



# January 1 – June 30, 2011

## 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**?

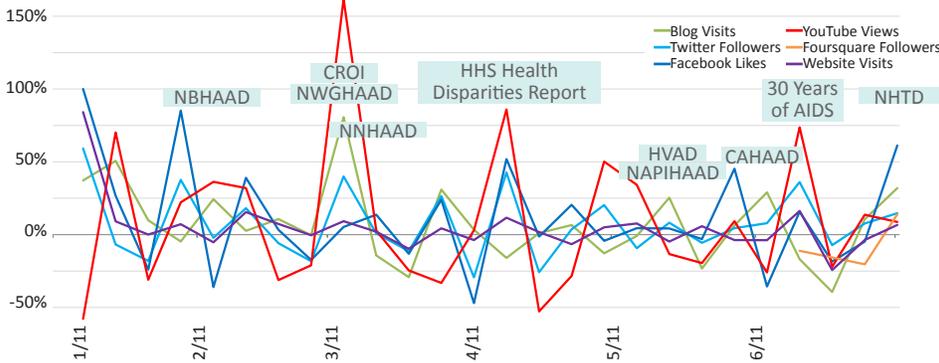
<sup>1</sup> Includes Federal, state/local/community, and national non-governmental partners, people living with HIV, their caregivers and family members, and high-risk populations.

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 2011 AIDS.gov Communication Strategy Internal Working Plan

Communication Channels Rate of Growth - January 1 - June 30, 2011



### NEW MEDIA CHANNELS WORKING TOGETHER

AIDS.gov's communication channels have been continuing the conversation on HIV and providing our audiences with information on new media, policy, research, and more. During this period, AIDS.gov has continued to see growth and interaction across these channels. The chart to the left captures growth of presence and audience reach in these online spaces over time, highlighting key events where a spike was noted.

## BLOG

- **108** original, AIDS.gov team- and guest-authored posts.
- Published **42** cross-posts from: the White House Office of National AIDS Policy (ONAP) Blog, PEPFAR Department of State DipNote Blog, the CDC's Health Communications Perspectives Blog, and NIAID's clinical trials posts.
- Notable increases in traffic (see graph below): CROI conference, blog redesign launch, 30 Years of AIDS (June 5).
- Launched redesigned AIDS.gov blog and transitioned from Typepad to Wordpress.
- Continued to monitor for comments, in particular those about the National HIV/AIDS Strategy.



OVERALL	Total Blog Posts	Average Posts/Week	Total Blog Visits (above)	Average Views/Post	Approved Comments
	<b>150</b>	<b>5.5</b>	<b>113,906</b>	<b>764</b>	<b>216</b>
	↑ 10%	↑ 6%	↑ 13% avg. 629/day	↑ 3%	↓ -20%

**Key**

### Current period 1/1/11 - 6/30/11

↑ #### From last period 7/1/10 - 12/31/10

CATEGORY	New Media	Policy	Research	Global	COMMENTS	New Media	Policy	Research	Global
	<b>38</b>	<b>80</b>	<b>10</b>	<b>22</b>		<b>44</b>	<b>110</b>	<b>20</b>	<b>22</b>
	↓ -5%	↑ 0%	↓ -37%	*new category		1.2/post avg.	1.4/post avg.	2/post avg.	1/post avg.

**Top 5 Most-Viewed Blog Posts:** 1) *The 12 Cities Project*, 2) *Emory Launches New Tool to Visualize HIV Epidemic in the US*, 3) *Living with HIV Video a Way to Educate Patients and Provide Support*, 4) *Toward Defining the Non-HIV Infectious Diseases Leadership Group (NIAID post)*, 5) *San Francisco's New Approach to HIV Prevention*.



Total Followers  
**100,018**  
↑ 75% from 57,069

Total Tweets  
**534**  
↑ 7%

**MOST RETWEETED**

**192+**  
times

**121+**  
times

**112+**  
times

- AIDS.gov** AIDS.gov  
Today is National HIV Testing Day. Take the test, take control. Find HIV testing & services near you: [#NHTD](http://go.usa.gov/ZqS)  
27 Jun
- AIDS.gov** AIDS.gov  
Today marks 30 years since the first reported cases of AIDS in the U.S. What does this day mean to you? [#30Years](http://go.usa.gov/Db3)  
5 Jun
- AIDS.gov** AIDS.gov  
Today is Natl Black HIV/AIDS Awareness Day. Know your status. Find your local [#HIV](http://locator.aids.gov) testing site: [#NBHAAD](http://locator.aids.gov)  
7 Feb



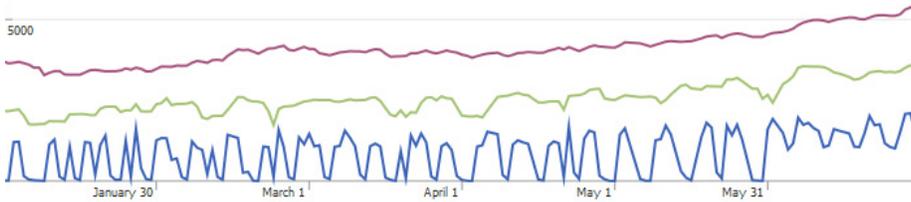
Total Likes  
**9,851**  
↑ 30% from 7,598

Total Posts  
**192**  
↑ 4%

Post Feedback (Comments + Likes)  
**3,195**  
↑ 35%

Average Feedback per Post  
**16.6**  
↑ 30%

Daily Active Users  Weekly Active Users  Monthly Active Users



**SAMPLE POST** Community representatives and Federal agencies discuss recommendations and perspectives for collaborating at the local level in the 12 U.S. jurisdictions of the 12 Cities Project.

**Community Representatives Share Thoughts with 12 Cities Project Steering Committee** | [blog.aids.gov](http://blog.aids.gov)

Last week, the Department of Health and Human Services' 12 Cities Project Steering Committee met with several community representatives to discuss the project and explore opportunities to encourage stronger cross-agency collaboration at the local level.

5,155 Impressions · 0.29% Feedback  
May 11 at 9:52am · Like · Comment · Share

13 people like this.

**Whitney Bright** This is amazing!  
May 11 at 9:58am · Like

**Angela Kay Hendrickson** This is wonderful and heartening eg "Cities Project"...my question is this: what is being done to address the gaping disparities in rural issues related to every aspect of HIV/AIDS prevention/education/services/etc.? My son was born with hem...  
See More  
May 11 at 10:44am · Like



Total Views  
**11,238**  
↓ 28%

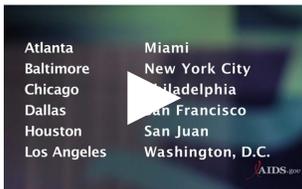
Total Videos  
**14**  
↓ 52%

Average views/video  
**802.7**  
↑ 49%

Avg. videos posted/month  
**2.3**  
↓ 52%

Channel subscribers  
**1,035**  
↑ 33%

**MOST VIEWED**



**1,138 views**



**1,631 views**



**636 views**

L to R: A Conversation with HHS on the 12 Cities Project; David Marshall Grant and Ron Rifkin: HIV & Aging -- Clips from Brothers & Sisters; A Conversation with CDC at CROI.



\*Became a brand on May 20, 2011 (brand banner pictured above). This is the first period of analytics collected.

Total followers  
**701**

Total check-ins  
**10**

# WEBSITE

- Added a “30 Years of AIDS” page to showcase federal government events and resources.
- Updated AIDS.gov basics pages.



Total Site Visits

**364,237**

↑ 20% avg. 2,012/day

Total Pageviews

**976,385**

↑ 8.4% avg. 5,394/day

Pages/Visit

**2.68**

↓ 10%

Bounce Rate

**56.58%**

↑ 9.4%

Avg. Time on Site

**00:03:07**

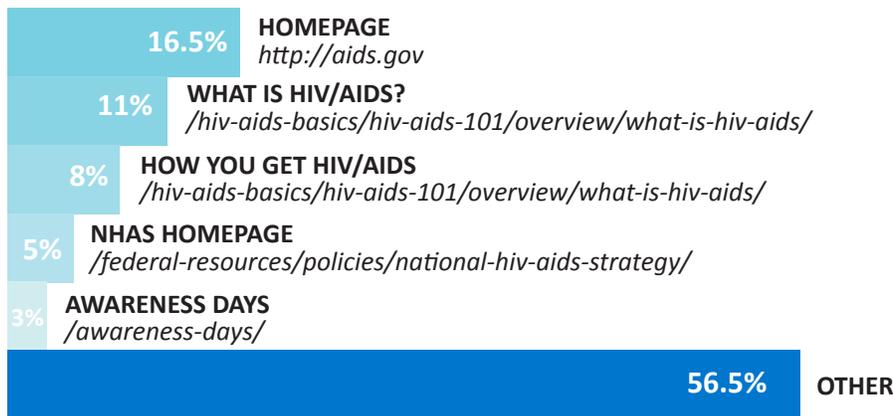
↓ 2%

% New Visits

**77.31%**

↑ 2%

## MOST-VISITED PAGES



## TRAFFIC SOURCES



## TOP KEYWORDS

**AIDS**  
HIV  
HIV/AIDS AIDS.gov  
New Media How do you get AIDS

## TOP REFERRING SITES

1. cdc.gov
2. hhs.gov
3. blog.aids.gov
4. google.com
5. facebook.com
6. whitehouse.gov
7. fnic.nal.usda.gov
8. en.wikipedia.org
9. twitter.com
10. hab.hrsa.gov

# What is HIV/AIDS

# PODCASTS

Total Produced

**11**

↓ -65%

Total Played

**3,733**

↑ 24%

Total Completed

**1,911**

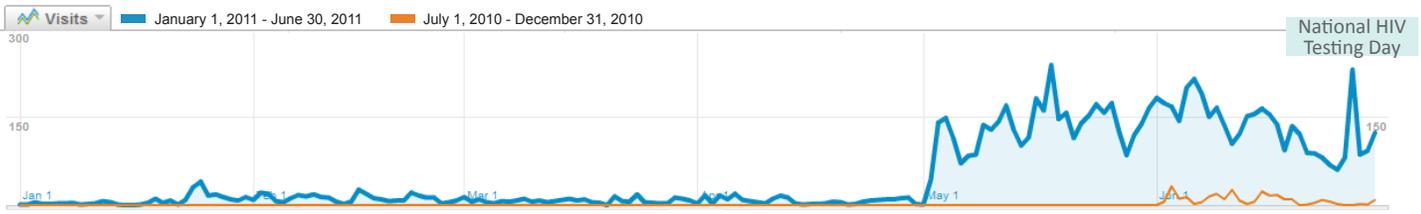
↑ 41%

## TOP LISTENED-TO

1. HIV/AIDS - Advances in Hope (2008)
2. Southern AIDS Living Quilt - Julia (2009)
3. The Positive Project - Allison (2009)
4. Poz Web Video Series: HIV Testing - Marisol (2009)
5. The Positive Project - Terry (2009)

# MOBILE

- \*Note: these numbers refer to mobile "touch" visits. This is the first period of analytics collected.
- Launched mobile site in November 2010.

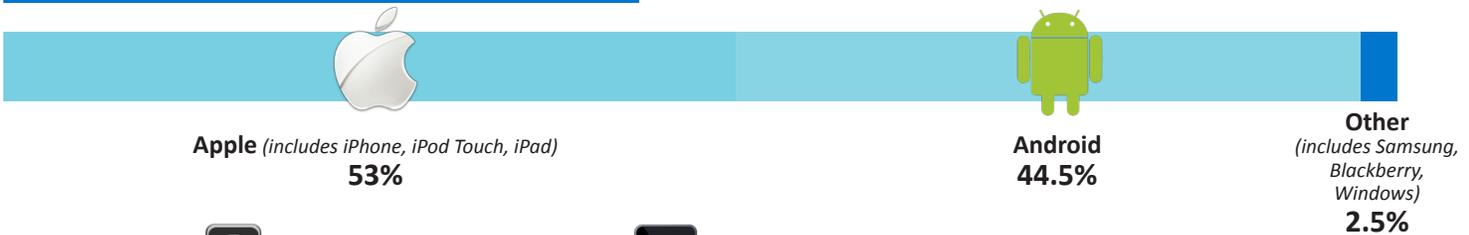


Total Visits	Total Pageviews	Pages/Visit	Bounce Rate	Avg. Time on Site	% New Visits
<b>9,101</b>	<b>17,008</b>	<b>1.87</b>	<b>65.22%</b>	<b>00:02:08</b>	<b>79.77%</b>

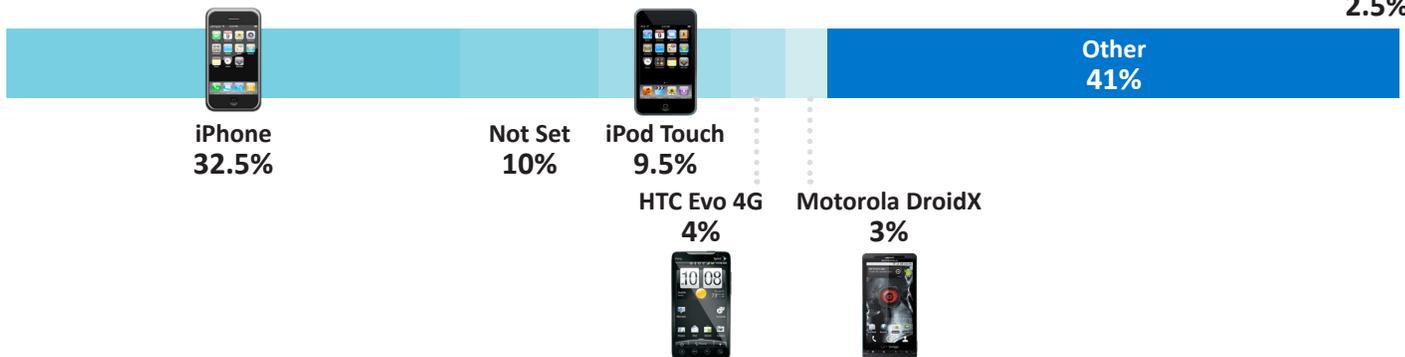
# MOST-VISITED PAGES

27%	<b>HOMEPAGE</b> <a href="http://m.aids.gov">http://m.aids.gov</a>
10.5%	<b>HOW YOU GET HIV/AIDS</b> <a href="/hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/">/hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/</a>
8.5%	<b>WHAT IS HIV/AIDS?</b> <a href="/hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/">/hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/</a>
5.5%	<b>SIGNS AND SYMPTOMS</b> <a href="/hiv-aids-basics/hiv-aids-101/overview/signs-and-symptoms">/hiv-aids-basics/hiv-aids-101/overview/signs-and-symptoms</a>
3%	<b>STAGES OF HIV</b> <a href="/hiv-aids-basics/ Diagnosed-with-hiv/hiv-in-your-body/stages-of-hiv">/hiv-aids-basics/ Diagnosed-with-hiv/hiv-in-your-body/stages-of-hiv</a>
44.5%	<b>OTHER</b>

# OPERATING SYSTEMS



# DEVICES



# OTHER SNS



AIDS.gov completed the third year of *Facing AIDS* for World AIDS Day initiative in December 2010. Plans are underway to launch *Facing AIDS* in 2011.

Photos submitted (as of 8/8/11)

2008	2009	2010
178	866	1,587

All-time AIDS.gov Flickr views

**50,018**



The AIDS.gov MySpace page had stagnant growth in this period. As of June 30, 2011:

Profile views **21,375** Friends **1,234**



AIDS.gov maintains a Wikipedia page about the site. For non-Federal sites, Wikipedia drives the most traffic to AIDS.gov after Google and Facebook.



**SECONDARY SITES**  
AIDS.gov continues a monthly check of activity on these sites and updates information as appropriate.