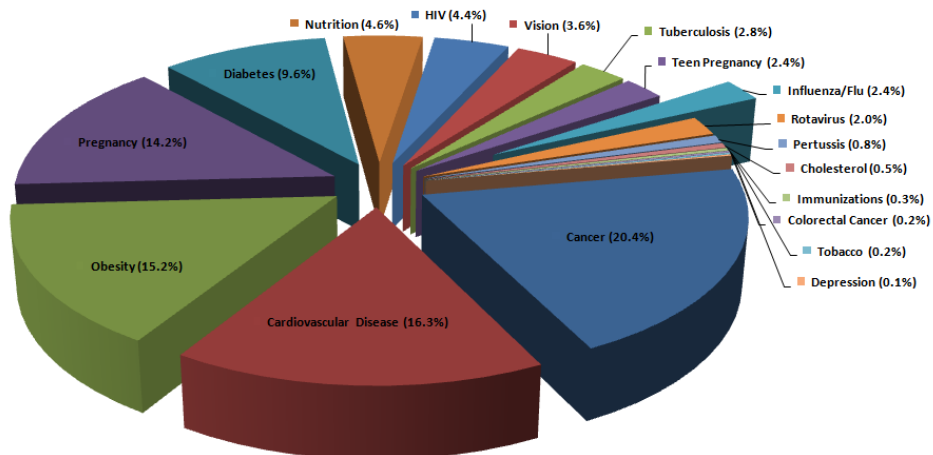




Case Study: Centers for Disease Control & Prevention

Hispanic Online Listening Project – Health Awareness Topics

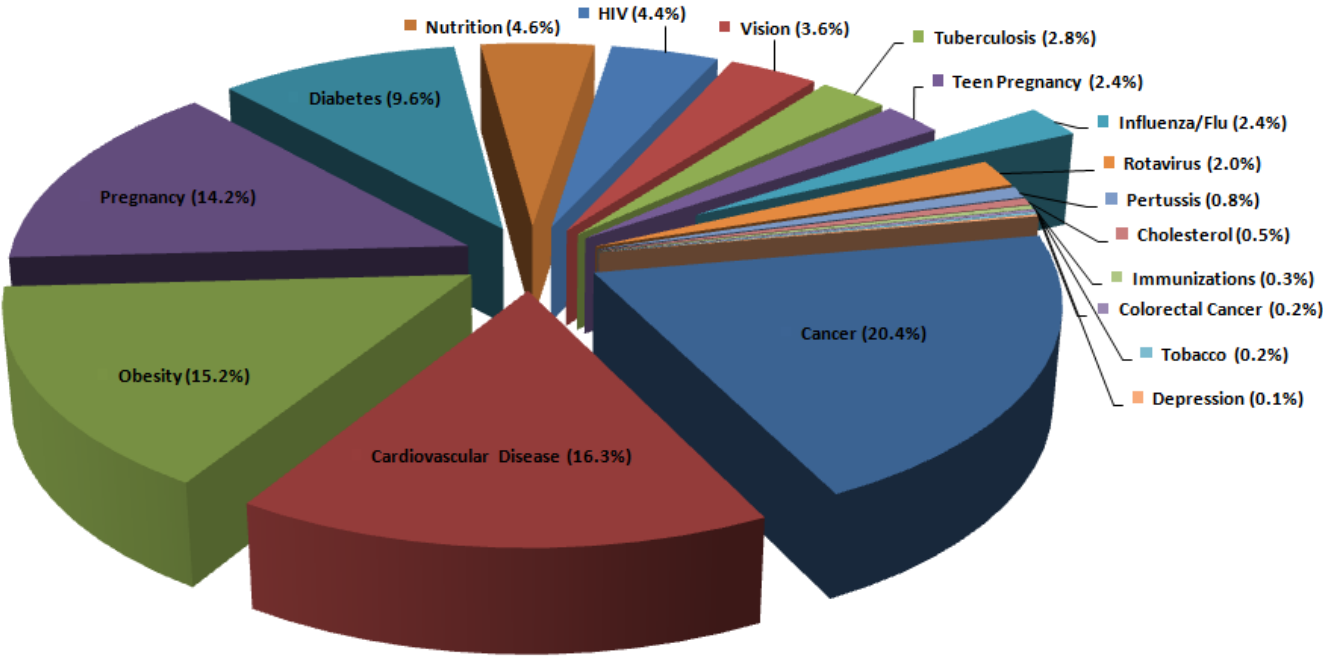




Hispanic Online Listening Project – Health Awareness Topics

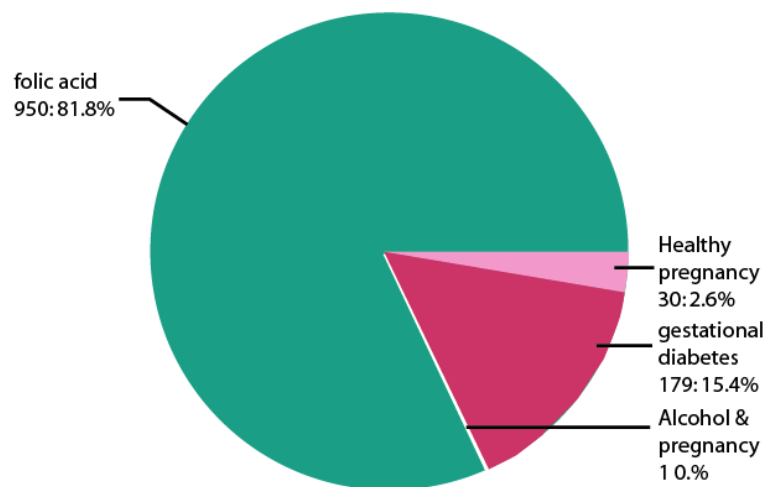
- Brief:** Our team was assigned with a Hispanic Health Awareness topic analysis project to determine current, relevant health trends found within online Spanish conversations. The objective was to monitor live social media conversations over a period of 90 days and provide recommendations for social media content creation for the Centers for Disease Control and Prevention (CDC) based on these observations.
- Approach:** We researched and selected the optimal software available in the industry for this task. Working with our team of health and search experts, we created a plan to accurately assess the volumes of online Spanish conversation revolving 18 specific health topics. Following these observations and the overall goals of the CDC, we then crafted a long term strategy for content creation towards the Hispanic market.
- Results:** Based on our observations of the volume of online health conversation, the CDC approved our 12 month plan to strategically engage the Hispanic social media audience. With this thorough analysis of Hispanic interest in specific health topics, the CDC was able to gain over 9,000 Twitter followers and 6,000 Facebook fans within 6 months from campaign launch, in mid-June 2011.

Overall Volume of Hispanic Conversations for 18 Health Topics



- Cancer (20.4%)
- Cardiovascular (16.3%)
- Nutrition (4.6%)
- HIV (4.4%)
- Influenza/Flu (2.4%)
- Rotavirus (2.0%)
- Colorectal Cancer (0.2%)
- Tobacco (0.2%)
- Obesity (15.2%)
- Pregnancy (14.2%)
- Diabetes (9.6%)
- Vision (3.6%)
- Tuberculosis (2.8%)
- Teen Pregnancy (2.4%)
- Pertussis (0.8%)
- Cholesterol (0.5%)
- Immunizations (0.3%)
- Depression (0.1%)

Volume of Hispanic Conversation: Pregnancy



Volume of Hispanic Conversation: Cardiovascular Disease

