CDC.gov and Social Media Metrics: January 2015

**Monthly Page Views to CDC.gov**

*Page Views*

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

1. Search Results
2. Centers for Disease Control and Prevention
4. Influenza (Flu) | CDC
5. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen | DNPAO | CDC
6. What You Should Know for the 2014-2015 Influenza Season | Seasonal Influenza (Flu) | CDC
7. Flu Symptoms & Severity | Seasonal Influenza (Flu) | CDC
8. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen: Results | DNPAO | CDC
9. Weekly U.S. Influenza Surveillance Report | Seasonal Influenza (Flu) | CDC
10. Weekly US Map: Influenza Summary Update | Seasonal Influenza (Flu) | CDC
11. The Flu: What To Do If You Get Sick | Seasonal Influenza (Flu) | CDC
12. Measles | Home | Rubeola | CDC

**CDC.gov Search**
1. measles 16,004
2. flu 11,936
3. influenza 11,635
4. ebola 10,948
5. vis 8,633

**External Search**
1. cdc 393,362
2. cdc.gov 100,347
3. measles 48,415
4. hpv 30,369
5. www.cdc.gov 29,654

**Google Trends (health-related searches)**
1. dr #1
2. heart #2
3. dieta #3
4. diabetes #4
5. walgreens #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></th>
<th>Desktop</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>63,595,286</td>
<td>74.90%</td>
</tr>
<tr>
<td>Visits</td>
<td>14,847,188</td>
<td>56.10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mobile</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>18,065,154</td>
<td>23.40%</td>
</tr>
<tr>
<td>Visits</td>
<td>10,059,933</td>
<td>42.30%</td>
</tr>
</tbody>
</table>

**Data.CDC.gov: January 2015**

- Page Requests: 141,346
- Browser Page Views: 21,090
- Total Page Views: 162,436

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

CDC Social Media Traffic

CDC Facebook Fans
January 2014 - January 2015

CDC Twitter Followers
January 2014 - January 2015

Top Federal Facebook Pages
as of 1/31/2015

1. NASA 9,897,131 Fans
2. U.S. Marine Corps 4,166,451 Fans
3. The US Army 3,204,633 Fans
4. The White House 3,092,379 Fans
5. Marines 2,906,775 Fans
6. U.S. Navy 2,044,537 Fans
7. U.S. Air Force 2,015,406 Fans
8. National Guard 1,750,148 Fans
9. FBI – Federal Bureau of Investigation 1,163,879 Fans
10. U.S. Department of State 939,849 Fans

* 14. CDC 457,494 Fans

Source: facebook

Top 10 CDC Facebook Pages
as of 1/31/2015

1. CDC 457,494 Fans
2. Act Against AIDS 163,587 Fans
3. CDC Tobacco Free 108,411 Fans
4. NIOSH 82,752 Fans
5. CDC Emergency 64,318 Fans
6. Million Hearts 64,263 Fans
7. CDC en Espanol 54,646 Fans
8. Weight of the Nation 46,386 Fans
9. Start Talking Stop HIV 44,727 Fans
10. Veto Violence 34,514 Fans

Total CDC Agency Facebook Fans – 1,280,011
Total CDC Agency Twitter Followers – 3,897,458

Top Federal Twitter Profiles
as of 1/31/15

1. NASA 8,729,783 Followers
2. The White House: 5,794,061 Followers
3. CDC Emergency 1,648,878 Followers
4. Asteroid Watch (NASA) 1,257,914 Followers
5. State Department 1,202,637 Followers
6. FBI Press Office 1,078,251 Followers
7. NASA Astrobiology Institute 876,443 Followers
8. WomensHealth.gov 871,457 Followers
9. Department of Justice (DOJ) 759,778 Followers
10. White House Open Gov't 739,006 Followers

* 20. CDC_eHealth 546,281 Followers
* 26. CDCgov 477,951 Followers

Source: twitter

For More Information: CDC Digital Media Metrics