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
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
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.
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
- Boosting is also a way to increase reach and engagement
- Using graphics in posts usually encourages users to click
Other Data Tools Promoted by Social Media
Stats of the States

Drug Poisoning Death Rates by State, United States, 2013

Age-Adjusted Death Rates

United States: 13.8
- 2.0 - 11
- 11.1 - 13
- 13.2 - 15.1
- 15.2 - 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+
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’
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.