

NCHS Evolution into Social Media

- 1995 – First NCHS Web Site
- 1996 – FastStats developed for NCHS site
- 2007 – First NCHS Blog Developed
- 2010 – NCHS joins Twitter, You Tube, and Facebook

NCHS Evolution into Social Media: Developing A Purpose

- Then & Now, Question Remains: How Does It Support The Program's Mission?
- What are the goals for using Social Media?
- Which Social Media tools best fit the NCHS mission?
- Which Social Media tools don't?

Current NCHS Social Media Tools

- Twitter
- Facebook



Home 1 Notifications Messages Search Twitter

NCHS

TWEETS 954 FOLLOWING 1,112 FOLLOWERS 1,723 FAVORITES 121 Edit profile

NCHS
@NCHStats
CDC's National Center for Health Statistics - Monitoring the Nation's Health
Hyattsville, MD
cdc.gov/nchs/pressroom
Joined January 2010

Tweets Tweets & replies Photos & videos

View 1 new Tweet

NCHS @NCHStats · now
#STATOFTHEDAY: More U.S. children and adolescents ages 3–19 are #obese (17%) than Canadian children (13%). go.usa.gov/36Fqz



NATIONAL CENTER FOR HEALTH STATISTICS
...monitoring the Nation's health

THIS WEEK
2,514 Post Reach
199 Post Engagement

NCHS National Center for Health Statistics Government Organization

Timeline About Photos Reviews More

13k likes +116 this week
372 were here this week
2,514 post reach this week

Get Phone Calls From News Feed
Include a Call Now button so people nearby can call your business right from your promotion.
Promote Local Business

Status Photo / Video Offer, Event +
What have you been up to?

NCHS National Center for Health Statistics
Published by Hootsuite 191 · 5 hrs · @
Join us for a compelling conversation on Veterans' Health Tuesday at 3:30 in Brookside at the #2015NCHS
84 people reached Boost Post

Like Comment Share
Write a comment...

NCHS on Twitter: Goals

- Promoting new data releases/publications
- Promoting special events
- Tweet a “Stat of the Day” which synchronizes our marketing across various platforms

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NCHS @NCHStats · now
#STATOFTHEDAY: More U.S. children and adolescents ages 3–19 are #obese (17%) than Canadian children (13%). go.usa.gov/36Fqz

Stat of the Day

- Long version (not limited to 140 characters) headlines our web site Pressroom (www.cdc.gov/nchs/pressroom)
- Each Stat of the Day is strategically unveiled to build toward the release of featured new data later in the week
- On off-weeks, feature stats on health topics in the news.
- Has increased our visibility on Twitter.

The screenshot displays the CDC NCHS Press Room website. At the top left is the CDC logo with the text "Centers for Disease Control and Prevention" and "CDC 24/7: Saving Lives, Protecting People™". To the right is a search bar with a "SEARCH" button and a "CDC A-Z INDEX" dropdown menu. Below the search bar is a dark blue header for "NCHS Press Room". On the left side of the page is a navigation menu with links: "NCHS Pressroom", "2015 Release Schedule", "The Month Ahead", "Publications Archives", "QuickStats Archives", and "STAT LINE". The main content area features a "Stat of the Day" section with the headline: "More U.S. children and adolescents ages 3-19 are obese (17%) than Canadian children (13%)." Below the headline is the source: "Source: [Prevalence of Childhood Obesity in Canada and the United States](#) (English)". To the right of the "Stat of the Day" is a "What's New" section with two bullet points: "New Release: Prevalence of Obesity Among Children and Adolescents in the United States and Canada (08/25/2015)" and "Next Up: Early Release of Selected Estimates Based on Data From the January-March 2015".

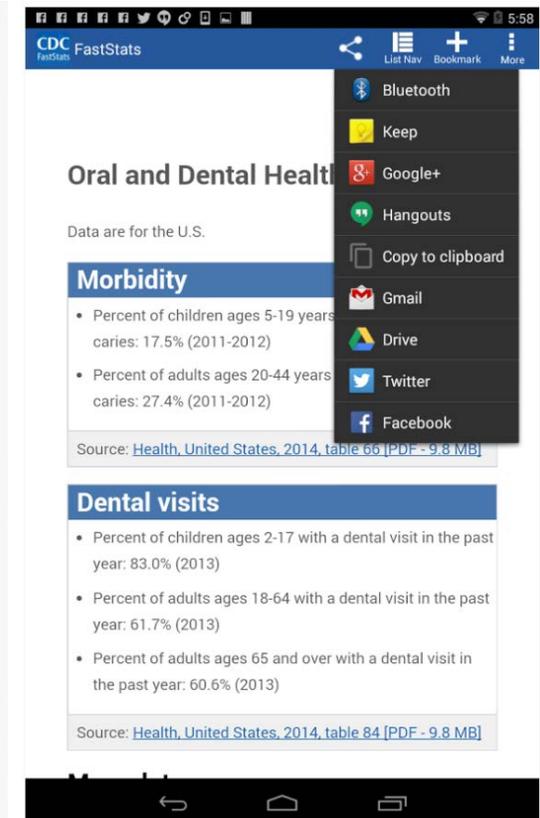
Other Initiatives/Technologies for increasing reach and engagement:

2 examples:

- CDC Faststats
- NCHS Data Visualization gallery blog
- ‘CDC FastStats’: NCHS developed a mobile app for iOS and Android devices for disseminating statistical content.
 - Cross promoted the app through:
 - Twitter (NCHS & CDC.gov profiles)
 - Facebook (NCHS & CDC.gov profiles)
 - Collaborated with HHS to produce a ‘how to’ video for the new app
- We added information related to conference materials
Conference attendees:
 - At a glance event information
 - Plenary speaker bios
 - Detailed Conference sessions’ description pages
 - Exhibit hall info
 - Hotel information
 - Floor plans for the hotel



iOS



Android

NCHS National Center for Health Statistics
 Published by Phil Walls [?] · August 11 at 9:16am · 🌐

FastStats, now available for Android and iOS devices, provides access to health statistics for more than 100 health topics. For a limited time, attendees of the 2015 National Conference on Health Statistics can browse conference materials and plan a custom conference schedule. Download free today on Google Play or iTunes app stores. youtu.be/lyRTIBBBncE



NCHS Mobile App for Conference
 Looking for the latest health data? Start with the FastStats mobile app, from the National Center for Health Statistics.

YOUTUBE.COM

10,344 people reached Boosted

95 Likes 18 Shares

👍 Like 💬 Comment ➦ Share

- Boosting is also a way to increase reach and engagement
- Using graphics in posts usually encourages users to click

10,344 People Reached

127 Likes, Comments & Shares

107 Likes	95 On Post	12 On Shares
1 Comments	0 On Post	1 On Shares
19 Shares	18 On Post	1 On Shares

55 Post Clicks

0 Photo Views	11 Link Clicks	44 Other Clicks ⓘ
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NEGATIVE FEEDBACK

26 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Other Data Tools Promoted by Social Media

NCHS Press Room

[NCHS Pressroom](#)
[2015 Release Schedule](#)
[The Month Ahead](#)
[Publications Archives](#)
[QuickStats Archives](#)
[STAT LINE](#)
[Stats of the States](#)
[STATCASTS](#)
[Press Release Archives](#)
[TV/Video Gallery](#)
[Join NCHS Media List](#)

Related Sites

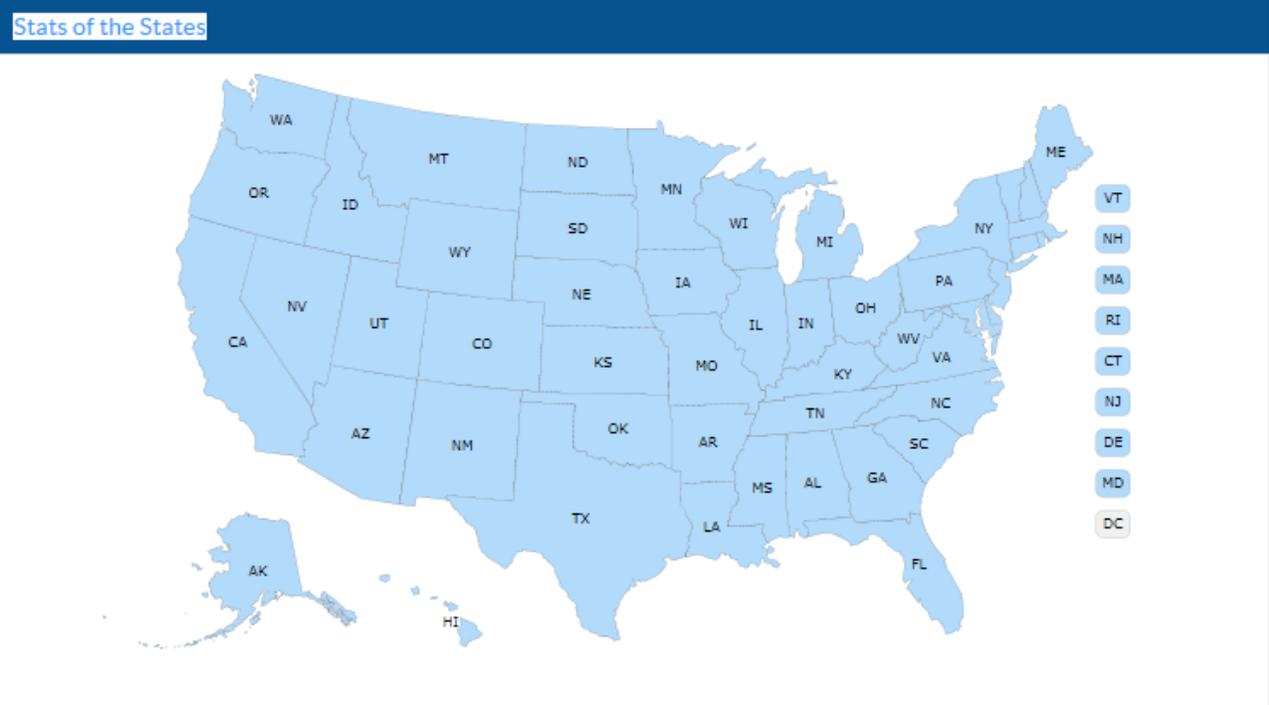
- [Health Statistics Blog](#)
- [CDC Online Newsroom](#)
- [CDC in the News](#)
- [FastStats](#)
- [NCHS Publications and Products](#)

[CDC](#) > [NCHS Home](#) > [NCHS Pressroom](#)

Stats of the States

[f](#) [t](#) [+](#)

[Stats of the States](#)



The image shows a screenshot of the NCHS Press Room website. The main content area features a map of the United States with state abbreviations labeled. To the right of the map is a legend with colored circles next to state abbreviations: VT, NH, MA, RI, CT, NJ, DE, MD, and DC. The map is currently showing all states in a light blue color. The legend items are also in light blue, suggesting they are all selected or active. The page has a dark blue header and a light blue sidebar with navigation links. The main content area has a dark blue header with the title 'Stats of the States' and social media icons for Facebook, Twitter, and a plus sign for more options. Below the map is a legend with state abbreviations in circles.

Stats of the States

NCHS Press Room

NCHS Pressroom

2015 Release Schedule

The Month Ahead

Publications Archives

QuickStats Archives

STAT LINE

Stats of the States

STATCASTS

Press Release Archives

TV/Video Gallery

Join NCHS Media List

Related Sites

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[CDC Online Newsroom](#)

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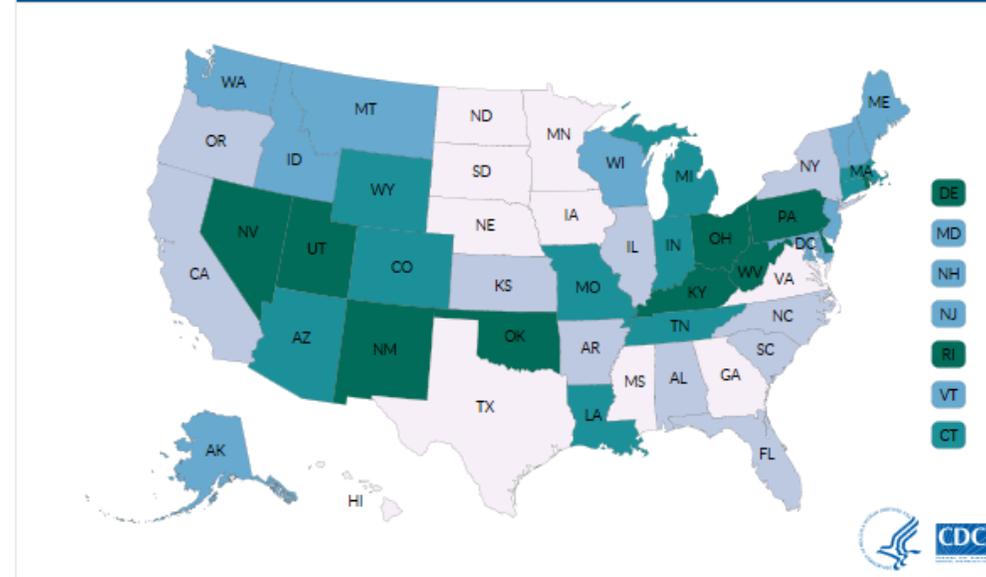
[NCHS Publications and Products](#)

[CDC](#) > [NCHS Home](#)

Drug Poisoning Death Rates by State, United States, 2013



Drug Poisoning Death Rates by State, United States, 2013



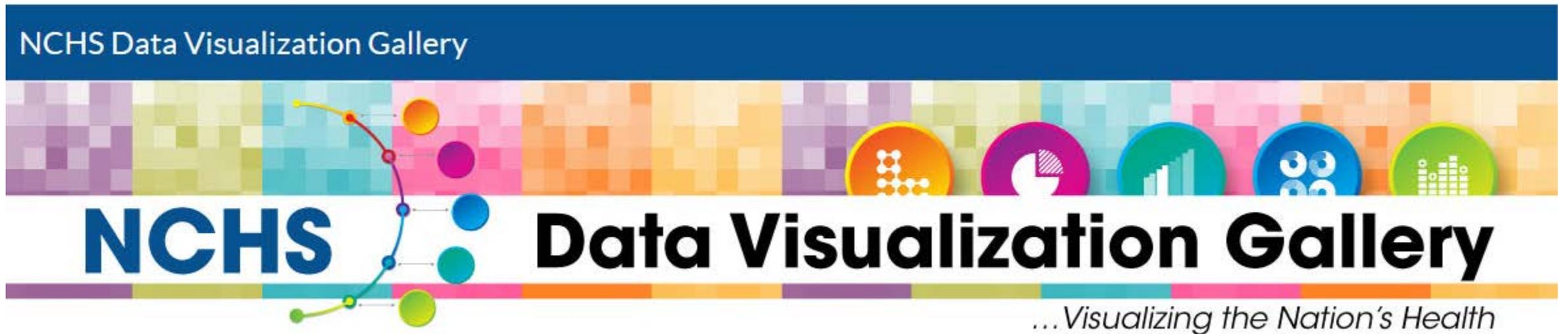
Age-Adjusted Death Rates¹

United States 13.8

- 2.8 - 11
- 11.1 - 13
- 13.2 - 15.1
- 15.5 - 18.7
- 18.7 - 32.2

[Data Table](#)

- [NCHS Data Visualizations Gallery](#)
 - Worked with CDC to set up a WordPress blog for disseminating new statistical data using interactive visualizations:
 - Promoted through:
 - Twitter, Facebook, CDC LinkedIn, [Pinterest](#), [Google+](#)



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

Centers for Disease Control and Prevention (CDC) ❤️

+ Follow

39,165 followers | 4,742,634 views

Centers for Disease Control and Prevention (CDC)
Shared publicly - Jun 23, 2015

Take a sneak peek at the future of data dissemination in the NCHS Data Visualization Gallery. Explore interactive charts drawing on more than 100 years of data—including the most current—from our National Vital Statistics System.
<http://go.usa.gov/39sVw>

NCHS Data Visualization Gallery | Blogs | CDC
go.usa.gov

+12 ↻ 1 Add a comment...

Our data visualizations were cross promoted and shared using:

- NCHS Twitter profile
- CDC Google+ profile
- Main CDC Twitter and affiliated profiles
- CDC LinkedIn
- Reddit's Subreddit 'Dataisbeautiful'

CDC
@CDCgov Follow

NCHS launches new data visualization gallery go.usa.gov/39sVw
[#datavisualization](https://twitter.com/CDCgov/status/611111111111111111)

RETWEETS 31 FAVORITES 14

8:00 AM - 23 Jun 2015

NN/LM PSR @NNLMPSR · Aug 14
NCHS [#DataVisualization](https://twitter.com/NNLMPSR/status/611111111111111111) Gallery: interactive charts drawing on more than 100 years of data ow.ly/QUsOD

Dr. Tom Frieden @DrFriedenCDC · Jun 29
New tool for exploring and presenting selected public datasets from NCHS go.usa.gov/39sVw [#datavisualization](https://twitter.com/DrFriedenCDC/status/611111111111111111) [#nchs](https://twitter.com/DrFriedenCDC/status/611111111111111111)

CDCChronic @CDCChronic · Jun 29
Top 10 leading causes of death in the United States from 1999-2013. [#datavisualization](https://twitter.com/CDCChronic/status/611111111111111111) 1.usa.gov/1GIBzMo

Matrix DataLabs @MatrixDataLabs · Jun 27
Centers for Disease Control and Prevention usa frecuentemente [#DataVisualization](https://twitter.com/MatrixDataLabs/status/611111111111111111) para presentar sus informes. ow.ly/OHFfs

CDC @CDCgov · Jun 23
NCHS launches new data visualization gallery go.usa.gov/39sVw [#datavisualization](https://twitter.com/CDCgov/status/611111111111111111)

NCHS @NCHStats · Jun 17
NCHS showcases statistical trends using data visualization go.usa.gov/39sVw [#datavisualization](https://twitter.com/NCHStats/status/611111111111111111)

Next Steps

While the views didn't always translate to actual clicks/engagement, we were able to see that our users are interested in:

- retrieving our data via social media
- using our data via social media.

Examples of strategies that work for increasing reach and engagement:

- Post boosting on Facebook for specific events.
- Continue cross promotion and collaboration with established profiles (high fan base).
- Sharing on nontraditional social networking sites like a subreddit.
- Dedicate staff to (1) actively monitor and track social media activities, (2) provide timely responses to queries.

