

Does Social Media Have a Role in Federal Statistics?

2012 National Conference on Health Statistics

August 8, 2012

Centers for Disease Control and Prevention
National Center for Health Statistics



Session Outline

- Presentations
- Discussion
- Wrap Up

Presenters

Tammy Stewart-Prather

Chief, Information Dissemination Staff, National
Center for Health Statistics (NCHS)

Tori Garten

Chief, New Media and Web Policy Branch, National
Institute of Allergy and Infectious Diseases
(NIAID)

Deanna Stephens

New Media Manager, Substance Abuse and Mental
Health Services Administration (SAMHSA)

Lauren Shaw

Assistant Chief, Center for New Media and
Promotions, U.S. Census Bureau

Discussion

■ Focus

- How can statistical agencies best use social media?
- Can social media be used to help increase survey participation?

NCHS and Social Media

Tammy Stewart-Prather

Chief, Information Dissemination Staff, National
Center for Health Statistics (NCHS)

Congressional Mandate

- **Public Health Service Act**
 - **Sections 304, 306, 308**

Collect, Analyze, Disseminate

Data Collection Methods

- Vital statistics data collected in partnership with states
- Household interview surveys
- Examination surveys
- Health care provider surveys
- Telephone surveys



Audience



NCHS has something for everyone including:

- Analyst and health researchers
- Public health professionals
- Policy makers
- Students
- Medical librarians
- Media
- Business
- General public

Popular Types of Social Media



Facebook



Twitter



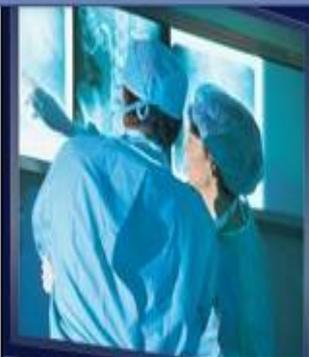
Flickr



YouTube



http://www.facebook.com/CDCNCHS



+ Create A Page

Now July

National Center for Health... Timeline Now Highlights

655 people saw this post

Promote

+ Create A Page

Now July 2012 2011 2010 1987 Founded

NATIONAL CONFERENCE ON HEALTH STATISTICS

2012



Going (55)



Maybe (5)



Invited (5)



Export · Report

2012 National Conference on Health Statistics

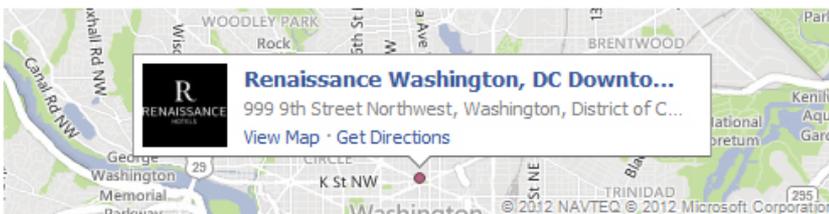
Public Event · By National Center for Health Statistics

Monday, August 6, 2012 What time?

<http://www.cdc.gov/nchs/events/2012nchs/>

The National Center for Health Statistics (NCHS) is pleased to invite you to attend the 2012 National Conference on Health Statistics to be held August 6–8, 2012, at the Renaissance Washington DC Downtown Hotel, 999 Ninth Street NW, Washington, DC 20001.

Our biennial conference focuses on the critical impact of public health data on the health and well-being of the U.S. population. The 2012 Conference will emphasize current NCHS data activities and their relations... See More



Write Post Add Photo / Video Ask Question

Write something...

Center for Health Statistics shared a link.

resents the most recent prevalence estimates and rolled high blood pressure, uncontrolled high nsity lipoproteins cholesterol (LDL-C), and current g among adults aged 20 and over.



are ad, Salon Safety and 2 others like this. Comment...

Center for Health Statistics shared a link.

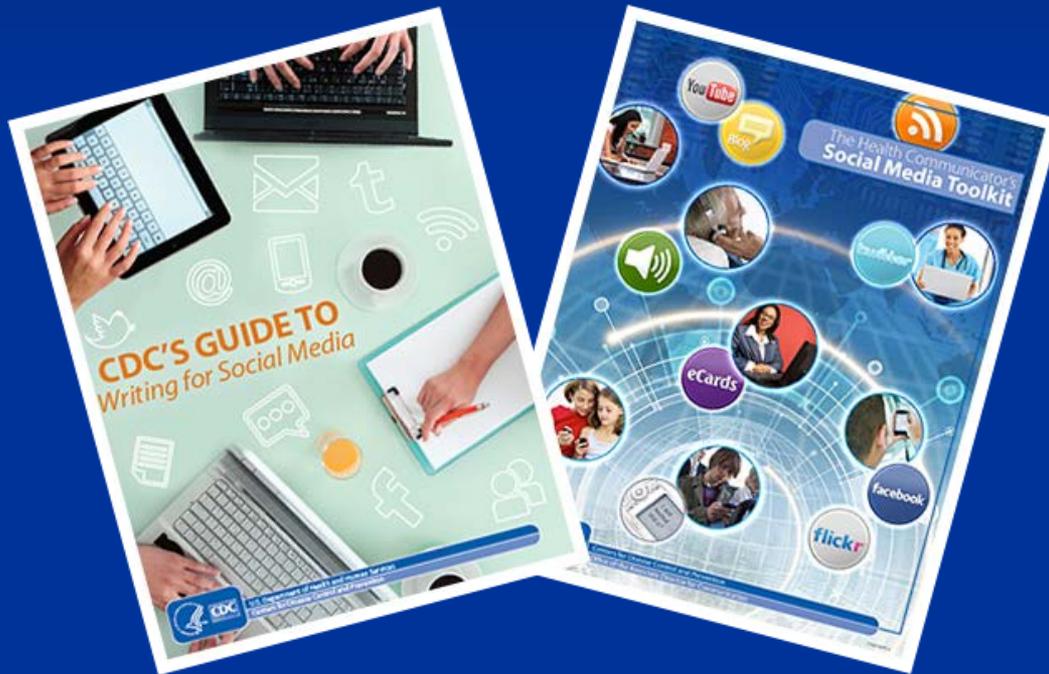
resents estimates of the population aged 45 and more of nine self-reported chronic conditions.



are verly Stuart and 2 others like this. Comment...

Likes

Governance and Best Practices



Social Media Council and Workgroups

- Set guidelines for planning, developing and implementing social media
- Social Media Toolkit
- Guide to writing for social media

Pros and Cons

	Social Media		Traditional
	Inexpensive		Costly
	Interactive Engaging		One-way/ Non-Reciprocal
	Measurable		Hard to Measure
	Disseminates Rapidly		Permanent/Tangible

Reach and Engagement of NCHS Facebook Users

Overview Likes Reach Talking About This Check-Ins

All dates and times are in Pacific Time

Export Data



Total Likes?

1,423 ↑ 5.17%

Friends of Fans?

556,448 ↑ 7.2%

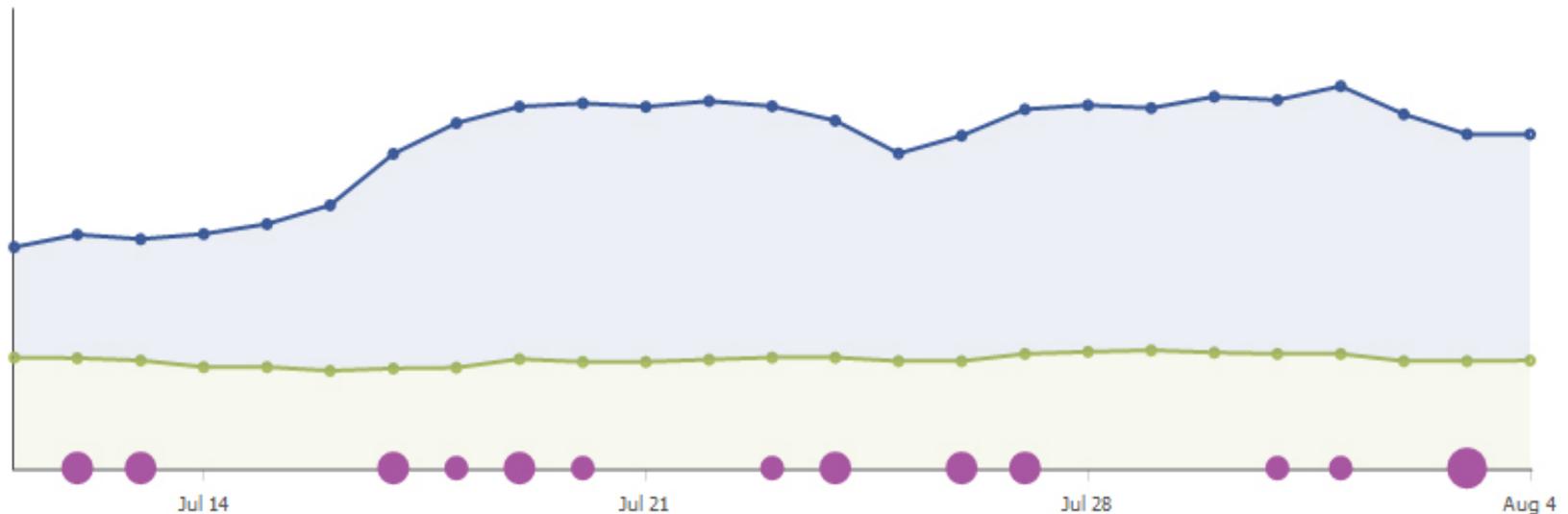
People Talking About This?

122 ↑ 1.67%

Weekly Total Reach?

2,575 ↓ -10.59%

Posts? People Talking About This? Weekly Total Reach?



NCHS Overall Goal

- Create awareness
- Disseminate data and information
- Provide an avenue for NCHS data users and potential uses of NCHS data to dialogue and exchange ideas
- Build organization trust among the populace

Increase Survey Participation!

Discussion

■ Focus

- How can statistical agencies best use social media?
- Can social media be used to help increase survey participation?

Contact Information

Elom Lawson

Elawson@cdc.gov

Anthony Lipphardt

Alipphardt@cdc.gov