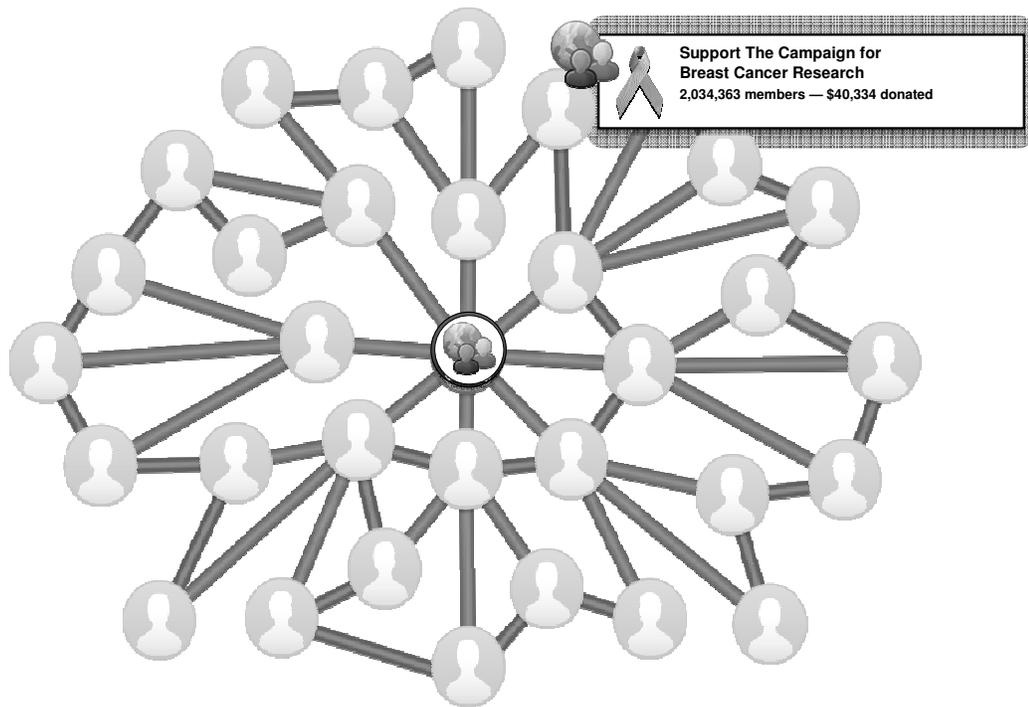


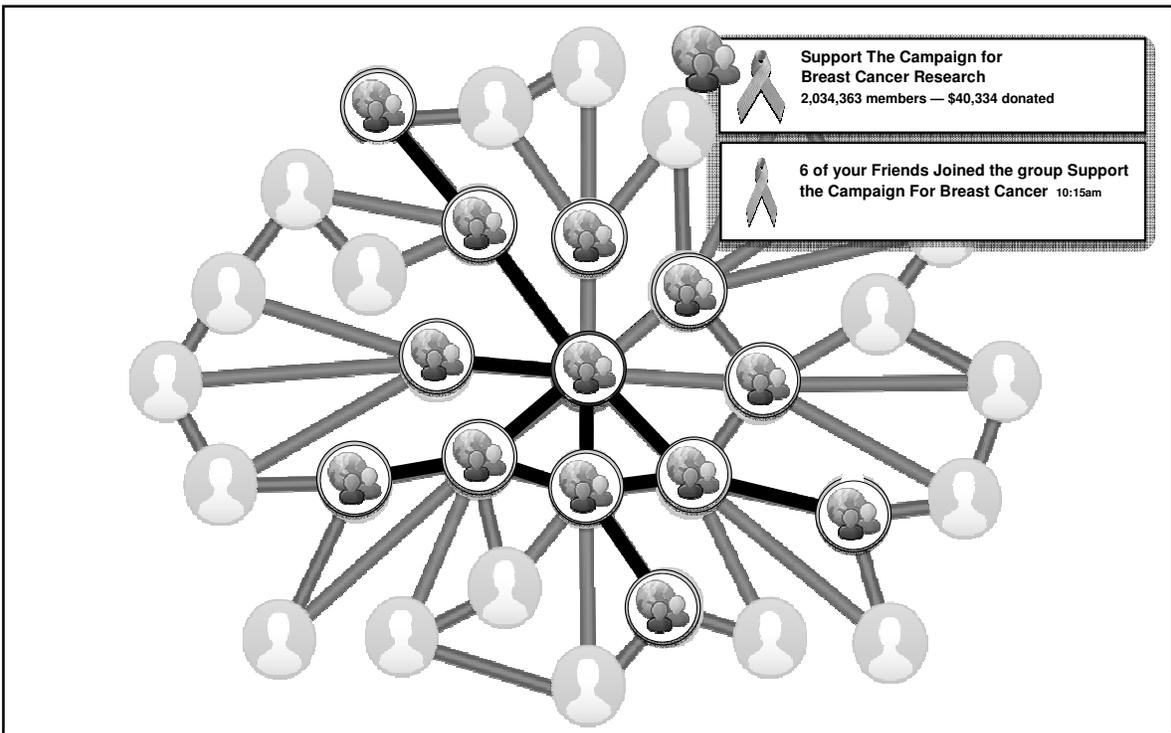
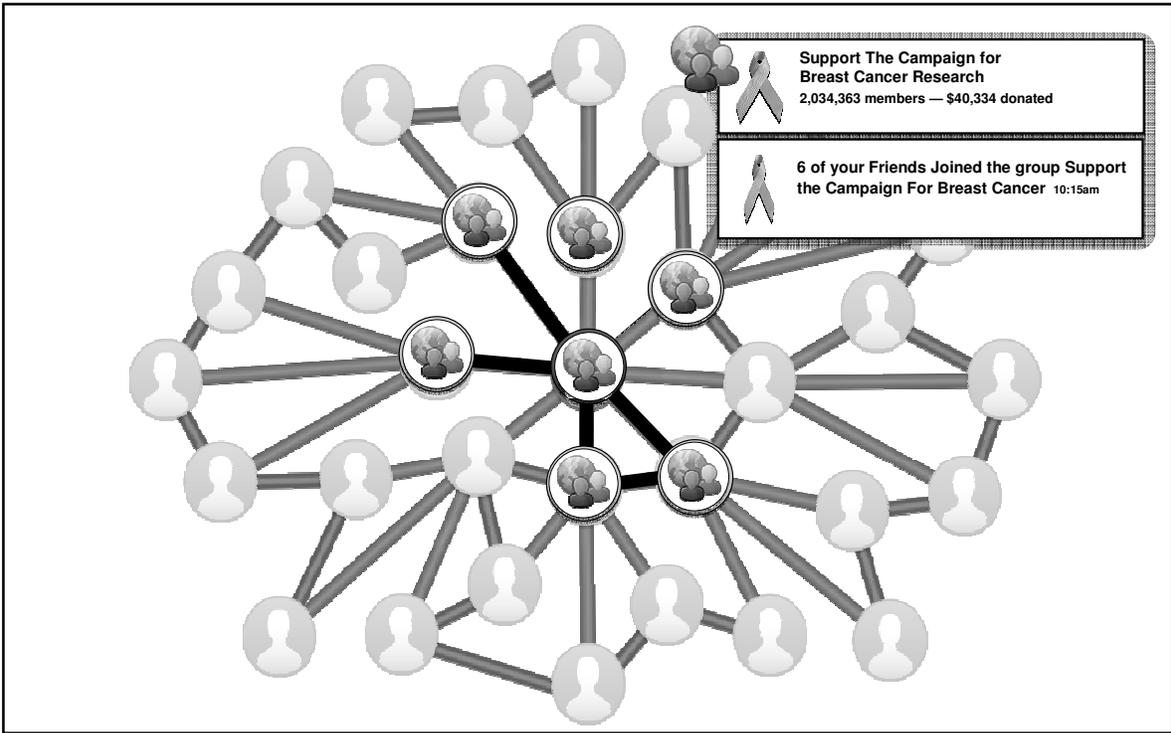
A large, faint watermark of the Facebook logo is centered in the upper box. The logo consists of the word "facebook" in its characteristic lowercase, rounded font, with a white checkmark inside the letter 'o'.

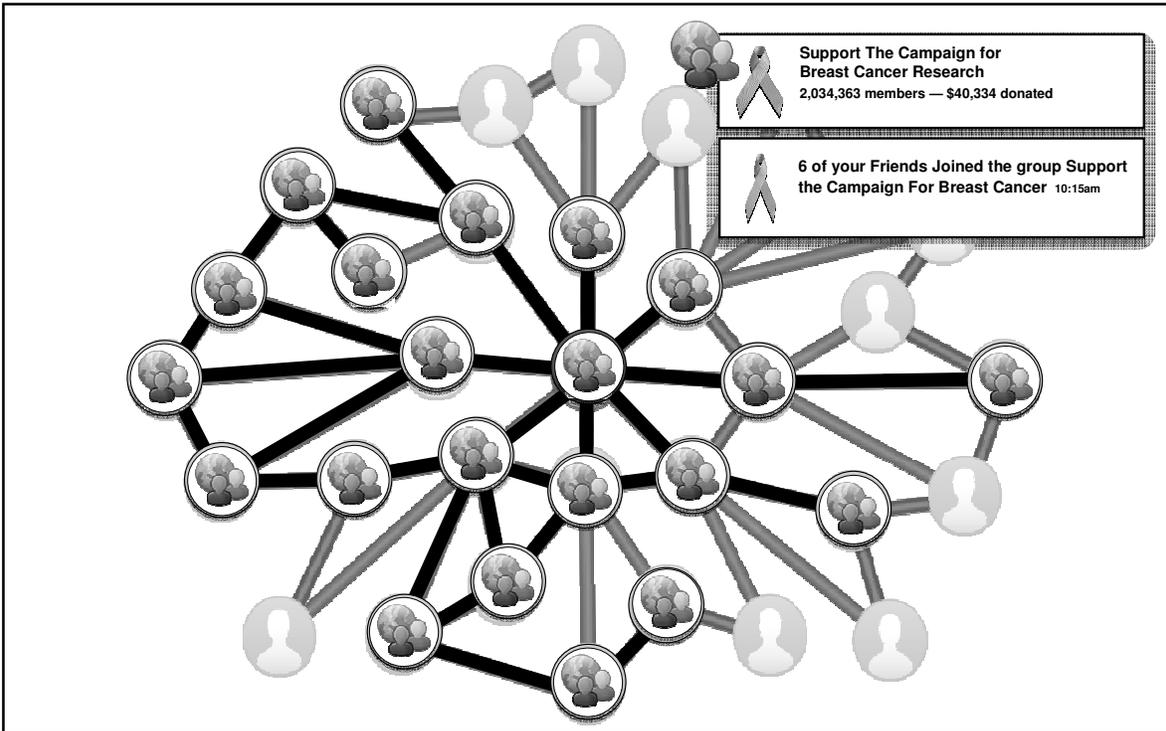
(c) 2007 Facebook, Inc. or its licensors. "Facebook" is a registered trademark of Facebook, Inc.. All rights reserved. 1.0

**Facebook Mission:  
Give people the power to share and  
make the world more open and  
connected.**

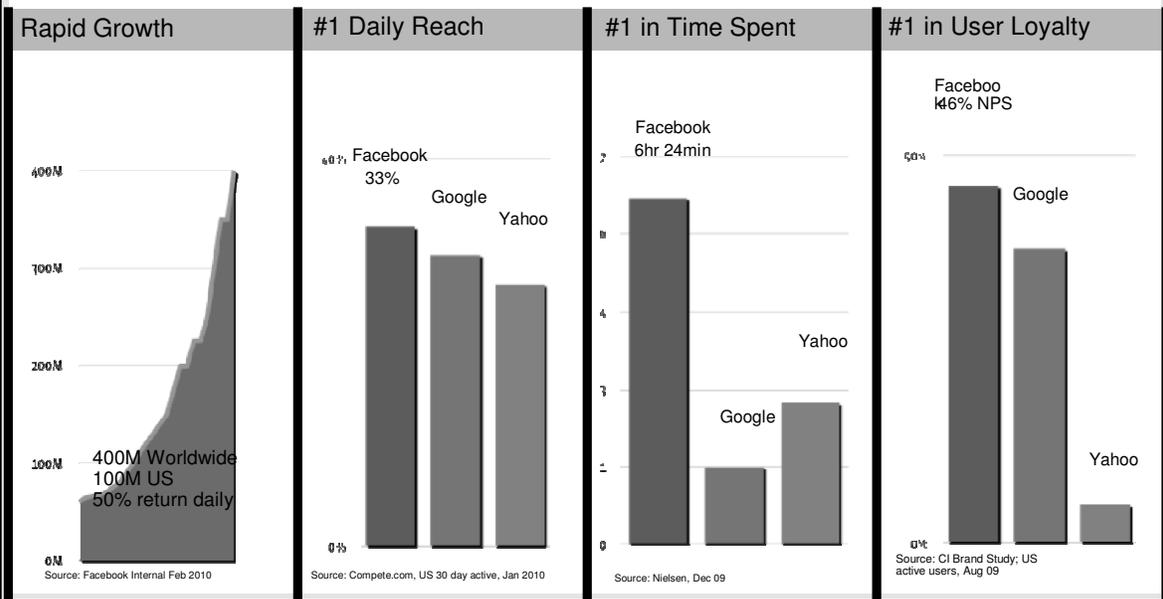
# Why Facebook?



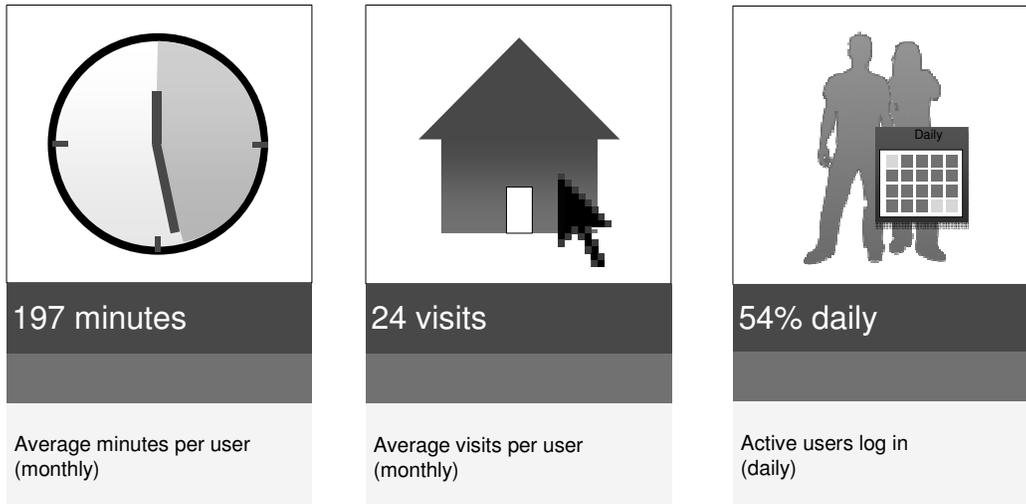




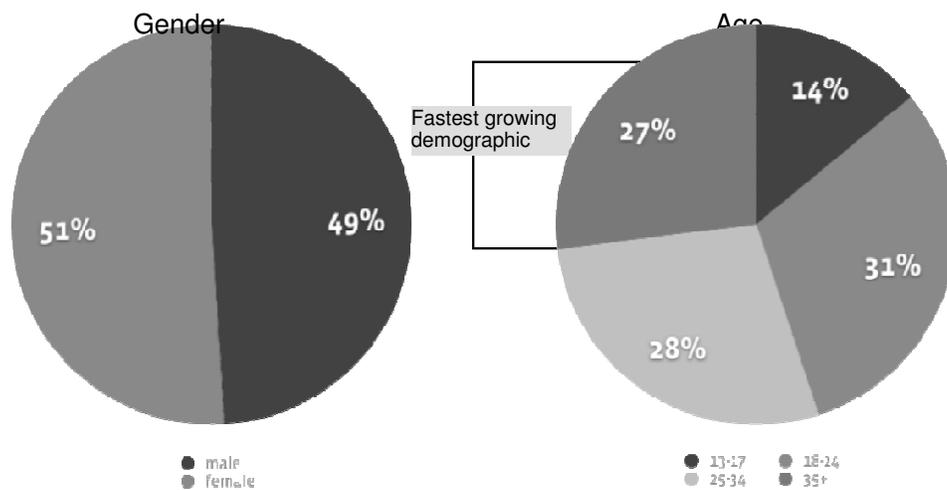
# Facebook Scale



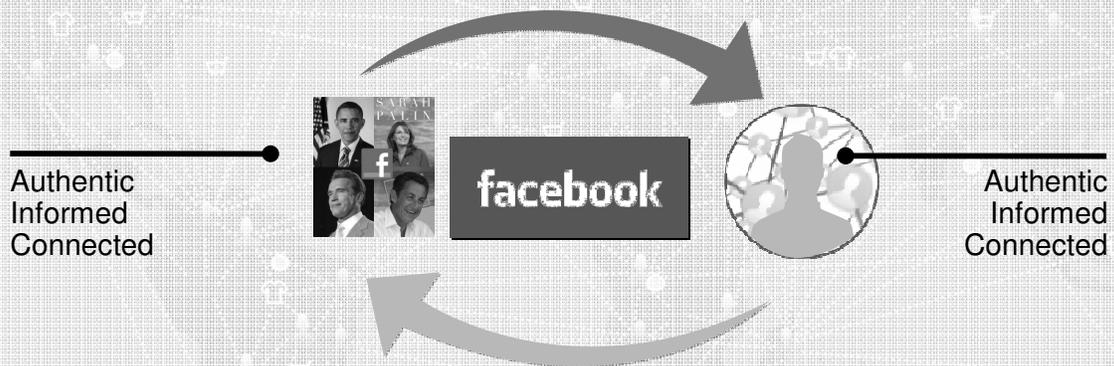
## Most engaging home page on the Internet



## Demographic breakdown worldwide



## The social marketing & information platform



## Facebook Basics

# Profile vs. Pages

- Profiles for Individuals
- Pages for Organizations
- Similar looking
- Different optimized features



# Pages vs. Groups

- Look similar
- Groups are for users
- Example
  - Boston Red Sox - Fan Page
  - 1,000,000 Boston Red Sox Fans - Group
- Some of your biggest supporters
  - Grassroots
  - Can't control it



# A Page for Every Agency

## Citizens want to Connect

**Facebook and Government**

Admin Controls: Edit Tab Settings

Agency	Fans	Action
The White House	489,793	Visit Now
General Services Administration (GSA)	365	Visit Now
USA.gov	5,588	Visit Now
U.S. Department of State	32,772	Visit Now
USDA (U.S. Department of Agriculture)	4,305	Visit Now
U.S. Environmental Protection Agency	6,045	Visit Now
Federal Emergency Management Agency (FEMA)	8,661	Visit Now
CDC	54,431	Visit Now
U.S. Department of Labor	1,632	Visit Now
U.S. Department of Commerce	53	Visit Now
The Library of Congress	12,373	Visit Now
National Aeronautics and Space Administration (NASA)	36,880	Visit Now
U.S. Department of Housing and Urban Development	6,273	Visit Now
The United States Department of Justice	4,343	Visit Now
Federal Bureau of Investigation (FBI)	18,481	Visit Now
FC (Federal Communications Commission)	1,836	Visit Now
US National Archives	3,681	Visit Now
U.S. Department of Veterans Affairs	19,502	Visit Now
Veterans Health Administration (VHA) - U.S. Department of Veterans Affairs	10,715	Visit Now
Veterans Benefits Administration (VBA), U.S. Department of Veterans Affairs	3,759	Visit Now

## Create A Page

- Facebook.com/Page
- Ensure that you have authority to create a page (signed GSA TOS agreement).
- For an agency (organization) select “Brand, Product, or “Organization” and “Government.”
- For an agency head, (person) select “Artist, Band, or Public Figure” and “Government Official.”

facebook Home Profile Friends Inbox 1153 Adam Conner

**Create New Facebook Page**

Category:

Local

Brand, Product, or Organization:  
Government

Artist, Band, or Public Figure

Name of Government:  
Agency Name

Please certify that you are an official representative of this brand, organization, or person and that you are permitted to create a Facebook Page for that subject.

I am authorized to create this Page

Electronic Signature: Authorized Name

Create Page

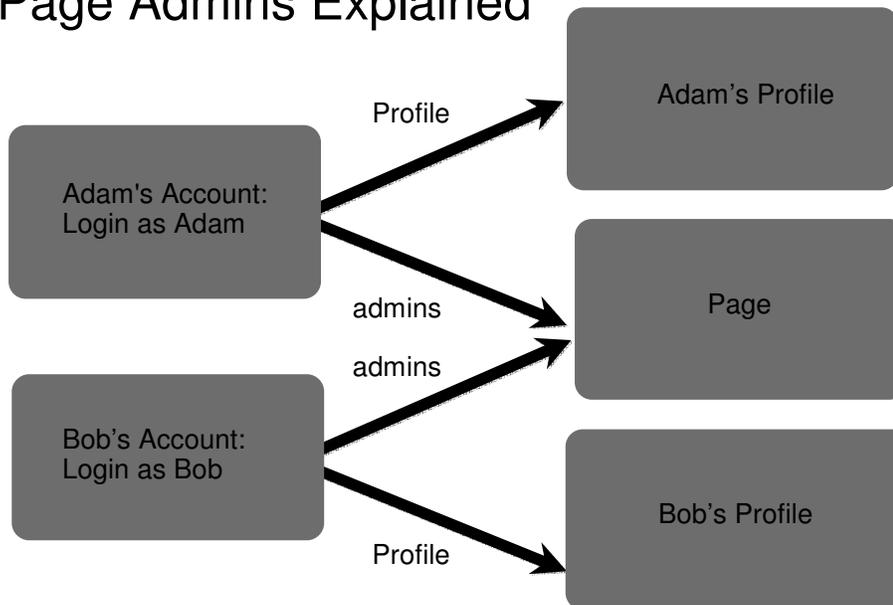
Note: Fake Pages and unofficial “fan pages” are a violation of our Terms of Use. If you create an unauthorized Page or violate our Terms in any way, your Facebook account may be disabled. To create a Facebook Group for fans of this subject, please click here.

# Page Admins

- You do not “login” to a page, you login to your account which controls a page.
- All pages require an admin.
- Best practice is for all pages to have multiple administrators.
- You can invite admins who are already on Facebook or via email.
- Admins are not public.



# Page Admins Explained



# Wall Tab

- An active wall looks like, a stream of information.
- The US Army posts articles, photos, and videos.
- Distributed to their now almost 190,000 fans.

The screenshot shows the Facebook wall for 'The U.S. Army'. At the top, there's a navigation bar with 'Wall', 'Info', 'Boxes', 'Poll', 'Discussions', and 'RSS/Blog'. Below that is a 'Write something...' text box with an 'Attach' button and a 'Share' button. The main content area features several posts:

- A post titled 'The U.S. Army via Armed with Science: Listen LIVE today at 2pm EST: Teaching Vehicle Control to save Soldiers Lives' with a video thumbnail and a link to science.dodlive.mil. It has 151 likes and 44 comments.
- A post titled 'Wednesday Webcast: Teaching Vehicle Control to SAVE Soldiers Lives (Armed with Science)' with a similar link and 159 likes and 69 comments.
- A post titled 'The U.S. Army Spouses-Your voice CAN make a difference. The Department of Defense has released the official 2010 Army Spouses Survey. Visit http://armylive.dodlive.mil/ to read more. Spouses, What do you think about the current Army Family/Spouses programs in place?' with 159 likes and 69 comments.
- A post titled 'The U.S. Army On the battlefield, Soldiers are executing missions with greater accuracy and confidence thanks to the Land Warrior System. Check out this video from PEO Soldier highlighting this smart technology' with a video thumbnail and 159 likes and 69 comments.

On the left side of the wall, there's a 'Welcome to the U.S. Army's Official fan page on Facebook...' message, a 'Fans' section showing 6 of 191,977 fans, and a 'Flickr Badge' section with photos from users.

# Comments

- You can not turn off comments on posted items.
- Facebook does not work without comments.
- Wall posts can be turned off.
- Encourage you to allow posts.
- Have a posted comments policy like the US Army.
- Third-Party monitoring software is available.

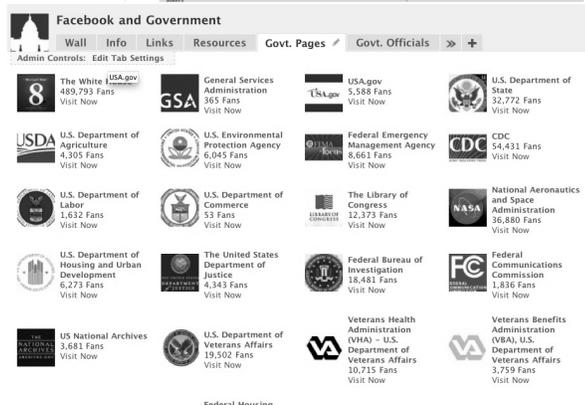
The screenshot shows the Facebook wall for 'The U.S. Army' with a focus on the comments section. The top part of the wall is identical to the previous screenshot. The main content area is dominated by a long list of user comments on a post:

- Richard Donald Cast Jr. To all of those who have just enlisted and those who are going to enlist, Welcome to the Greatest Military on the Planet. You are gonna love a little bit of it, trust me. If you a 218 hit me up on my page. Combat Engineers, Let Us Try. (8 minutes ago)
- Cody Adams ship out april 6th 25u (4 minutes ago)
- Ricky Anthony Alexander hey does anyone know a place where i can get a book to help me prep for the ASVAB, message me please. (24 minutes ago)
- Kristeen Brech the library, check out 'savab for dummies' (14 minutes ago)
- Blu Brown april 13 ft jackson 25c (-) (16 minutes ago)
- Jared Marshall april 12 brotha! (18 minutes ago)
- Blu Brown same MOS? (17 minutes ago)
- Amanda Hatfield Has anyone ever taken a hop (Space A)? If so, please message me. I have some questions. (44 minutes ago)
- Kellie Wade Can someone message me and give me some info on 92a please? (32 minutes ago)
- Kristeen Brech http://usmilitary.about.com/od/enlistedjobs/a/92a\_2.htm (11 minutes ago)
- Amy Hernandez Man oh Man tried running the mile yesterday and I thought I was going to Die. And I have boot in about 4 months. Any advice about getting into boot camp shape? (54 minutes ago)
- John Stevensen yes walk the straights and jog the corners till you can jog the straights and sprint the corners and do that every day you will be firing around that track before you know it...remember its a head (54 minutes ago)

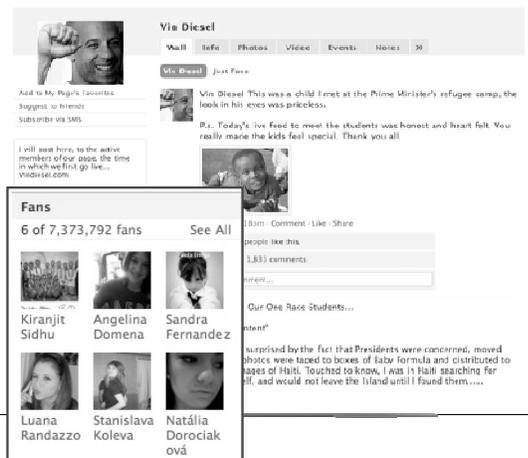
On the left side of the wall, there's a 'Welcome to the U.S. Army's Official fan page on Facebook...' message, a 'Flickr Badge' section, and a 'Comments' section with a list of comments and their timestamps.

# Directory Pages

- Social Media Directory - Navy
- Involver makes an “Other Pages” tab to list pages to display on your Facebook Page.



# What Do These Two Have in Common?



# The Difference? Content.

**Barack Obama** Just Fans

**Barack Obama** If you haven't already seen video of yesterday's Q&A with House Republicans, check it out:

Click here to watch the President's Q&A with House Republicans  
my.barackobama.com

The President stood in front of a gathering of House Republicans and took questions for more than an hour, urging them to put aside partisan games and work with him for the good of the country. He was inspiring. Check out the Highlights here.

Sat at 11:41am · Comment · Like · View Feedback (18,543) · Share

---

**Barack Obama** In case you missed it last night, you can watch the full State of the Union address here:

The 2010 State of the Union Address  
my.barackobama.com

President Obama speaks about passing real health reform, creating good jobs, and restoring security for middle class families.

January 28 at 5:33pm · Comment · Like · View Feedback (17,758) · Share

---

**Barack Obama** In tonight's State of the Union address, I laid out my plan to defend the middle class. Help me show that Americans are ready to join me in this fight.

Add your name to a letter to Congress today  
my.barackobama.com

Congress needs to know that the American people are ready to join the fight for the middle class. Please add your voice right away.

January 27 at 11:52pm · Comment · Like · View Feedback (35,732) · Share

---

**Barack Obama** Delivering the State of the Union address to the nation tonight. Watch it online at 9pm ET, and be sure to stay tuned immediately afterward for a live chat with top White House policy officials.

Click here to watch the State of the Union address live online  
www.whitehouse.gov

Watch the State of the Union live online on WhiteHouse.gov/Live. Stay tuned afterward for a live chat with top White House policy officials.

**Vin Diesel** Just Fans

**Vin Diesel** This was a child I met at the Prime Minister's refugee camp, the look in his eyes was priceless.

P.s. Today's live feed to meet the students was honest and heart felt. You really made the kids feel special. Thank you all.



Yesterday at 12:18am · Comment · Like · Share

15,613 people like this.

View all 1,844 comments

Write a comment...

---

**Vin Diesel** Our One Race Students...

"Je suis content"

They were surprised by the fact that Presidents were concerned, moved that their photos were taped to boxes of Baby Formula and distributed to the orphanages of Haiti. Touched to know, I was in Haiti searching for them myself, and would not leave the island until I found them.....

See More



January 26 at 6:59pm · Comment · Like · Share

# Delivering Your Message

- Think about how your content appears on Facebook
- Example: Importing from a blog
- One shot at delivering your message.
- Image, key message, headline, see more, etc.

**GAP** Republican National Committee

Statement from RNC Chairman Michael Steele on State of the Union Address

Tonight, after a year of failed policies and broken promises, President Obama once again demonstrated the rhetorical flair in an attempt to sound populist. If not downright "conservative," is addressing the very requirements for job creation his administration has ignored for the past year. R...

January 28 at 2:18am · Comment · Like · Share

235 people like this.

View all 103 comments

Write a comment...

**The Heritage Foundation** Last week, President Obama spoke of determination, optimism and the fundamental decency in Americans. Yet the policy agenda he set forth is not what America wants.

Heritage's Audrey Jones says that "deaf ear" may cost him. Read about it on The Foundry, then join the debate below.

**Obama's Deaf Ear May Cost Him Success** | The Foundry: Conservative Policy News.  
blog.heritage.org

The Foundry promotes conservative policies and principles by offering the best in public policy research with the day's current events. The Foundry is published by The Heritage Foundation.

Yesterday at 6:06pm · Comment · Like · Share

376 people like this.

View all 126 comments

Write a comment...

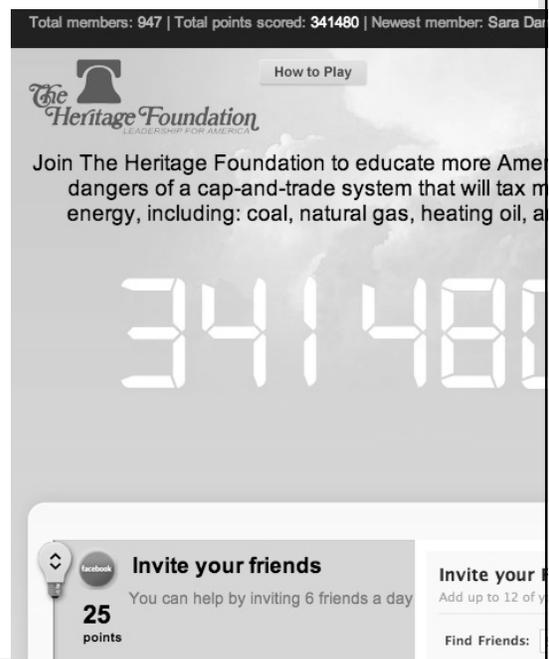
## Coordinated Communication

- Embed an email sign-up on your page.
- Email your list and ask them to become a fan.
- Mention in your newsletter
- Place your URL on materials
- Video Responses



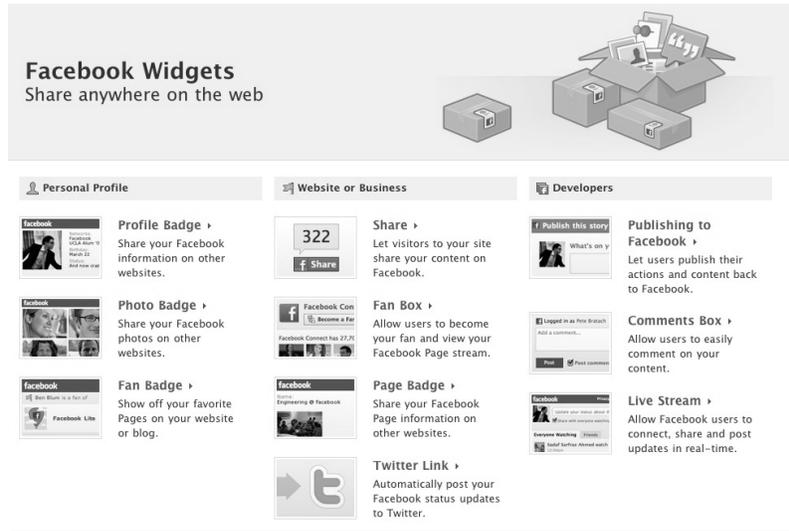
## Facebook Connect

- Login
  - Can now require email
- Fan Box
  - On your site.
  - Become a fan off Facebook.
- Livestream
  - Events
  - Question and Answers
- Build an application
  - On and off Facebook



# Facebook Widgets

- <http://www.facebook.com/facebook-widgets/>



**Facebook Widgets**  
Share anywhere on the web

**Personal Profile**

- Profile Badge** › Share your Facebook information on other websites.
- Photo Badge** › Share your Facebook photos on other websites.
- Fan Badge** › Show off your favorite Pages on your website or blog.

**Website or Business**

- Share** › Let visitors to your site share your content on Facebook.
- Fan Box** › Allow users to become your fan and view your Facebook Page stream.
- Page Badge** › Share your Facebook Page information on other websites.
- Twitter Link** › Automatically post your Facebook status updates to Twitter.

**Developers**

- Publishing to Facebook** › Let users publish their actions and content back to Facebook.
- Comments Box** › Allow users to easily comment on your content.
- Live Stream** › Allow Facebook users to connect, share and post updates in real-time.

# Facebook and Accessibility

- Facebook provides an audio captcha alternative to the written captcha, allowing a screen reading user to register with the site.
- Facebook provides an HTML only version of the site, our mobile version of the site is HTML (<http://m.facebook.com>).
- We do provide shortcuts on Facebook for keyboard-only users



**Making Facebook Accessible for Everyone**  
by Carl R. Augusto Monday, April 6, 2009 at 7:02pm

*Carl Augusto is the President and CEO of the American Foundation for the Blind, a U.S.-based non-profit organization that expands possibilities for people with vision loss. One of AFB's priorities is broadening access to technology, and AFB is working together with Facebook to make the site more accessible and user-friendly for people who are blind or visually impaired.*

I am a huge music fan. I played in two garage bands when I was younger and today, I can still be found playing guitar, listening to music and updating my "best of" music lists. When I first heard about Facebook, I thought it was the perfect place to reconnect with former band members and talk about music, but then I ran into a problem. As a blind person using Facebook, I had trouble updating my profile and using the site.

You may be wondering how people with vision loss use computers or surf the web. The answer is quite simple. People who are blind or visually impaired use a screen magnification program to enlarge fonts in order to optimize the screen for reading, or they use a screen reading program that reads the text aloud. These are quick, efficient and helpful solutions — that is, if the websites and computer programs are properly designed.

The challenge is that not all Web pages are compatible with screen readers and magnifiers. When a website is built without regard to accessible design, screen reading software cannot interpret the information, which prevents the blind person from accessing the site. Social networking sites present some especially difficult challenges. For instance, images are an important part of the site experience, but it is rare that photos get described. Even while in the middle of reading a page, comments or links can change in ways that are undetectable to the screen reader or fall outside the viewing window of screen-magnification.

# Best Practices and FAQs

## Concerns

- What if someone says something negative?
- Can I just turn off comments?
- We have a website, why Facebook?
- We don't have time for this.
- Can't we have a work profile, an organization profile, and my own profile?
- Archiving questions
- Disability Access

# Checklist

- Setup a Facebook Page, Add Content to the Page, & Publish the Page
- Establish a system for regularly updating a Page
- Add a Comments policy
- Brief your boss/management on Facebook and ask them to contribute
- Buy Ads to Promote the Page
- Add a username to the Page
- Put a Fanbox on your Website
- Add your Facebook URL to everything
- Post Content via Mobile
- Make a video thanking your fans
- Share comments from the page internally

# Resources

- For TOS Agreements/Compliance
- [usgovernment@facebook.com](mailto:usgovernment@facebook.com)
- THIS IS NOT A HELP DESK
  
- [facebook.com/government](https://www.facebook.com/government)
- [facebook.com/nonprofits](https://www.facebook.com/nonprofits)
- [facebook.com/facebookpages](https://www.facebook.com/facebookpages)
- [facebook.com/help](https://www.facebook.com/help)

The screenshot shows the Facebook page for 'Facebook and Government'. The page has a cover photo of the US Capitol building. The navigation bar includes 'Wall', 'Info', 'Links', 'Resources', 'Govt. Pages', and 'Govt. Offic...'. The main content area displays several posts:

- A post from 'Facebook and Government' celebrating the FBI's 60th anniversary, mentioning the FBI's Most Wanted List and a link to their Facebook page.
- A post from 'FBI taps Web as most-wanted list turns 60 | Chronicle | Chron.com - Houston Chronicle' with a photo of a man and text about an e-mail distribution list.
- A post from 'Facebook and Government' about Malaysian Prime Minister Dato' Sri Najib Tun Abdul Razak using Facebook to solicit public opinion.
- A post from 'Concrete proposals to PM in Facebook to be used as a guide | My Sinchew' with a photo of a man and text about Prime Minister Dato' Seri Mohd Najib Tun Razak.
- A post from 'Facebook and Government' about the U.S. Treasury issuing new rules to allow exports of social networking, blogs, and other Internet-based communications to Iran, Sudan and Cuba.
- A post from 'Facebook and Government' about the U.S. Department of State recognizing International Women's Day.

The left sidebar shows page statistics: 1.4 stars for post quality, 99 interactions this week, and 6 of 10,766 fans. It also lists 'Most Active Countries' (United States) and 'Fans' (Sola Dingle, Patrick Svenburg, Felicia Ann Fowlkes, Kathy Fanning, Eric Kuhn, Bev Godwin).



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**Facebook at CDC**

**Jessica Schindelar, MPH**  
 Division of eHealth Marketing  
 Centers for Disease Control and Prevention

CENTERS FOR DISEASE CONTROL AND PREVENTION  
[www.cdc.gov](http://www.cdc.gov)

## Why Social Media?

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

- Increase the dissemination and potential impact of CDC's science
- Leverage unique characteristics of emerging channels
- Reach diverse audiences
- Allow for tailored health messages
- Facilitate interactive communication and community
- Empower people to make healthier and safer decisions

Image from:  
<http://blog.kyanmedia.com/archives/2008/10/15/get-on-the-social-media/>

## CDC's eHealth Strategy



## Multiple Formats

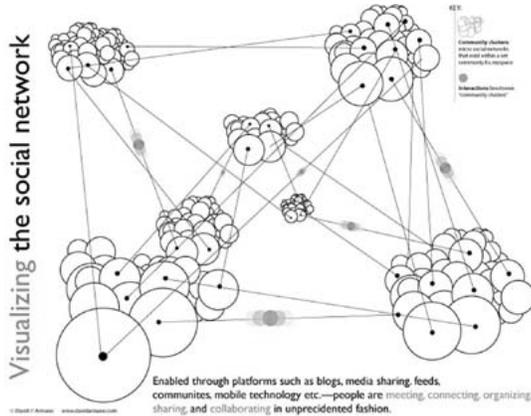


"People have to see messages in different places and from different people. That means experts as well as peers..."



--Richard Edelman, president and CEO, Edelman.  
Source: [http://adage.com/article?article\\_id=141972](http://adage.com/article?article_id=141972)

## Utilize Existing Networks



### Average Facebook user:

- 130 friends on the site
- Spends more than 55 minutes per day on Facebook
- Likes 9 pieces of content per month
- Writes 25 comments per month
- Member of 12 groups

Graphic found at:  
[http://www.whatsnextblog.com/archives/social\\_media\\_chart\\_small.jpg](http://www.whatsnextblog.com/archives/social_media_chart_small.jpg)

Source:  
<http://www.facebook.com/press/info.php?statistics>, Accessed 1/22/2010

## H1N1 and Seasonal Flu Social Media from CDC



The collage features several key elements:

- Text Message:** "4 CDC Info Txt: HEALTH To: 87000" with a "LEARN MORE" button.
- FLU.GOV Campaign:** "Visit FLU.GOV Fight flu with facts! Call 800-232-4636 • Text FLU to 87000".
- Mobile App:** "H1N1 (Swine Flu) Health Tip: Wash hands with soap and water".
- YouTube Video:** A video titled "CDC Emergency" featuring a man in a white lab coat.
- Social Media Post:** "the Flu I.Q. Think you know all there is to know about the flu? Answer ten easy questions, then share the Flu IQ!"
- Mobile App:** "CDCemergency" with a "Flu Shot please" notification.
- Social Media Post:** "RT @CDCflu Update 8/12/09: 17,855 cases of novel H1N1 flu, 45 deaths, 52 states/territories affected: http://tinyurl.com/1t8p6p #swineflu".
- WebMD Integration:** "Follow CDC Experts on WebMD's Flu Blog Visit Now".
- Mobile App:** "Cover it!" with the URL "www.cdc.gov/h1n1flu".
- Other Assets:** A "CDC WebMD" logo, a "CDC Emergency" logo, and a "CDC Center and News" section.

# CDC's Facebook Page



facebook Home Profile Friends Inbox Heather Brink Settings Logout

**CDC's Photos - Badges**  
Back to CDC

4 photos | Back to CDC's Photos | Edit Photos | Organize Photos | Add More Photos

Wash your hands  
Cover it!  
Cover it!  
Cover it!  
Cover it!  
Cover it!

Help spread the word about H1N1 flu. Some folks who visit this site value how to stop the spread of H1N1 flu information about H1N1 flu. Some folks who visit the site...  
http://www.cdc.gov/sacambleda/3/buttons.html

Added about 1 month ago · Comment · Like

11 people like this.

Rene Vera at 9:58am May 2  
Need to add a message about when/ how to dispose of used bandaids

AC Collins at 10:00am May 2  
These articles are warning into a issue in your life all over to that if he have a issue, depending on how they say don't have any H1N1 articles. There is a doctor for that.

Wanda Clark at 10:00am May 2  
These aren't buttons but wonder if iPhones will have the that.

Susan Hay Hobbs at 10:00am May 2  
I agree - I have thought my 5-year old to create this about, not be hard!

**CDC 2009 H1N1 Flu U.S. Situation Update**  
Weekly Influenza Activity Estimates Reported by State and Territorial Epidemiologists  
**CDC 2009 H1N1 Flu | 2009 H1N1 U.S. Situation Update**  
www.cdc.gov  
Note: Javascript is disabled or is not supported by your browser. For this reason, some items on this page will be unavailable. For more information about this message, please visit this page: About CDC.gov.

January 11 at 3:33pm · Comment · Like · Share

20 people like this.

View all 12 comments

Rachel Herault Couldn't find it better myself? Crap.  
6 hours ago · Report

Donald B Roberts It is the rule in public health to be prepared for the worst, not to wait until it happens. In retrospect one can say, well, H1N1 has not been a huge killer, but better to be safe than sorry. Unless we know about the government in the role, pharmaceutical companies will make money. If the profits are unreasonable, that should be investigated.  
9 hours ago · Report

Write a comment...

**CDC**  
Wall Info Photos Boxes Video Notes +

**CDC's Albums** 6 Photo Albums  
View Comments

Follow CDC Experts on WebMD's Flu Blog  
Vash am!  
CDC RADIO  
Public Pictures

Wall Photos 2 photos  
Badges 8 badges  
CDC Radio 1 photo  
Public Pictures 1 photo

+ Create a Photo Album

• CDC Facebook Page launched May 1, 2009 during H1N1 response

• 54,496 Fans as of March 11<sup>th</sup>

**CDC's Videos** 3 videos

0:59  
4:01  
5:27

# Building the CDC Fan Base



## Getting the Facts on Swine Flu

Back to The Facebook Blog

**Getting the Facts on Swine Flu**  
by Adam Conner Today at 12:17pm

The swine flu, officially known as the H1N1 flu, has become a top concern for health authorities and people around the world. On Facebook, it's also grown as a major topic of discussion as people share their concerns and opinions with friends.

Fighting a potential pandemic requires that people learn the facts about what's happening and are wary of misinformation. You can receive the most accurate and timely information on the H1N1 flu by checking out a growing number of resources directly from government agencies and organizations on Facebook.

In the last week, both the U.S. Centers for Disease Control and Prevention (CDC) and the White House have created official Pages on Facebook. You can now connect directly with those, as well as other organizations including the American Red Cross and the U.S. Department of Health and Human Services, to stay updated on the swine flu and other important issues through your stream on Facebook.

For instance, the CDC recently shared a video on how to recognize the signs and symptoms of the H1N1 flu. The American Red Cross also encouraged the spread of common sense prevention tips on hygiene through a posted link.

**CDC** CDC influenza expert, Joseph Breesee, M.D., describes how to recognize the signs and symptoms of swine flu including how swine flu is transmitted, appropriate medicines for treatment and steps to take to prevent or treat illness.  
H1N1 (Swine Flu)  
Length: 5:27

May 1 at 11:23am · Comment · Like · Share

Make sure you stay informed. Together, the over 200 million people on Facebook can play an invaluable role in preventing this outbreak from spreading.

The White House posted a link to a Page.  
May 4 at 10:22am

**CDC**  
Government - 5,466 fans

Check out the CDC's new facebook page for news updates and resources about H1N1.

Charles Turner, Linda Wheeler, Jennifer S. Miller and 1,038 others like this.

Seam at 10:22am May 4  
what up white house? give some daps for me.

Emilio at 10:22am May 4  
Hi, White House. How about actually working for the people. Thanks for listening...err, reading. :)

Adrian at 10:22am May 4  
obama rocks, hes the man!!

Natalie at 10:22am May 4  
lol @ Seam....

Cody at 10:22am May 4  
thanks

Aiken at 10:24am May 4  
where's my stimulus check?

LDD at 10:24am May 4  
Thanks on my 3.

**twitter** Home Profile Find People Settings Help Sign out

RT @CDC\_eHealth: CDC joined Facebook! Become a fan today!  
http://bit.ly/pnW9o (and in case you haven't joined, WH is: http://bit.ly/2bVCm)  
1:25 PM May 4th from TweetDeck

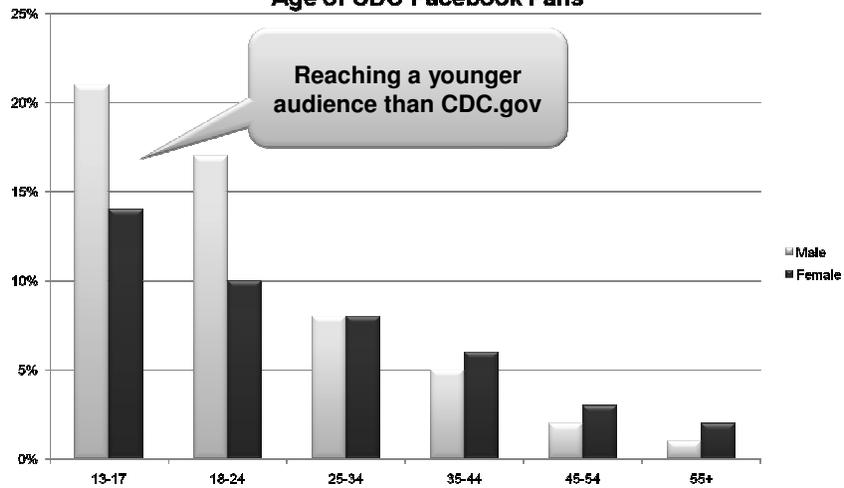
**whitehouse**  
The White House

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## CDC Facebook – Expanding Reach



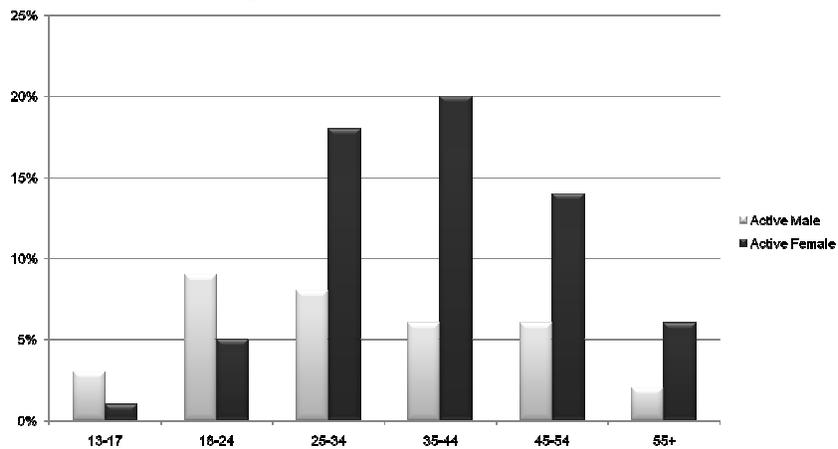
### Age of CDC Facebook Fans



## CDC Facebook – Active Users



### Age of Active CDC Facebook Fans



## CDC Facebook – Links to CDC.gov



**CDC** CDC Take Concussions Out of Play: Learn to Prevent, Recognize, and Respond to Concussions

In recognition of Brain Injury Awareness Month, CDC encourages you to take this opportunity to talk with your coaches, parents, athletes, and others about concussion in sports and the steps to take to help prevent, recognize, and respond to this serious injury.

**CDC Features - Take Concussions Out of Play: Learn to Prevent, Recognize, and Respond to Concussions**  
www.cdc.gov

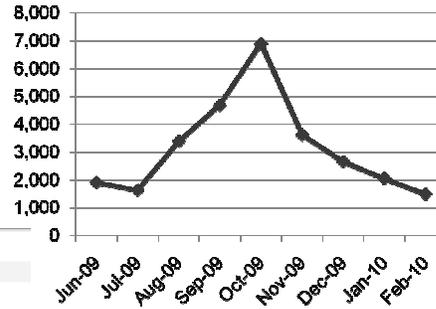
Take Concussions Out of Play: Learn to Prevent, Recognize, and Respond to Concussions. In recognition of Brain Injury Awareness Month, CDC encourages you to talk with your coaches, parents, athletes, and others about concussion in sports and the steps to take to help prevent, recognize, and respond to this serious injury.

March 5 at 8:48am · Comment · Like · Share

20 people like this.

Fernando Lopez Balboa <http://ef=home#/group.php?gid=2333> [facebook.com/?148ref=mf](http://facebook.com/?148ref=mf)

## CDC Facebook Clickthroughs



### CDC Features

CDC Features

Take Concussions Out of Play: Learn to Prevent, Recognize, and Respond to Concussions



In recognition of Brain Injury Awareness Month, CDC encourages you to take this opportunity to talk with your coaches, parents, athletes, and others about concussion in sports and the steps to take to help prevent, recognize, and respond to this serious injury.

This year, in recognition of Brain Injury Awareness Month, CDC's Injury Center encourages coaches, school parents, and athletes to learn the risks of concussions in youth sports.

**HIV/AIDS Awareness**

Text4baby  
Ground Water  
Winter Paralympics  
2009 H1N1 Flu

Women & Girls HIV/AIDS Awareness Day 2010 **GO >>**

## CDC Facebook – Interaction with Fans

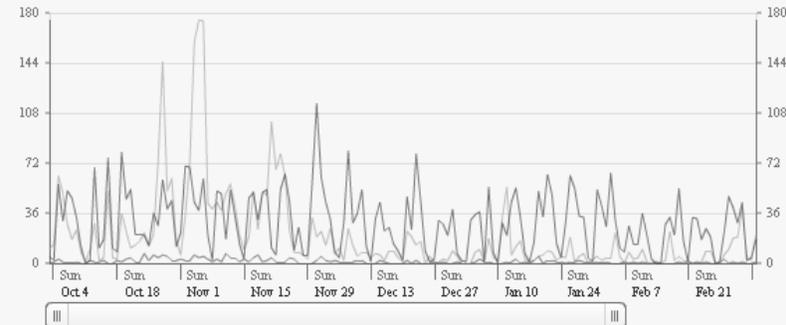


### Fans Who Interact With CDC

Interactions Over Time Learn more

Choose a graph: Interactions

Total Interactions  Comments  Wall Posts  Likes



Source: Facebook Insights



## Capitalizing on Celebrity Networks



## CDC Social Networking Comment Policy



A comment will be deleted if it contains:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Comments whose main purpose are to sell a product, and
- Comments that the CDC Social Media team deems inappropriate.

## Section 508 Compliance



- Use of social media technologies must follow the current laws and guidelines that govern information and information technology, including Section 508.
- Content that is not accessible to people with disabilities is posted in accessible formats on CDC.gov.
- Official content is located on the CDC.gov Web site.



CDC provides social media tools (widgets, mobile info, online videos, etc) to reinforce & personalize messages, reach new audiences & build communication infrastructure based on open information exchange. For official CDC info go to [www.cdc.gov](http://www.cdc.gov)

## CDC Social Media Resources



- CDC Facebook Page:  
<http://www.facebook.com/CDC>
- i know Facebook Page:  
<http://www.facebook.com/iknow>
- CDC Social Media Site:  
<http://www.cdc.gov/SocialMedia>
- Social Networking Sites Tools Page:  
<http://www.cdc.gov/SocialMedia/Tools/SocialNetworking.html>
- eHealth Metrics Dashboard and eHealth Data Briefs:  
<http://www.cdc.gov/SocialMedia/Data/index.html>



**Thank You!**



**Jessica Schindelar, MPH**  
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