

## Current U.S. Research



- 22% of Americans use social networking sites
- 70 million blogs exist worldwide and 15-30 million of those are authored by U.S. Internet users
- 85% of Americans own a mobile phone and 71% have a landline
- 10 billion text messages are sent from American cell phones each month (250% increase each year for the past two years)
- 17 million Americans have downloaded a podcast at least once
- 25% of Internet users have tagged or categorized content online
- 200,000 ecards are sent monthly

<http://www.cdc.gov/healthmarketing/ehm/databriefs/>

## Internet Use



Parent Internet Usage	
% who use the internet or email	
All parents	87%
<b>Race/Ethnicity</b>	
White	92†
Black	81♦
Hispanic	69♦
<b>Education</b>	
High school grad or less	76♦
Some college	91♦
College grad	99♦
<b>Annual Household Income</b>	
Less than \$30,000	66†
\$30,000-\$49,999	80†
\$50,000-\$74,999	91♦
\$75,000+	97♦

Source: Pew Internet & American Life Project Teen/Parent Survey on Writing, September-November 2007. Margin of error is ±5%. The percentage with † next to it is significant to all the other numbers with a ♦ in the column, but the other numbers with a ♦ in the column are not significant to each other.

Teen Internet Usage	
% who use the internet or email	
All teens	94%
<b>Gender</b>	
Girls	95
Boys	93
<b>Age</b>	
12-14	92
15-17	96
<b>Race/Ethnicity</b>	
White	96^
Black	92
Hispanic	87^
<b>Annual Household Income</b>	
Less than \$30,000	86†
\$30,000-\$49,999	93
\$50,000-\$74,999	96♦
\$75,000+	97♦

Source: Pew Internet Project Teen/Parent Survey on Writing, Sept.-Nov 2007. Margin of error is ±5%. ^ indicates numbers are significant to each other in each section. The % with † is significant to all the other numbers with a ♦ in the column, but the other numbers with a ♦ in the column are not significant to each other.

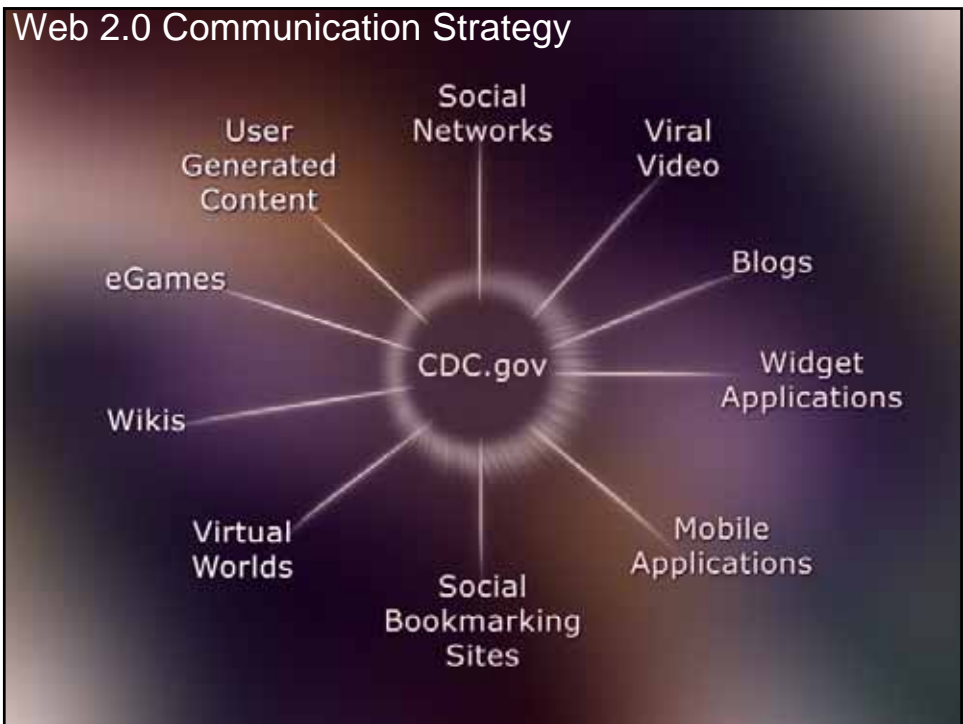
Pew Internet & American Life Project, November 2007

## Our Mission



eHealth and CDC 2.0 Goal:

...to make CDC content, tools and services available when, where and how users want them



# CDC.gov/flu

Centers for Disease Control and Prevention  
CDC en Español | Other Languages | TDD/VIB

CDC Home > Diseases and Conditions

## Seasonal Flu

**Flu season came late, but it's here now!**  
Flu activity is widespread in most of the country now and may continue for some time. If you haven't gotten a flu vaccine yet this season, CDC recommends getting vaccinated now to protect against late-circulating flu viruses and offers advice on what to do if you get sick.

**Surveillance & Flu Activity**

The latest data on flu activity in the U.S.

[If you get sick](#) | [Fight Flu](#) | [Flu Activity Map](#)

**What You Should Know About...**

**Flu Basics**

- Influenza: The Disease
- Influenza Viruses
- 2009-2009 Flu Season

**Preventing the Flu**

- Key Facts About Flu Vaccine
- Good Health Habits
- Antiviral Drugs

**What to Do if You Get Sick**

- Symptoms
- Taking Care of Yourself
- Antiviral Drugs

DON'T GET THE FLU. DON'T SPREAD THE FLU. GET VACCINATED.

[cdc.gov/flu](#)

Add this button to your site

**PAGE OPTIONS**

Text Size: A A A

**Languages:**  
Español (Spanish)  
Tagalog (Filipino)  
Tiếng Việt (Vietnamese)

[Email this page](#)

**Info for Health Professionals**

<ul style="list-style-type: none"> <li>2008-09 ACIP Recommendations</li> <li>Vaccination</li> <li>Infection Control</li> <li>Antiviral Drugs 2008-09</li> <li>Clinical Description &amp; Lab Diagnosis</li> </ul>	<ul style="list-style-type: none"> <li>2008-09 Free Flu Materials</li> <li>National Influenza Vaccination Week 2009</li> <li>Flu Activity &amp; Surveillance</li> <li>Training</li> <li>References &amp; Resources</li> </ul>
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**Info for Specific Groups**

<ul style="list-style-type: none"> <li>Parents</li> <li>Schools &amp; Childcare Providers</li> <li>Workplace</li> <li>Legal Professionals &amp; Policymakers</li> </ul>	<ul style="list-style-type: none"> <li>Adults with Asthma</li> <li>People with Diabetes</li> <li>People with HIV/AIDS</li> </ul>
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**Other Flu Websites**

• Avian Flu usually refers to influenza A virus found chiefly in birds. But infections can occur in humans.

## Graphical Buttons

- Total Web Pages: 159
- 52 Health Departments
- 20 CDC.gov Pages
- 53 Partner Sites
- 34 Bloggers

116,849 total click-throughs



## Graphical Buttons



Social Networking sites:

- 6 MySpace profiles
- 2 bulletins sent from CDC MySpace page to 700+ friends

# Social Networks



## MySpace



## DailyStrength



# Webinar for Blog Writers



## Mommy Bloggers



- Parent blogger:
- 50 invited
  - 7 attended
  - 5 blog posts
  - 59 comments

## Healthcare Bloggers



- Healthcare blogger:
- 50 invited
  - 5 attended
  - 3 blog posts
  - 2 comments



# Widgets

**the Flu I.Q.**

Think you know all there is to know about the flu? Answer ten easy questions, then share the Flu IQ!

**start**

44,349 views

# Content Syndication

**Investigation of Outbreak of Infections Caused by Salmonella Saintpaul**

States with persons with the outbreak strain of Salmonella Saintpaul, by state of residence.

Since April, 413 persons infected with Salmonella Saintpaul with the same genetic fingerprint have been identified in 22 states and the District of Columbia. These were identified because their laboratories in all states sent Salmonella strains from ill persons to their state public health laboratory for characterization. The marked increase in reported ill persons since the last outbreak is not thought to be due to a larger number of new infections. The number of reported ill persons increased mainly because some states improved surveillance for Salmonella in response to the outbreak and because laboratory identification of many previously submitted strains was completed. In particular, one new state, Massachusetts reported ill persons. The number of ill persons identified in each state is as follows: Arizona (2), California (24), Colorado (4), Connecticut (4), Florida (1), Georgia (14), Idaho (3), Illinois (9), Indiana (9), Kansas (9), Kentucky (1), Maryland (3), Massachusetts (22), Michigan (4), Minnesota (2), New Hampshire (2), New Jersey (2), New Mexico (7), New York (18), North Carolina (1), Ohio (3), Oklahoma (1), Oregon (1), Pennsylvania (3), Rhode Island (2), Tennessee (4), Texas (283), Utah (2), Virginia (23), Vermont (1), Washington (1), Wisconsin (2), and the District of Columbia (1). Among the 413 persons with information available, illnesses began between April 20 and June 13, 2008. Patients range in age from 1 to 99 years; 50% are female. At least 40 persons have been hospitalized, no deaths have been officially attributed to the outbreak. However, a man in his 60s who died in Texas from cancer had an infection with the outbreak strain of Salmonella Saintpaul at the time of his death. The infection may have contributed to the death.

Only 3 persons infected with this strain of Salmonella Saintpaul were identified in the country during the same period in 2007. The previous rarity of this strain and the distribution of disease in all U.S. regions suggest that the implicated tomatoes are distributed throughout much of the country. Because of inherent delays in reporting and because many persons with Salmonella disease do not have a stool specimen tested, it is likely many more illnesses have occurred than those reported. Some of these unreported illnesses may be in states that are not on today's map.

**Clinical features of Salmonella Infection**

Most persons infected with Salmonella develop diarrhea, fever, and abdominal cramps 12-72 hours after infection. Infection is usually diagnosed by culture of a stool sample. The illness usually lasts 4-7 days. Although most people recover without treatment, severe infections may occur. Infants, elderly persons, and ill persons with weakened immune systems are more likely to develop severe illness. Other symptoms...

# Mobile-Ready Content



**CDC** Your Mobile Source for Credible Health Information

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**Seasonal Flu**

Info for Health Professionals

- [Summary of Updates in 2008 ACIP Recommendations](#)
- [Influenza Vaccination: Summary for Clinicians](#)

Info for Everyone

- [Key Facts About Flu](#)
- [How Flu Spreads](#)
- [Key Facts About Flu Vaccine](#)
- [Other Ways to Protect Against Flu](#)

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[Top of Page](#)  
[Policies](#)

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[\[1\] CDC Home](#) | [\[2\] CDC Features](#) | [\[3\] Emergency Preparedness and Response](#) | [\[4\] Seasonal Flu](#) | [\[5\] Travelers' Health](#) | [\[6\] Contact CDC](#)

Centers for Disease Control and Prevention  
Safer • Healthier • People  
Department of Health and Human Services

<http://m.cdc.gov>

Metrics:  
 • 437 page views for Flu content on m.cdc.gov  
 • 16,400 total page views for m.cdc.gov (since 2008)

# Online Video



YouTube channel page for CDCStreamingHealth. The page shows the channel name, a search bar, and a video player. The video title is "Personal Flu Stories" and the description discusses the importance of flu vaccination.

YouTube

YouTube video player for "Personal Flu Stories" by CDCStreamingHealth. The video title is "Why Flu Vaccination Matters". The player shows a video of a woman speaking. The video has 183 views and a rating of 4 stars. The channel name "CDCStreamingHealth" is visible in the top right corner of the player area.

# Online Video



YouTube



Channel Subscribers: 60

Personal Flu Stories (3min, 28 sec):  
• 189 views

Why Vaccinations Matter: Personal  
Stories from Families:  
• (1 min): 519 views  
• (6 min, 47 sec): 310 views



# Twitter



**During flu season:**  
**360 Followers**  
**6 Updates**

**CDC\_eHealth**  
360 Followers  
6 Updates

**CDCFlu**  
9,387 Followers

Update 6/25/09: 27,717 cases of novel H1N1 flu, 127 deaths, 53 states/territories affected: <http://tinyurl.com/mgm4sa> #swineflu

Update 6/19/09: 21,448 cases of novel H1N1 flu, 87 deaths, 52 states/territories affected: <http://tinyurl.com/8m58j> #swineflu

Update 6/12/09: 17,855 cases of novel H1N1 flu, 82 deaths, 52 states/territories affected: <http://tinyurl.com/8m58j> #swineflu

CDC briefing on investigation of Human Cases of Novel H1N1 flu at 12:45pm ET today: <http://tinyurl.com/8m58j>

Update 6/5/09: 13,217 cases of novel H1N1 flu, 27 deaths, 52

# Virtual Worlds - Whyville



Flu Shots at City Hall



Promoting the 'Vaccination Celebration'



Invitations for Grandparents

# Virtual Worlds - Whyville



## Virtual Worlds - Whyville



Special virtual buttons given for kids vaccinated in the 'real world'

## Virtual Worlds - Whyville



### Vaccination Results:

- Total number of visits to the vaccination station (Jimmy): 33,375
- Total number of virtual vaccinations: 8,965
- Total number of self-reported real life vaccinations: 6,333
- Whyvillians who got the flu: 77,363
- Total number of hand washes in Whyville: 385,070
- Whyvillians saved from infection because of their own hand washing: 10,198
- Whyvillians saved from infection because sick people washed their hands: 54,583

### Vaccination Celebration Results:

- Whyvillians who attended the Vaccination Celebration: 1,749
- Whyvillians who attended the CDC expert session: 402
- Grandparent invitations sent: 3,413
- Grandparents who responded: 1,032
- Grandparents who registered: 733
- Grandparents who attended the party: 2

# Virtual Worlds - Whyville



## Whyville's Next Steps

**What can you do? Whyvillians have been asked to support the CDC's work in three ways:**

1. **VALIDATE FLU-LIKE ILLNESS CASES:** If you have an account on Whyville, you can help the CDC by reporting flu-like illness cases. This will help the CDC track the virus and see how it spreads. You can report cases by clicking on the 'Report Case' button on the CDC page.
2. **VALIDATE FLU-LIKE ILLNESS CASES:** If you have an account on Whyville, you can help the CDC by reporting flu-like illness cases. This will help the CDC track the virus and see how it spreads. You can report cases by clicking on the 'Report Case' button on the CDC page.
3. **VALIDATE FLU-LIKE ILLNESS CASES:** If you have an account on Whyville, you can help the CDC by reporting flu-like illness cases. This will help the CDC track the virus and see how it spreads. You can report cases by clicking on the 'Report Case' button on the CDC page.

**We need your help! Contribute to research!**

It's not just you that can help. You can help the CDC by reporting flu-like illness cases. This will help the CDC track the virus and see how it spreads. You can report cases by clicking on the 'Report Case' button on the CDC page.

# Online Partnerships



## WebMD

# Online Partnerships

WebMD



Parenting Alert Module links to Flu Destination Page



**Metrics:**

- Parenting Alert Module placement across WebMD network (December 11, 2008 & January 5 – 6, 2009):  
Total of 5,323,587 impressions
- WebMD Flu Destination page received 6,732 page views; 6,109 visitors
- Sponsored Video starts: 4,084

# Online Partnerships

Health Central



# Online Partnerships

One Economy



The Beehive make it easy

US National change English Español

home money

Home » Health » Health e-Checkup

portada dinero [salud] empleo estudios vivienda

portada » Salud » e-Checkup de Salud » Vacúnese contra la gripe

en esta sección

Plan de acción para un verano sano

Vacúnese contra la gripe

Vacúnese contra la gripe

Si usted ha tenido alguna vez la gripe (influenza, o "flu" en inglés), sabe que es mucho peor que el resaca común. Agotamiento, fiebre, dolor de garganta, estornudos, dolores de cuerpo y congestión también durante aproximadamente una semana son sólo algunos de los síntomas comunes de la gripe. Pero también puede haber serias complicaciones.

Cada año, un promedio de 36,000 personas mueren en los Estados Unidos debido a complicaciones de la gripe.

# H1N1 Social Media Response

the Flu I.Q. Think you know all there is to know about the flu? Answer our quiz questions, find out if you're a Flu I.Q.

¡Que se queden en casa!

Wash them!

H1N1 (Swine Flu) Wash hands with soap and water

Hey there! CDCemergency is using Twitter.

CDCemergency

Cover it!

www.cdc.gov/h1n1flu

## H1N1 Social Media Stats



Key H1N1 Social Media Stats:	Daily (June 21)	Total (Apr 22 – June 21)
<b>RSS:</b> Views of H1N1 Flu Related Feeds	108,958	9.59 M
<b>YouTube:</b> Views of H1N1 Flu Related Videos	5,527	1.67 M
<b>Widgets:</b> Views of H1N1 Flu Related Widgets	8,220	2.89 M
<b>Podcasts:</b> Views of H1N1 Flu Related Podcasts	1,213	600,330
<b>Twitter:</b> Clickthroughs from H1N1 Flu Tweets	244	392,827
<b>Twitter:</b> Followers of CDC's Twitters Accounts	7,517	376,944
<b>Content Syndication:</b> Views of H1N1 Flu Content	222	125,666
<b>CDC-TV:</b> Views of H1N1 Flu Related Videos	104	93,827
<b>Mobile:</b> Views of H1N1 Flu Related Pages	328	54,802
<b>Buttons:</b> Clickthroughs from H1N1 Flu Buttons	202	39,539
<b>eCards:</b> Number of H1N1 Flu eCards Viewed	12	17,503
<b>eCards:</b> Number of H1N1 Flu eCards Sent	11	7,511
<b>Facebook:</b> Fans/Friends	182	9,579
<b>Flickr:</b> Photo Views of H1N1 Flu Related Images	70	8,203

Learn More at... <http://www.cdc.gov/socialmedia/>



**CDC Home**  
Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

### Social Media Tools for Consumers and Partners

#### 2009 H1N1 Flu (Swine Flu)

The Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS) are working together to provide consumers and partners with social media tools that access information about the ongoing 2009 H1N1 Flu outbreak. Visit the [CDC.gov 2009 H1N1 Flu](http://www.cdc.gov/2009H1N1Flu) and [PandemicFlu.gov](http://PandemicFlu.gov) Web sites for information on 2009 H1N1 Flu.

#### 2009 H1N1 Flu Social Media Tools

To encourage information sharing, collaboration, and interactivity, CDC provides social media tools. Widgets, mobile information, online videos and the like reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange.

Sign up for email updates to receive announcements of new products we add to this page.

**Widgets**  
A widget is a CDC.gov application that displays the featured content directly on your web page. You can embed content as personalized home pages, blogs, and other sites. Once you've added the widget, there's no technical maintenance. CDC.gov will update the content automatically.

Adding a CDC.gov widget to your page means that you will have up-to-date, credible health and safety content in your favorite spaces – no more searching or browsing. Stay informed about the health content that is most meaningful to you—all of our widgets are available at <http://www.cdc.gov/socialmedia/>.

[H1N1 \(Swine Flu\)](#) CDC 2009 H1N1 Flu Widget

**On this page**

- Widgets
- Mobile Information
- Buttons
- Online Videos
- Podcasts
- eCards
- RSS Feeds
- Twitter/Microblogs Updates
- Image Sharing
- Social Networking
- More Information
- Phone/Email
- Social Media Tools for Other Topics

**Text size** [A](#) [M](#) [K](#) [X](#)

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**Get email updates**  
To receive email updates about this page, enter your email address:  
  
[What's this?](#)

**Contact Us:**

Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333  
800-CDC-INFO  
(800-232-4636)  
TTY: (888) 232-6342

## Why Social Media



CDC should be **(must be)** where people are

- Increases the dissemination and potential impact of CDC's science
- Leverages unique characteristics of emerging channels
- Reaches diverse audiences
- Allows for tailored health messages
- Facilitates interactive communication and community
- Empowers people to make healthier and safer decisions

## Links to CDC Social Media



- **Social Media Campaigns:** [www.cdc.gov/socialmedia](http://www.cdc.gov/socialmedia)
- **eHealth Data Briefs:** <http://www.cdc.gov/healthmarketing/ehm/databriefs/>
- **eCards:** <http://www2a.cdc.gov/eCards/index.asp>
- **Podcasts/RSS:** <http://www.cdc.gov/podcasts>
- **Tagclouds:** <http://www.cdc.gov/ToolsResources/index.html#tagcloud>
- **Blogs:** <http://www.cdc.gov/healthmarketing/blog.htm>
- **Email Updates:** <http://www.cdc.gov/emailupdates/>
- **Widgets:** <http://www.cdc.gov/widgets>
- **Twitter:** [www.twitter.com/CDC\\_eHealth](http://www.twitter.com/CDC_eHealth)
- **Online Video:** You Tube <http://youtube.com/cdcstreaminghealth>
- **Social Networks:** MySpace: [http://myspace.com/cdc\\_ehealth](http://myspace.com/cdc_ehealth) Daily Strength: <http://dailystrength.org/groups/cdc>
- **Virtual Worlds**  
Second Life <http://secondlife.com> (191, 86) (<http://slurl.com/secondlife/CDC%20Island/191/86/22>)  
Whyville <http://www.whyville.net/>
- **CDC TV:** <http://www.cdc.gov/CDCTV/>
- **Mobile:**  
<http://m.CDC.gov>; [www.cdc.gov/mobilehealth](http://www.cdc.gov/mobilehealth)

Thank you!



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