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? 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?

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.

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

2 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.

**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)
Total Followers: 100,018 (75% from 57,069)
Total Tweets: 534 (7%)

MOST RETWEETED:
- 192+ times
- 121+ times
- 112+ times

AIDS.gov
- Today is National HIV Testing Day. Take the test, take control. Find HIV testing & services near you: http://go.usa.gov/2qG #HIVTD
- 27 Jun

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
- 6 Mar

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%)

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 RETWEETED:
- Most Viewed: 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.

Total followers: 701
Total check-ins: 10

*Became a brand on May 20, 2011 (brand banner pictured above). This is the first period of analytics collected.
- Added a “30 Years of AIDS” page to showcase federal government events and resources.
- Updated AIDS.gov basics pages.

**WEBSITE**

**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%**

**TRAFFIC SOURCES**

- **SEARCH ENGINES**
  - **66.4%**
- **DIRECT TRAFFIC**
  - **18%**
- **REFERRING SITES**
  - **15.5%**
- **OTHER**
  - **.1%**

**TOP KEYWORDS**

- **AIDS**
- **HIV/AIDS**

**TOP RECOMMENDED 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

**PROMOTED SITES**

- **HOMEPAGE**
  - http://aids.gov
- **WHAT IS HIV/AIDS?**
  - /hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/
- **HOW YOU GET HIV/AIDS**
  - /hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/
- **NHAS HOMEPAGE**
  - /federal-resources/policies/national-hiv-aids-strategy/
- **AWARENESS DAYS**
  - /awareness-days/

**MOST VISITED PAGES**

- NHAS HOMEPAGE
- /federal-resources/policies/national-hiv-aids-strategy/
- HOW YOU GET HIV/AIDS
- /hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/
- WHAT IS HIV/AIDS?
- /hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/
- HOMEPAGE
- http://aids.gov

**PODCASTS**

- **Total Produced**
  - **11**
- **Total Played**
  - **3,733**
- **Total Completed**
  - **1,911**

- **-65%** **24%** **41%**

**OTHER**

- **January 1, 2011 - June 30, 2011**
- **July 1, 2010 - December 31, 2010**

- **Total Site Visits**
- **Total Pageviews**
- **Pages/Visit**
- **Bounce Rate**
- **Avg. Time on Site**
- **% New Visits**
- **Total Site Visits**
- **Total Pageviews**
- **Pages/Visit**
- **Bounce Rate**
- **Avg. Time on Site**
- **% New Visits**

- **Popular Podcasts**
  - Southern AIDS Living Quilt - Julia (2009)
  - The Positive Project - Allison (2009)
  - The Positive Project - Terry (2009)

Photos submitted (as of 8/8/11)

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<thead>
<tr>
<th>Year</th>
<th>2008</th>
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<td></td>
<td>178</td>
<td>866</td>
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All-time AIDS.gov Flickr views 50,018

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

- Profile views 21,375
- Friends 1,234

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

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