omniture) 5. Demographics (ACSI)
Facebook	<ol style="list-style-type: none"> 1. Reach (Facebook Insights) 2. Total fans (Facebook Insights) 3. Friends of fans (Facebook Insights) 4. Overall page Demographics (Facebook Insights) (Radian 6) 5. Share of conversation (Radian 6)
Twitter	<ol style="list-style-type: none"> 1. Number of Followers (Twitter metrics) 2. Number of followers receiving a retweet or mention (Twitter metrics) 3. Reach - Number of unique followers multiplied by number unique posts (Radian 6) 4. Influencers (Radian 6) 5. Share of conversation (Radian 6)
Blogs	<ol style="list-style-type: none"> 1. Page Views (Blogs) 2. Number of external blog posts (Radian 6) – <i>see addendum</i> 3. Followers (Radian 6)
You Tube	<ol style="list-style-type: none"> 1. Number of subscribers (You Tube insights) 2. Demographics (You Tube insights)
Texting	<ol style="list-style-type: none"> 1. Current subscribers (SMS platform) 2. Demographics (SMS platform)
Mobile Apps	<ol style="list-style-type: none"> 1. Downloads
Email	<ol style="list-style-type: none"> 2. Number of subscribers (Gov. delivery)

ENGAGEMENT

How many people interacted with your content?

Channel	Recommended Metric (Primary Measurement Tool)
Web <i>(Please note addendum to Web channel at end of document)</i>	<ol style="list-style-type: none"> 1. Syndicated interactions (Omniture) 2. Links to other sites (Omniture) 3. Widget Interactions (Omniture) 4. Average Time on Site (Omniture)
Facebook	<ol style="list-style-type: none"> 1. Likes (Facebook Insights) 2. Comments (Facebook Insights) (Radian 6) 3. Shares (Facebook Insights) 4. Talking about this per post (Facebook Insights) 5. Influencers/ Individuals sharing our content; Sentiment; Activity Trends (Radian 6)
Twitter	<ol style="list-style-type: none"> 1. Followers - trended over time (Twitter metrics) 2. Mentions and @Replies (Twitter metrics) (Radian 6) 3. Retweet and unique comments (Twitter metrics) (Radian 6) 4. Influencers/ Individuals sharing our content (Radian 6)
Survey Tool	<ol style="list-style-type: none"> 1. Surveys completed 2. Noted use of content (i.e. – for themselves, another person, research...)
Blogs	<ol style="list-style-type: none"> 1. Comments (Omniture) (Radian 6) 2. Length of interaction - time spent on site (Omniture) 3. Number of times blog has been e-mailed from site (Omniture) 4. Likes (Radian 6) 5. Influencers/ Individuals sharing our content (Radian 6)
You Tube	<ol style="list-style-type: none"> 1. Comments (You Tube Insights) 2. Likes (You Tube Insights) 3. Shares (You Tube Insights)

**SHOULD YOUR ORGANIZATION
BE USING SOCIAL MEDIA?**

Things to Think About

- ❑ If you're on social media, your user expects you to be social.
- ❑ Content is key: No amount of promotion will make your content engaging if it isn't compelling.
- ❑ Know your audience: You may think your content is compelling, what are your users' information needs?
- ❑ Opportunities arise if you're paying attention. Listen. Monitor. Respond.
- ❑ Baby steps are okay. Build from there.
- ❑ People are passionate about public health. Give them something to talk about about by showing you care about them and their opinions and health information needs. (P.S. They're already talking about you, anyway)

Levels of engagement



As engagement increases, usually so does the amount of time /resources involved.

Social Media Continuum

Dissemination ↓ Engagement	Tools	Resources					
		Time/Staff			Cost		
		Low	Moderate	High	Low	Moderate	High
	Buttons/Badges	✓			✓		
	Content Syndication		✓		✓		
	RSS Feeds	✓			✓		
	Image Sharing	✓			✓		
	Podcast Posting	✓			✓		
	Online Video Sharing	✓			✓		
	Widgets ^{1,2}	✓			✓		
	eCards ³	✓			✓		
	Micro-blogs		✓		✓		
	Podcast Creation		✓			✓	
	Online Video Production		✓			✓	
	Blogs		✓			✓	
	Mobile Technologies/ Texting		✓				✓
	Virtual Worlds		✓				✓
	Social Networks			✓	✓		

¹ Indicates the posting of a widget, not production.

² Although the majority of widgets feature embedded content, some may contain an interactive component such as a quiz or a calculator.

³ Indicates the sending of an eCard, not production.

Source: CDC. The Health Communicator's Social Media Toolkit. August 2010

TOOLS AND RESOURCES

CDC STLT Connection

STATE, TRIBAL, LOCAL, AND TERRITORIAL

Connecting state, tribal, local, and territorial public health professionals



CDC STLT Connection

2,044 likes · 18 talking about this

✓ Liked

Message * ▾

Government Organization

This page is managed by the CDC Office for State, Tribal, Local and Territorial Support. For more information, please visit <http://www.cdc.gov/stltpublichealth>. Disclaimer: Posted comments and images do not necessarily represent the views of CDC.

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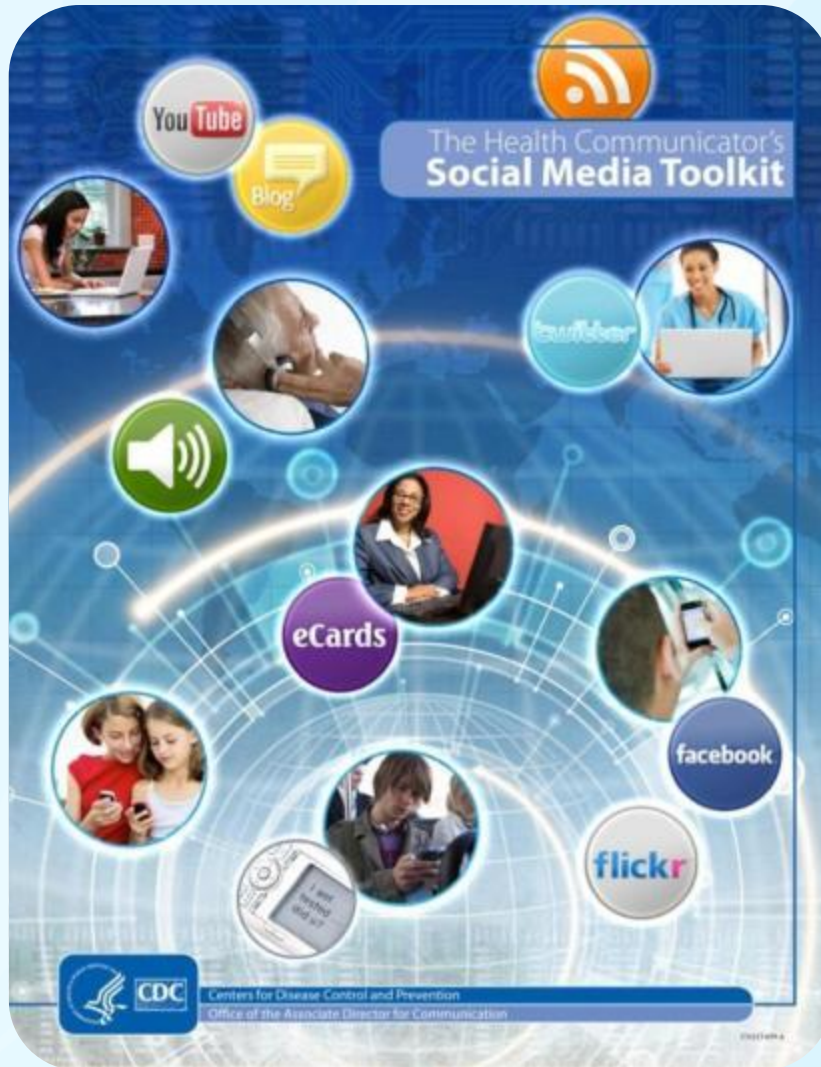
Photos



Likes

www.facebook.com/CDCSTLTConnection

Health Communicator's Social Media Toolkit

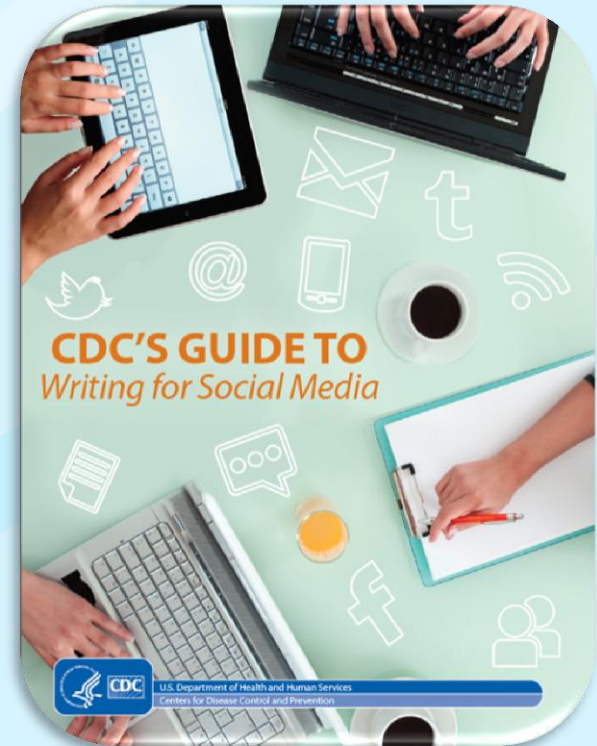


PDF available at:
www.cdc.gov/socialmedia

Guide to Writing for Social Media

What's covered:

- ❑ Introduction
- ❑ Before writing, consider:
 - Audiences
 - Health Literacy
 - Plain Language
 - Social Marketing
- ❑ Principles of effective writing
- ❑ www.cdc.gov/socialmedia




CDC Social Media Guidelines

<http://www.cdc.gov/SocialMedia/Tools/guidelines/>


CDC Social Media Tools, Guidelines & Best Practices

The use of social media tools is a powerful channel to reach target audiences with strategic, effective and user-centric health interventions. To assist in the planning, development and implementation of social media activities, the following guidelines have been developed to provide critical information on lessons learned, best practices, clearance information and security requirements. Although these guidelines have been developed for the use of these channels at the Centers for Disease Control and Prevention (CDC), they may be useful materials for other federal, state and local agencies as well as private organizations to reference when developing social media tools.






[Social Media Toolkit](#)  [PDF - 2.42 MB] – The Social Media Toolkit has been designed to provide guidance and to share lessons learned in more than three years of integrating social media into CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find information to help you get started using social media—from developing governance to determining which channels best meet your communication objectives to creating a social media strategy. You will also learn about popular channels you can incorporate into your plan – like blogs, video-sharing sites, mobile applications, and RSS feeds. (Revised July 2011)



[CDC's Guide to Writing for Social Media](#)  [PDF - 1.57 MB] – CDC's Guide to Writing for Social Media was written to provide guidance and share the lessons learned in more than three years of creating social media messages in CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find information to help you write more effectively using multiple social media channels, particularly Facebook, Twitter, and mobile phone text messaging. The guide is intended for a beginner audience, although some readers with an intermediate level may find it useful too.

Guidelines for the following tools are available:

- [YouTube and Online Video Guidelines and Best Practices](#)  [PDF - 604KB]
[Revised October 2012]
- [Facebook Guidelines and Best Practices](#)  [PDF - 530KB]
[Revised May 2012]
- [Twitter Guidelines and Best Practices](#).  [PDF - 310KB]
[Revised February 2012]

CDC Metrics Dashboard

www.cdc.gov/metrics

CDC eHealth Metrics Dashboard

Dashboard Home

- [CDC.gov](#)
- [Mobile](#)
- [Social Media](#)
- [CDC en Español Channel](#)
- [Satisfaction Scores](#)
- [Report Archive](#)
- [FAQs](#)

Related Links

- [CDC-Info](#)
- [Contact Us](#)
- [Social Media Tools](#)
- [Public Health Grand Rounds](#)
- [Vital Signs](#)
- [Gateway](#)
- [Health Literacy](#)
- [Agency Priorities](#)

 Recommend 21  Tweet  Share

2012 Annual Summary

- 746,222,316 page views to CDC.gov overall
- 17,194,699 page views to the CDC Homepage

Most Popular Topics on CDC.gov

- STD FACTS
- CDC Homepage, Search, A-Z
- Vaccines
- Health Statistics
- Travelers' Health
- Seasonal Flu

CDC Spanish Metrics

- 2,970,449 page views to CDC en Español overall
- 20,600 Facebook fans
- 26,400 Twitter followers

Satisfaction Scores

- Jumped from 74 (Q2-2004) to 82 in Q4-2012.
- CDC.gov received a satisfaction score of 82 in Q4-2012, while
- In Q4-2012, CDC.gov was ranked 3rd in customer satisfactor

 [Email page link](#)


 [Print page](#)

Social Media



- [Buttons and Badges](#)
- [CDC Mobile](#)
- [Content Syndication](#)
- [eCards](#)
- [Micro-blogs \(Twitter\)](#)
- [Online Video](#)
- [Podcasts and RSS](#)
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- [Widgets](#)




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Contact Us:

-  Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
-  800-CDC-INFO
(800-232-4636)
TTY: (888) 232-6348
-  [Email Us](#)



Thank you!
aburnettheldman@cdc.gov



Office of the Director
Office of the Associate Director for Communication