



# January 1 – June 30, 2013

## AIDS.gov Internal Biannual Online Communication Channels Assessment

This biannual report and tracking tool examines activity on the AIDS.gov blog and various social media channels. Specifically:

1. Are we **reaching** our intended audiences<sup>1</sup>? Are they **engaged**?
2. Are we **engaged**? Do we **respond** appropriately and in a timely manner?
3. Are the **time** and **resources** being invested in a particular activity providing us with the **outcomes** we expect and a significant/appropriate **return on investment** and/or **insight**?

<sup>1</sup> Includes Federal, state/local/community, and national non-governmental partners, people living with HIV, their caregivers and family members, and high-risk populations.

Our **communications objectives** are to:

- **Expand visibility** of timely and relevant federal HIV policies, programs, and resources to the American public.
- **Increase use of new media tools** by government and community partners to **extend the reach** of HIV programs to communities at greatest risk.
- **Increase knowledge** about HIV and **access** to HIV services for people most at-risk for, or living with, HIV<sup>2</sup>.

<sup>2</sup> From the 2012 AIDS.gov Communication Strategy Internal Working Plan

This report compares trends across this reporting period and the last reporting period, unless otherwise noted.

### SNAPSHOT

**+16%**

BLOG VISITS

**+13%**



**+17%**



**+16%**



**+16%**



**+418%**



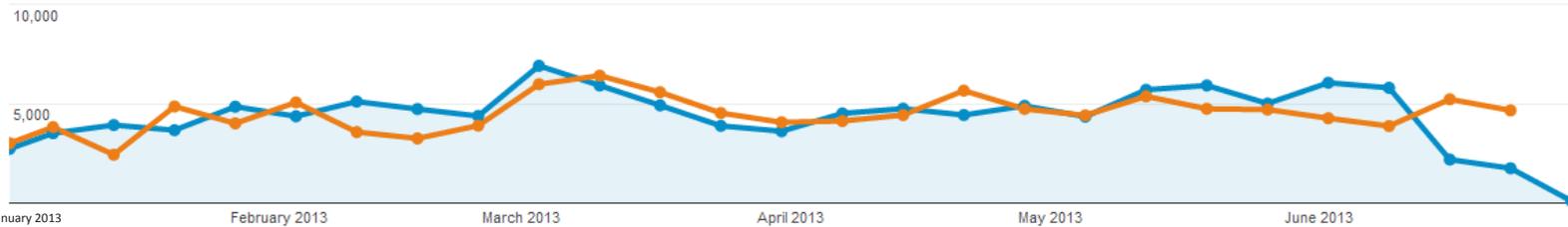
All numbers compared to 6 months ago. Pinterest launched during this period.

### BLOG

- Published **171** blog posts, including **17** posts on the Affordable Care Act, **26** on the National HIV/AIDS Strategy, and **29** posts related to national HIV/AIDS awareness days.
- Notable increases in traffic (see graph below): March 18-19, 2013 (National Asian & Pacific Islander Awareness Day, National HIV Vaccine Awareness Day, Hepatitis Testing Day)
- Continued to monitor for comments, in particular those about the National HIV/AIDS Strategy.

Jan 1, 2013 - Jun 30, 2013: ● Visits

Jan 1, 2012 - Jun 30, 2012: ● Visits



### OVERALL

Total Blog Posts

**171**

↑ 4%

Average Posts/Week

**6.6**

↑ 5%

Total Blog Visits (above)

**117,834**

↑ 12% avg. 646/day

Average Views/Post

**689**

↑ 10%

Approved Comments

**245**

↑ 81%

Key	
###	Current period 1/1/13 - 6/30/13
↑ ###%	From last year 1/1/12 - 6/30/12

### CATEGORY

New Media

**57**

↑ 43%

Policy

**131**

↓ 14%

Research

**26**

↑ 117%

Global

**12**

↓ 43%

### Top 5 Most-Viewed Blog Posts:

- 1) HIV/AIDS Treatment Cascade Helps Identify Gaps in Care, Retention
- 2) Syphilis and HIV: A Dangerous Duo Affecting Gay and Bisexual Men
- 3) New Video Illustrates HIV Treatment Cascade
- 4) Toddler 'Functionally Cured' of HIV Infection, NIH-Supported Investigators Report
- 5) CDC Releases Demographic Analysis of HIV Treatment Cascade at AIDS 2012



Total Followers

222,323

↑ 13% from 196,359 6 months ago

Total Tweets

748

↓ 21% from 6 months ago

MOST RETWEETED

266 times

107 times

106 times

92 times

80 times



AIDS.gov @AIDSgov

7 Feb

Today is National Black HIV/AIDS Awareness Day. Know your status. Find a nearby #HIV testing site go.usa.gov/4pxP #NBHAAD



AIDS.gov @AIDSgov

27 Jun

It's National HIV Testing Day. What are you waiting for? Find out where to go to take an HIV test go.usa.gov/bMYP #NHTD



AIDS.gov @AIDSgov

3 Mar

Toddler 'Functionally Cured' of HIV Infection, NIH-Supported Investigators Report :go.usa.gov/2gGe #CROI



AIDS.gov @AIDSgov

8 Mar

Today is #InternationalWomensDay. Women who've experienced violence are up to 3x more likely to be at risk for HIV-see @PEPFAR



AIDS.gov @AIDSgov

7 Feb

Among all racial/ethnic groups, African Americans bear the greatest burden of HIV in the US. Get educated. Get tested. Get involved #NBHAAD



Total Likes

22,488

↑ 17% from 19,187 6 months ago

Total Posts

270

↓ 15%

Stories Created\*

10,767

↑ 145%

SAMPLE POST



AIDS.gov shared a link. January 30

New NIH study finds that rapid HIV testing in drug treatment programs is both cost effective and increases life expectancy for an HIV-positive person.



Rapid, On-site HIV Testing: Increases Life Expectancy and Is Cost-effective go.usa.gov

Incorporating rapid HIV testing in drug treatment programs is both cost effective and increases life expectancy for an HIV-positive person, according to

Like · Comment · Share

33 1 47

33 people like this.



Nick Njeru education/sensetization should be done for people to know their status. January 30 at 1:27pm via mobile · Like

Users engaged\*

12,119

↓ 58%

Average Feedback per Post

72

↓ 85%

\*Facebook Insight data not available to compare to 1 year ago  
Stories Created: when someone likes, comments, or shares a post  
Users engaged: the number of unique people who have clicked on a post



Total Views

111,542

↑ 16% from 96,103 6 months ago

Total Videos

165

↑ 20% from 138 6 months ago

Average Views/Video

676

↓ 3%

Avg. Videos Posted/Month

4.5

↑ 41%

Channel Subscribers

1,426

↑ 7% from 1,337 6 months ago

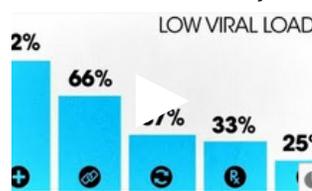
MOST VIEWED IN LAST 6 MONTHS

HIV Care Continuum Initiative



7,940 views

Treatment Cascade Waterfall



7,136 views

30 Years of HIV/AIDS in the U.S.



8,768 views



Total Followers

4,041

↑ 16% from 3,470 6 months ago

Total Check-Ins

5

↓ 67%

A sample of locations:  
Google Washington, NAESM Conference, U.S. FDA, Library of Congress.



Total Followers

418

Total Boards

7

Total Pins

148

Launched in February 2013 in advance of National Black HIV/AIDS Awareness Day



# WEB PERFORMANCE METRICS KEY

Website analytics metrics have been adapted in Google Analytics to best fit Digital Government Strategy recommended performance measures. From <http://www.howto.gov/web-content/digital-metrics>.

## Minimum Common Baseline Performance Metrics

Metric	Definition	How to Use It
Total Visits	Visit is an interaction by an individual viewing one or more pages on your website	Provides high-level information on the breadth of traffic to a given digital service
Total Page Views	Page view is number of times a page was viewed during the designated time period (e.g., monthly)	Provides high-level information on the breadth of content usage of a given digital service
Unique Visitors	Unique visit is one person (or a computer/IP address) who visits your website at least once during a designated time period (e.g., monthly)	Provides high-level information on the breadth of traffic to and content usage of a given digital service
Page Views per Visit	Number of page views in a reporting period divided by number of visits in the same reporting period	Measures depth of a visit and level of engagement
Average Visit Duration	Length of time in a session (activity on a website during a specified time period)	Measures extent of a visit
Time on Page	Time visitors spend on individual pages	Measures extent of a visit
Bounce Rate	Percentage of visitors who looked at only one page and immediately left the site	Measures depth and quality of a visit
New vs. Returned Visitor	Ratio between first-ever site visitors to returning visitors, a User that Visited the site prior to the reporting period	Measures visitor loyalty and site stickiness
Visits per Visitor for a given time frame	Number of times a Visitor visited your website during the designated time period (e.g., monthly)	Measures visitor loyalty and site stickiness
Total Number of On-Site Search Queries	Total number of times site search was used	Extent to which a visitor uses the site's search engine

*Definitions above are derived from the Web Analytics Association's Definitions of Common Metrics Terms (PDF, 111 KB, 34 pages, January 2008)*

## Traffic types

**Direct:** Visitors who visited the site by typing the URL directly into their browser

**Referral:** Visitors referred by links on other websites.

**Organic:** Visitors referred by an unpaid search engine listing, e.g. a Google.com search.

From <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html>

http://blog.aids.gov - http://blog.aids.gov  
blog.aids.gov

## AIDS.gov Blog Metrics

Jan 1, 2013 - Jun 30, 2013  
Compare to: Jan 1, 2012 - Jun 30, 2012

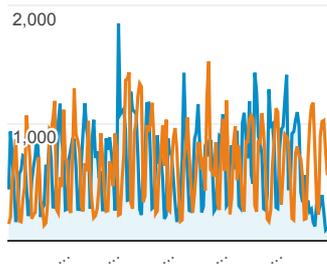
### Visits

Jan 1, 2013 - Jun 30, 2013:

● Visits

Jan 1, 2012 - Jun 30, 2012:

● Visits



### Visits

Jan 1, 2013 - Jun 30, 2013

**117,834**

% of Total: 100.00%  
(117,834)



Jan 1, 2012 - Jun 30, 2012

**116,547**

% of Total: 100.00%  
(116,547)



### Pageviews

Jan 1, 2013 - Jun 30, 2013

**190,865**

% of Total: 100.00%  
(190,865)



Jan 1, 2012 - Jun 30, 2012

**207,839**

% of Total: 100.00%  
(207,839)



### Unique Visitors

Jan 1, 2013 - Jun 30, 2013

**81,075**

% of Total: 100.00%  
(81,075)



Jan 1, 2012 - Jun 30, 2012

**75,534**

% of Total: 100.00%  
(75,534)



### Avg. Visit Duration

Jan 1, 2013 - Jun 30, 2013

**00:01:29**

Site Avg: 00:01:29  
(0.00%)



Jan 1, 2012 - Jun 30, 2012

**00:01:36**

Site Avg: 00:01:36  
(0.00%)



### Bounce Rate

Jan 1, 2013 - Jun 30, 2013

**75.22%**

Site Avg: 75.22% (0.00%)



Jan 1, 2012 - Jun 30, 2012

**71.62%**

Site Avg: 71.62% (0.00%)



### % New Visits

Jan 1, 2013 - Jun 30, 2013

**65.22%**

Site Avg: 65.22% (0.00%)



Jan 1, 2012 - Jun 30, 2012

**60.66%**

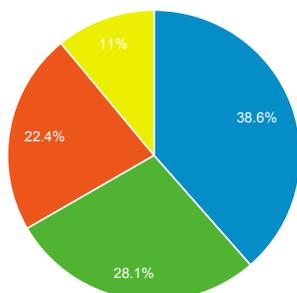
Site Avg: 60.66% (0.00%)



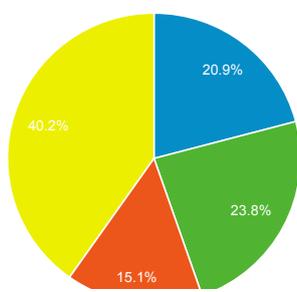
### Visits by Traffic Type

■ referral ■ organic  
■ direct ■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012



### Pageviews by Page

Page	Pageviews
/	
Jan 1, 2013 - Jun 30, 2013	12,067
Jan 1, 2012 - Jun 30, 2012	13,093
<b>% Change</b>	<b>-7.84%</b>

/2012/07/hivaids-treatment-cascade-helps-identify-gaps-in-care-retention.html

Jan 1, 2013 - Jun 30, 2013

5,636

Jan 1, 2012 - Jun 30, 2012

0

**% Change**

**100.00%**

/2012/12/syphilis-and-hiv-a-dangerous-duo-affecting-gay-and-bisexual-men.html

Jan 1, 2013 - Jun 30, 2013

5,220

Jan 1, 2012 - Jun 30, 2012

0

**% Change**

**100.00%**

/2013/01/new-video-illustrates-hiv-treatment.html

Jan 1, 2013 - Jun 30, 2013

3,037

Jan 1, 2012 - Jun 30, 2012

0

**% Change**

**100.00%**

/2013/03/toddler-functionally-cured-of-hiv-infection-nih-supported-investigators-report.html

Jan 1, 2013 - Jun 30, 2013

2,667

Jan 1, 2012 - Jun 30, 2012

0

**% Change**

**100.00%**

### Pages / Visit

Jan 1, 2013 - Jun 30, 2013

**1.62**

Site Avg: 1.62 (0.00%)



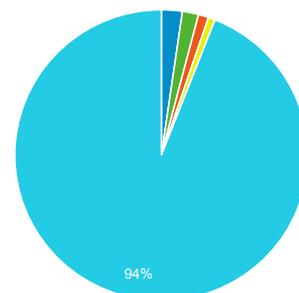
Jan 1, 2012 - Jun 30, 2012

**1.78**

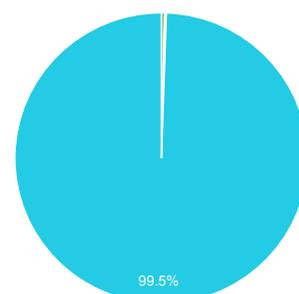
### Pageviews by Keyword

■ hiv treatment cascade ■ hiv ■ hiv cure  
■ gardner cascade ■ Other

Jan 1, 2013 - Jun 30, 2013



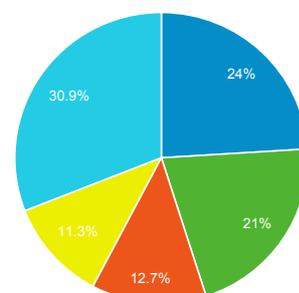
Jan 1, 2012 - Jun 30, 2012



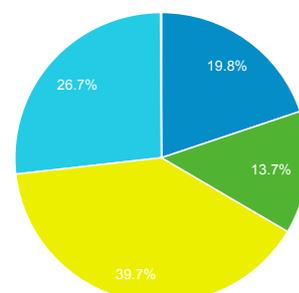
### Pageviews by Source

■ google ■ (direct)  
■ links.govdelivery.com ■ feedburner ■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012



http://www.aids.gov - http://www.aids.gov  
www.aids.gov

## AIDS.gov Website Metrics

Jan 1, 2013 - Jun 30, 2013  
Compare to: Jan 1, 2012 - Jun 30, 2012

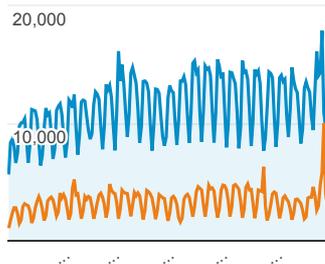
### Visits

Jan 1, 2013 - Jun 30, 2013:

● Visits

Jan 1, 2012 - Jun 30, 2012:

● Visits



### Visits

Jan 1, 2013 - Jun 30, 2013

**2,054,516**

% of Total: 100.00%  
(2,054,516)



Jan 1, 2012 - Jun 30, 2012

**604,138**

% of Total: 100.00%  
(604,138)



### Pageviews

Jan 1, 2013 - Jun 30, 2013

**3,577,240**

% of Total: 100.00%  
(3,577,240)



Jan 1, 2012 - Jun 30, 2012

**1,269,122**

% of Total: 100.00%  
(1,269,122)



### Unique Visitors

Jan 1, 2013 - Jun 30, 2013

**1,667,978**

% of Total: 100.00%  
(1,667,978)



Jan 1, 2012 - Jun 30, 2012

**493,473**

% of Total: 100.00%  
(493,473)



### Avg. Visit Duration

Jan 1, 2013 - Jun 30, 2013

**00:01:57**

Site Avg: 00:01:57  
(0.00%)



Jan 1, 2012 - Jun 30, 2012

**00:02:18**

Site Avg: 00:02:18  
(0.00%)



### Bounce Rate

Jan 1, 2013 - Jun 30, 2013

**72.89%**

Site Avg: 72.89% (0.00%)



Jan 1, 2012 - Jun 30, 2012

**67.38%**

Site Avg: 67.38% (0.00%)



### % New Visits

Jan 1, 2013 - Jun 30, 2013

**80.07%**

Site Avg: 80.07% (0.00%)



Jan 1, 2012 - Jun 30, 2012

**80.38%**

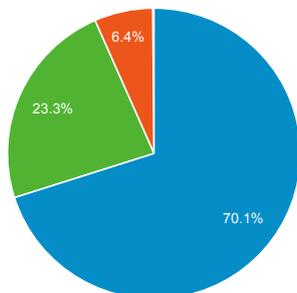
Site Avg: 80.38% (0.00%)



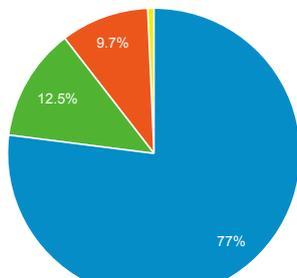
### Visits by Traffic Type

● organic ● direct  
● referral ● Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012



### Pageviews by Page

Page	Pageviews
/hiv-aids-basics/hiv-aids-101/signs-and-symptoms/	
Jan 1, 2013 - Jun 30, 2013	673,128
Jan 1, 2012 - Jun 30, 2012	5,520
<b>% Change</b>	<b>12,094.35%</b>
/hiv-aids-basics/hiv-aids-101/how-you-get-hiv-aids/	
Jan 1, 2013 - Jun 30, 2013	335,091
Jan 1, 2012 - Jun 30, 2012	5,486
<b>% Change</b>	<b>6,008.11%</b>
/	
Jan 1, 2013 - Jun 30, 2013	241,007
Jan 1, 2012 - Jun 30, 2012	164,734
<b>% Change</b>	<b>46.30%</b>
/hiv-aids-basics/	
Jan 1, 2013 - Jun 30, 2013	225,373
Jan 1, 2012 - Jun 30, 2012	104,426
<b>% Change</b>	<b>115.82%</b>
/hiv-aids-basics/hiv-aids-101/what-is-hiv-aids/	
Jan 1, 2013 - Jun 30, 2013	208,355
Jan 1, 2012 - Jun 30, 2012	4,150
<b>% Change</b>	<b>4,920.60%</b>

### Pages / Visit

Jan 1, 2013 - Jun 30, 2013

**1.74**

Site Avg: 1.74 (0.00%)



Jan 1, 2012 - Jun 30, 2012

**2.10**

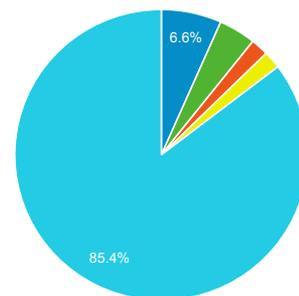
Site Avg: 2.10 (0.00%)



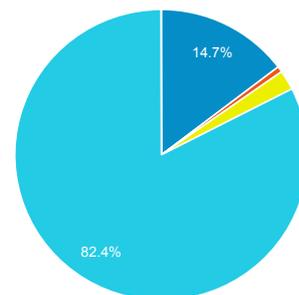
### Pageviews by Keyword

■ aids ■ hiv symptoms  
■ symptoms of hiv ■ hiv  
■ Other

Jan 1, 2013 - Jun 30, 2013



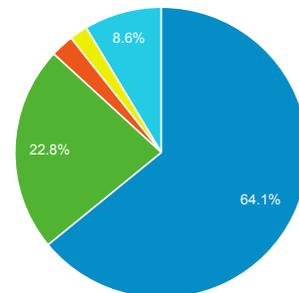
Jan 1, 2012 - Jun 30, 2012



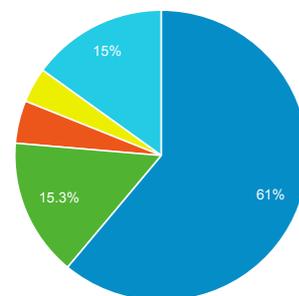
### Pageviews by Source

■ google ■ (direct)  
■ bing ■ yahoo  
■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012



http://www.aids.gov - http://www.aids.gov  
www.aids.gov

## AIDS.gov Mobile Metrics

Jan 1, 2013 - Jun 30, 2013  
Compare to: Jan 1, 2012 - Jun 30, 2012

**Mobile Traffic** change in % of visits: +29.04%

### Visits

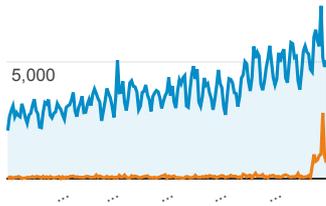
Jan 1, 2013 - Jun 30, 2013:

● Visits

Jan 1, 2012 - Jun 30, 2012:

● Visits

10,000



### Visits

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**689,548**

% of Total: 33.52%  
(2,057,141)

Jan 1, 2012 - Jun 30, 2012

Mobile Traffic

**26,929**

% of Total: 4.48%  
(601,513)

### Pageviews

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**1,034,183**

% of Total: 28.76%  
(3,595,368)

Jan 1, 2012 - Jun 30, 2012

Mobile Traffic

**41,651**

% of Total: 3.31%  
(1,256,787)

### Unique Visitors

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**567,708**

% of Total: 33.99%  
(1,670,450)

Jan 1, 2012 - Jun 30, 2012

Mobile Traffic

**24,104**

% of Total: 4.88%  
(493,457)

### Avg. Visit Duration

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**00:01:27**

Site Avg: 00:01:58  
(-26.06%)

Jan 1, 2012 - Jun 30, 2012

Mobile Traffic

**00:01:51**

Site Avg: 00:02:19  
(-19.75%)

### Bounce Rate

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**76.73%**

Site Avg: 72.78% (5.42%)

Jan 1, 2012 - Jun 30, 2012

Mobile Traffic

**75.53%**

Site Avg: 67.71%  
(11.55%)

### % New Visits

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**80.94%**

Site Avg: 79.97% (1.21%)

Jan 1, 2012 - Jun 30, 2012

Mobile Traffic

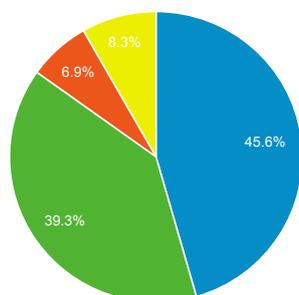
**89.11%**

Site Avg: 80.47%  
(10.74%)

### Pageviews by Operating Sy...

■ iOS ■ Android  
■ BlackBerry ■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012

### Pageviews by Page

Page	Pageviews
/hiv-aids-basics/hiv-aids-101/signs-and-symptoms/	316,961
Jan 1, 2013 - Jun 30, 2013	
Jan 1, 2012 - Jun 30, 2012	2,313
<b>% Change</b>	<b>13,603.46%</b>
/hiv-aids-basics/hiv-aids-101/how-you-get-hiv-aids/	164,589
Jan 1, 2013 - Jun 30, 2013	
Jan 1, 2012 - Jun 30, 2012	2,313
<b>% Change</b>	<b>7,015.82%</b>
/hiv-aids-basics/just-diagnose-d-with-hiv-aids/hiv-in-your-body/stages-of-hiv/	42,376
Jan 1, 2013 - Jun 30, 2013	
Jan 1, 2012 - Jun 30, 2012	203
<b>% Change</b>	<b>20,774.88%</b>
/hiv-aids-basics/hiv-aids-101/what-is-hiv-aids/	40,606
Jan 1, 2013 - Jun 30, 2013	
Jan 1, 2012 - Jun 30, 2012	672
<b>% Change</b>	<b>5,942.56%</b>
/hiv-aids-basics/hiv-aids-101/statistics/	36,310
Jan 1, 2013 - Jun 30, 2013	
Jan 1, 2012 - Jun 30, 2012	384
<b>% Change</b>	<b>9,355.73%</b>

Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**1.50**

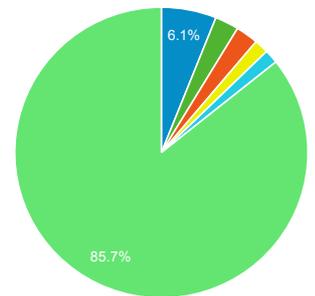
Site Avg: 1.75 (-14.19%)

Jan 1, 2012 - Jun 30, 2012

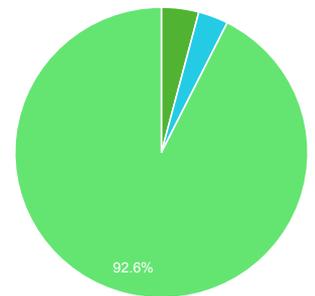
### Visits by Keyword

■ hiv symptoms  
■ symptoms of hiv  
■ symptoms of aids  
■ early symptoms of hiv  
■ what is hiv ■ Other

Jan 1, 2013 - Jun 30, 2013



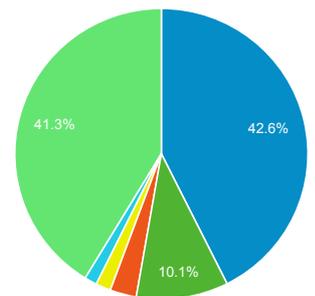
Jan 1, 2012 - Jun 30, 2012



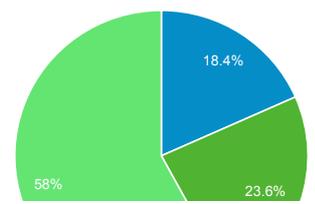
### Pageviews by Mobile Devic...

■ Apple iPhone ■ (not set)  
■ Apple iPod  
■ Samsung GT-I9300 Galaxy SII  
■ Samsung GT-I9300 Galaxy S3  
■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012



### Pages / Visit

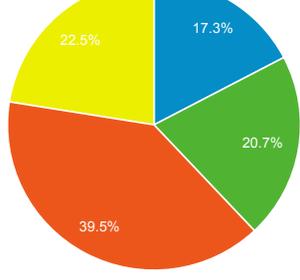
Jan 1, 2013 - Jun 30, 2013

Mobile Traffic

**1.50**

Site Avg: 1.75 (-14.19%)

Jan 1, 2012 - Jun 30, 2012



Mobile Traffic

**1.55**

Site Avg: 2.09 (-25.97%)



© 2013 Google

http://locator.aids.gov - http://locator.aids.gov  
locator.aids.gov

## AIDS.gov Locator Metrics

Jan 1, 2013 - Jun 30, 2013  
Compare to: Jan 1, 2012 - Jun 30, 2012

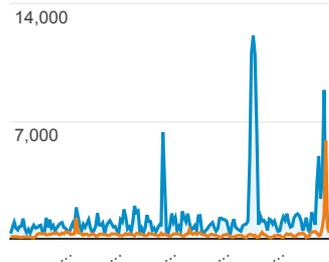
### Visits

Jan 1, 2013 - Jun 30, 2013:

● Visits

Jan 1, 2012 - Jun 30, 2012:

● Visits



### Avg. Visit Duration

Jan 1, 2013 - Jun 30, 2013

**00:00:29**

Site Avg: 00:00:29 (0.00%)

Jan 1, 2012 - Jun 30, 2012

**00:00:49**

Site Avg: 00:00:49 (0.00%)

### Bounce Rate

Jan 1, 2013 - Jun 30, 2013

**2.86%**

Site Avg: 2.86% (0.00%)

Jan 1, 2012 - Jun 30, 2012

**23.12%**

Site Avg: 23.12% (0.00%)

### % New Visits

Jan 1, 2013 - Jun 30, 2013

**18.60%**

Site Avg: 18.60% (0.00%)

Jan 1, 2012 - Jun 30, 2012

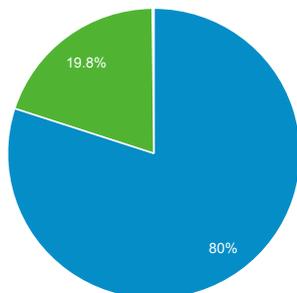
**54.91%**

Site Avg: 54.91% (0.00%)

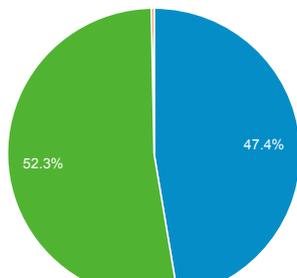
### Visits by Traffic Type

■ direct ■ referral  
■ organic ■ Other

Jan 1, 2013 - Jun 30, 2013



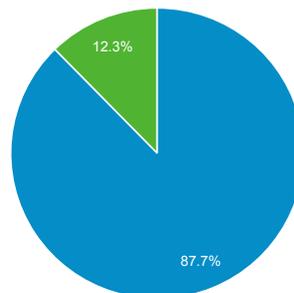
Jan 1, 2012 - Jun 30, 2012



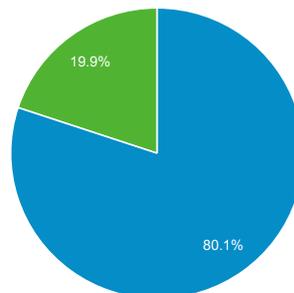
### Visits by Mobile (Including ...)

■ No ■ Yes

Jan 1, 2013 - Jun 30, 2013



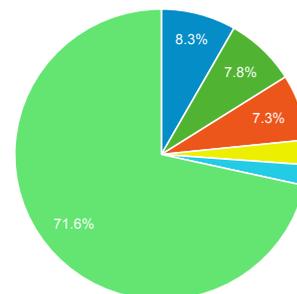
Jan 1, 2012 - Jun 30, 2012



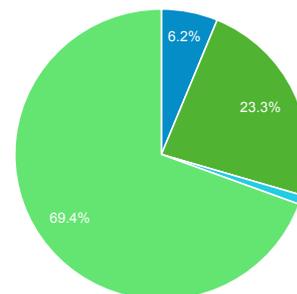
### Pageviews by Keyword

■ http://locator.aids.gov/  
■ locator.aids.gov  
■ local hiv testing  
■ clicks hiv testing  
■ aids.gov ■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012



### Visits

Jan 1, 2013 - Jun 30, 2013

**223,151**

% of Total: 100.00% (223,151)

Jan 1, 2012 - Jun 30, 2012

**51,871**

% of Total: 100.00% (51,871)

### Pageviews

Jan 1, 2013 - Jun 30, 2013

**63,492**

% of Total: 100.00% (63,492)

Jan 1, 2012 - Jun 30, 2012

**41,241**

% of Total: 100.00% (41,241)

### Unique Visitors

Jan 1, 2013 - Jun 30, 2013

**42,062**

% of Total: 100.00% (42,062)

Jan 1, 2012 - Jun 30, 2012

**28,794**

% of Total: 100.00% (28,794)

### Pages / Visit

Jan 1, 2013 - Jun 30, 2013

**0.28**

Site Avg: 0.28 (0.00%)

Jan 1, 2012 - Jun 30, 2012

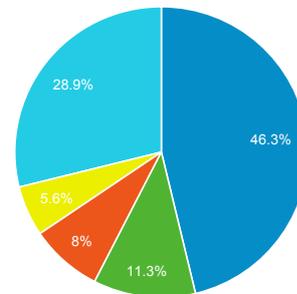
**0.80**

Site Avg: 0.80 (0.00%)

### Pageviews by Source

■ aids.gov ■ cdc.gov  
■ greaterthan.org  
■ (direct) ■ Other

Jan 1, 2013 - Jun 30, 2013



Jan 1, 2012 - Jun 30, 2012

