

CDC's Social Media Plan for National Infant Immunization Week (NIIW)

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Overview

- **NIIW: April 20 – 27**
- **WIW: April 24 – 30**



The Importance of Social Media

- **Complement traditional health communication**
- **Share content in new spaces**
- **Reach new audiences**
- **Listen in real-time**
- **Communicate rapidly**

Audience for NIIW

- **Parents**
- **Health Care Professionals**
- **Public Health Professionals**

Messages

- Different for each audience
- Protecting children from vaccine-preventable diseases
- Spotlight new materials and resources
- 2013 CDC Childhood Champion Award winners



CDC's Social Media Presence

- **17 current Facebook profiles**

- Reach: 440,000+



- **52 Twitter profiles, including @CDCFlu**

- Reach: 2.57M+

- **YouTube channel**

- More than 10 million views

- **13 CDC Blogs**

- **LinkedIn (OPHPR, CDC profile)**

- **Text messaging, apps**

- **Flickr gallery, widgets, badges, buttons, podcasts**

- **Coming soon: Pinterest**



Tactics

- **Utilize various CDC Twitter and Facebook feeds to reach different audiences**
- **Share links to educational or promotional materials**
- **Reach out to Spanish-speaking audiences**

Tactics Cont.

- **Explore opportunities for collaboration with partner organizations**
- **Prepare content in advance to respond to questions or concerns**

Thank You!

Questions?