CDC.gov and Social Media Metrics: February 2015

**Monthly Page Views to CDC.gov**

![Graph showing monthly page views to CDC.gov from January 2014 to February 2015.](graph_url)

**Page Views**

![Graph showing page views from 2004 to 2014.](graph_url)

**Most Popular Topic Pages on CDC.gov**

1. Search Results
2. Centers for Disease Control and Prevention
4. Measles | Home | Rubeola | CDC
5. Measles | Cases and Outbreaks | CDC
6. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen | DNPAO | CDC
7. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen: Results | DNPAO | CDC
8. CDC - Vaccines - Immunization Schedules main page
9. Measles | Signs and Symptoms | CDC
10. CDC - Vaccines - Immunization Schedules for Children in Easy-to-read Formats
11. CDC - Vaccines - Child and Adolescent Immunization Schedules Shell
12. Measles | Photos of Measles and People with Measles | CDC

**CDC.gov Search**

1. measles 26,558
2. ebola 10,802
3. vis 7,417
4. influenza 6,121
5. mmr 6,004

**External Search**

1. cdc 71,459
2. measles symptoms 37,272
3. measles 34,439
4. measles outbreak 22,539
5. cdc.gov 17,068

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

1. dr #1
2. heart #2
3. flu #3
4. diabetes #4
5. twitch #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.*

**CDC.gov – Traffic by Device Type**

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Page Views</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>64,452,645</td>
<td>76.10%</td>
</tr>
<tr>
<td>Visits</td>
<td>15,613,999</td>
<td>58.20%</td>
</tr>
<tr>
<td>Mobile</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Page Views</td>
<td>20,256,418</td>
<td>23.90%</td>
</tr>
<tr>
<td>Visits</td>
<td>11,205,678</td>
<td>41.80%</td>
</tr>
</tbody>
</table>

**Data.CDC.gov: February 2015**

- Page Requests: 613,644
- Browser Page Views: 26,819
- Total Page Views: 640,463

For More Information: CDC Digital Media Metrics
CDC.gov and Social Media Metrics: February 2015

Top Federal Facebook Pages as of 2/28/2015
1. NASA 10,178,074 Fans
2. U.S. Marine Corps 4,209,914 Fans
3. The US Army 3,251,209 Fans
4. The White House 3,164,600 Fans
5. Marines 2,912,985 Fans
6. U.S. Navy 2,078,234 Fans
7. U.S. Air Force 2,043,956 Fans
8. National Guard 1,753,630 Fans
9. FBI – Federal Bureau of Investigation 1,181,856 Fans
10. U.S. Department of State 971,090 Fans
* 14. CDC 463,466 Fans
Source: facebook

Top 10 CDC Facebook Pages as of 2/28/2015
1. CDC 463,466 Fans
2. Act Against AIDS 163,473 Fans
3. CDC Tobacco Free 109,470 Fans
4. NIOSH 84,904 Fans
5. CDC Emergency 65,896 Fans
6. Million Hearts 64,665 Fans
7. CDC en Espanol 55,764 Fans
8. Start Talking Stop HIV 46,738 Fans
9. Weight of the Nation 44,435 Fans
10. Veto Violence 34,994 Fans

Top Federal Twitter Profiles as of 2/28/15
1. NASA 9,030,835 Followers
2. The White House: 5,886,627 Followers
3. CDC Emergency 1,661,728 Followers
4. Asteroid Watch (NASA) 1,266,574 Followers
5. State Department 1,202,637 Followers
6. FBI Press Office 1,097,282 Followers
7. WomensHealth.gov 896,491 Followers
8. NASA Astrobiology Institute 876,008 Followers
9. Department of Justice (DOJ) 768,767 Followers
10. National Institute for Mental Health (NIMH) 763,099 Followers
* 20. CDC_eHealth 546,281 Followers
* 26. CDCgov 477,951 Followers
Source: twitter

For More Information: CDC Digital Media Metrics