



5/15/2014

Key Elements for Digital Collaborations

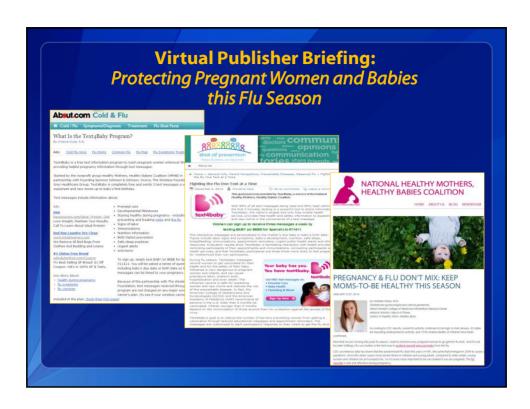
- Utilize social platforms to congregate partners
 - e.g. Webinars, twitter chats
- Identify similarities or common interests between partners
 - e.g. Target audience, common interest
- Employ digital channels that are popular and familiar with multiple flu vaccination partners
 - e.g. Twitter, Youtube, Facebook
- Engage partners with a loyal social following
 - e.g. Izea, mommy bloggers



Virtual Publisher Briefing: Protecting Pregnant Women and Babies this Flu Season

- First webinar of its kind
 - Panel consisted of 3 organizations and 1 CDC Expert.
 - Each presented different angles--creating more options for content
 - Personal stories engage participants (FFF)
- Led to several cross collaborative activities
 - About.com and Shot of Prevention both posted about "Text4Baby" Program
 - Dr. Dolan (March of Dimes) guest blogged for Healthy Mothers Healthy Babies
 - All panel participants joined CDC Twitter chat with Dr. Frieden in January
 - Webinar remains accessible on CDC flu website

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#NIVW2013 Twitter Chat

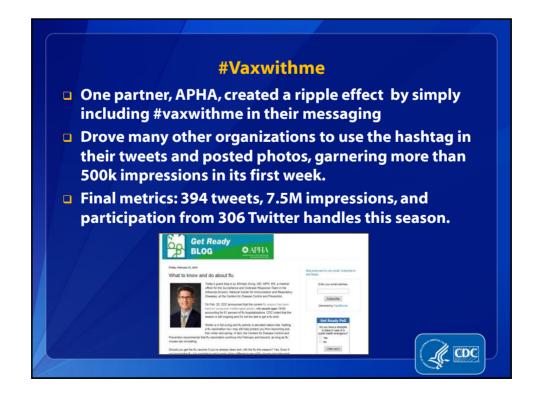
- Brought local, state, and national partners together to promote NIVW and flu vaccination
- Developed tweets for partners to use and personalize for their target audiences
 - Allowed chat participants to see what other partners of similar interest were tweeting, thus sparking potential cross collaboration of messages
- Invited Healthy Mothers Healthy Babies to co-host the event
 - Made the chat more dynamic by including other experts outside of CDC

CDC

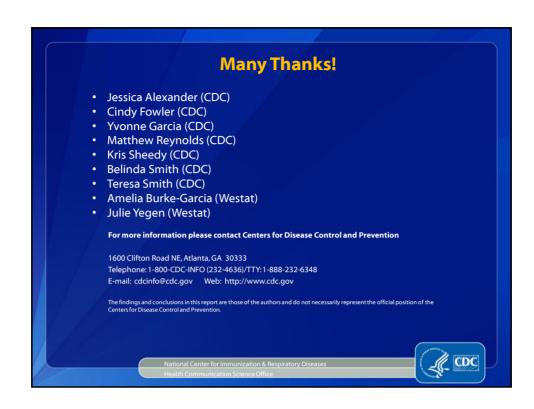
Reached an estimated 3.7 million accounts; 785
contributors with 1,417 tweets

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