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 (OPHP, 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?