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?
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
Flicker
YouTube
2012 National Conference on Health Statistics

Public Event • By National Center for Health Statistics

Monday, August 6, 2012

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
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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Traditional</th>
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<tr>
<td><strong>Inexpensive</strong></td>
<td><strong>Costly</strong></td>
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<tr>
<td><strong>Interactive Engaging</strong></td>
<td><strong>One-way/Non-Reciprocal</strong></td>
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<tr>
<td><strong>Measurable</strong></td>
<td><strong>Hard to Measure</strong></td>
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<tr>
<td><strong>Disseminates Rapidly</strong></td>
<td><strong>Permanent/Tangible</strong></td>
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Reach and Engagement of NCHS Facebook Users

Overview

Likes | Reach | Talking About This | Check-Ins

All dates and times are in Pacific Time

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%)

Graph showing the trend of posts, people talking about the page, and weekly total reach from July 14 to August 4.
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?
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