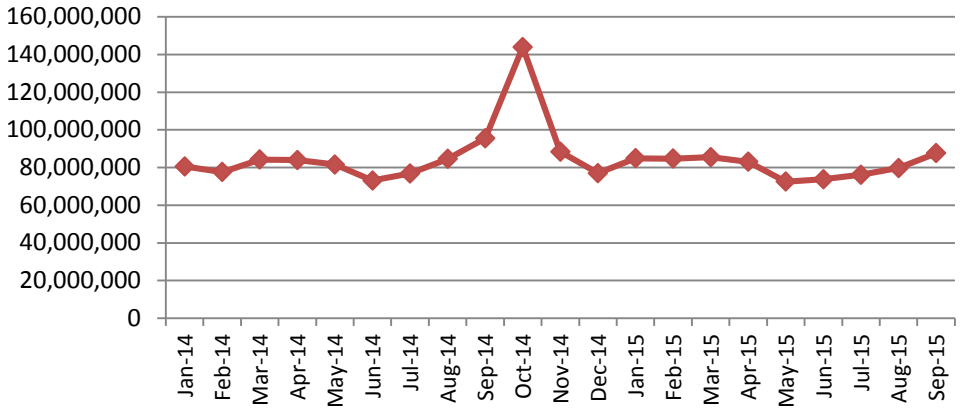
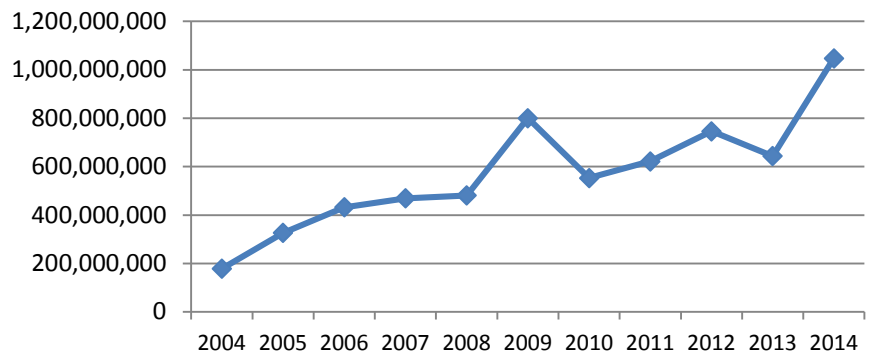
CDC.gov and Social Media Metrics: September 2015

CDC.gov

Monthly Page Views to CDC.gov



Page Views



CDC.gov Search

1	travel	15,273
2	vis	10,534
3	influenza	6,679
4	ebola	6,286
5	flu vaccine 2015	5,642

External Search

1	cdc	29,359
2	hpv	12,530
3	chlamydia	9,309
4	herpes	9,219
5	cdc.gov	6,256

Google Trends (health-related searches)

1	dr	#1
2	diabetes	#2
3	walgreens	#3
4	twitch	#4
5	herpes	#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.

Most Popular Topic Pages on CDC.gov

1	Search Results	7	Body Mass Index (BMI) | BMI | Assessing Your Weight | Healthy Weight | DNPAO | CDC
2	Centers for Disease Control and Prevention	8	Vaccine Information Statement | Home | VIS | CDC
3	Adult BMI Calculator: English | Assessing Your Weight | Healthy Weight | DNPAO | CDC	9	Cardiovascular Disease | Risk | Framingham Heart Study
4	STD Widget 3	10	STD Facts - Human papillomavirus (HPV)
5	Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen | DNPAO | CDC	11	STD Facts - Chlamydia
6	Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen: Results| DNPAO | CDC	12	What You Should Know for the 2015-2016 Influenza Season | Seasonal Influenza (Flu) | CDC

CDC.gov – Traffic by Device Type

	Desktop	%
Page Views	66,649,108	76.00%
Visits	14,966,308	55.60%
	Mobile	%
Page Views	21,002,921	24.00%
Visits	11,968,957	44.40%

Data.CDC.gov: September 2015

Page Requests	169,440
Browser Page Views	26,662
Total Page Views	196,102

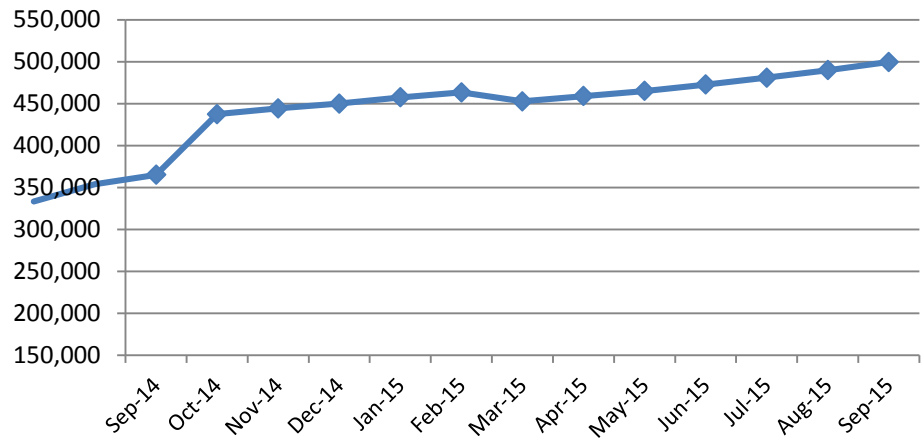
For More Information: CDC Digital Media Metrics

CDC.gov and Social Media Metrics: September 2015

CDC Social Media Traffic

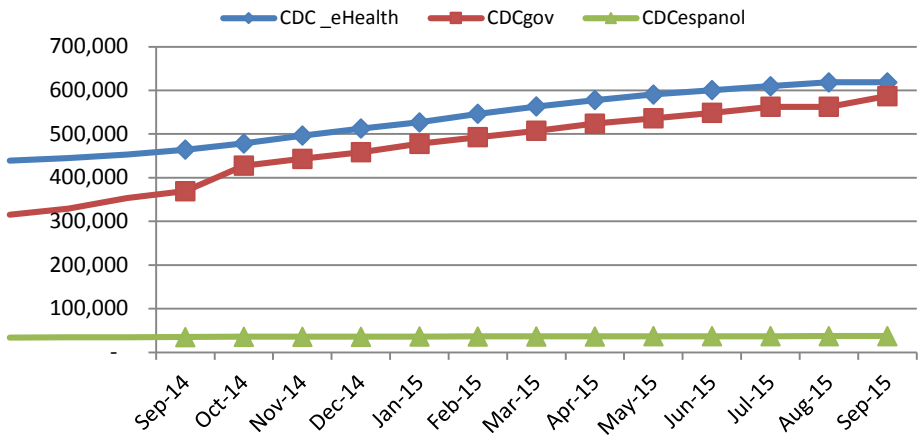
CDC Facebook Fans

September 2014 - September 2015



CDC Twitter Followers

September 2014- September 2015



Total CDC Agency Facebook Fans – 1,419,790
Total CDC Agency Twitter Followers – 4,326,828

Top Federal Facebook Pages

as of 9/30/2015

1. NASA	12,645,485 Fans
2. U.S. Marine Corps	4,256,481 Fans
3. The White House	4,525,238 Fans
4. The US Army	3,525,599 Fans
5 Marines	2,811,957 Fans
6. U.S. Navy	2,280,353 Fans
7. U.S. Air Force	2,173,141 Fans
8. National Guard	1,667,837 Fans
9. FBI – Federal Bureau of Investigation	1,347,605 Fans
10. U.S. Department of State	1,224,209 Fans
* 14. CDC	499,662 Fans

Source: facebook

Top 10 CDC Facebook Pages

as of 9/30/2015

1. CDC	499,662 Fans
2. Act Against AIDS	158,308 Fans
3. CDC Tobacco Free	115,484 Fans
4. NIOSH	100,090 Fans
5. CDC Emergency	77,545 Fans
6. Million Hearts	65,220 Fans
7. CDC en Espanol	58,880 Fans
8 Start Talking Stop HIV	56,752 Fans
9. Weight of the Nation	45,280 Fans
10. Veto Violence	35,165 Fans

Top Federal Twitter Profiles

as of 9/30/15

1. NASA	12,640,551Followers
2. The White House:	7,287,043Followers
3. President Obama	4,465,844 Followers
4. CDC Emergency	1,712,164 Followers
5. State Department	1,636,189 Followers
6. Asteroid Watch (NASA)	1,322,245 Followers
7. FBI Press Office	1,280,141 Followers
8. WomensHealth.gov	964,865 Followers
9. Department of Justice (DOJ)	924,752 Followers
10. NASA Astrology Institute	871,878 Followers
* 21. CDC_eHealth	622,009 Followers
* 27. CDCgov	587,226 Followers

Source: twitter

For More Information: CDC Digital Media Metrics