

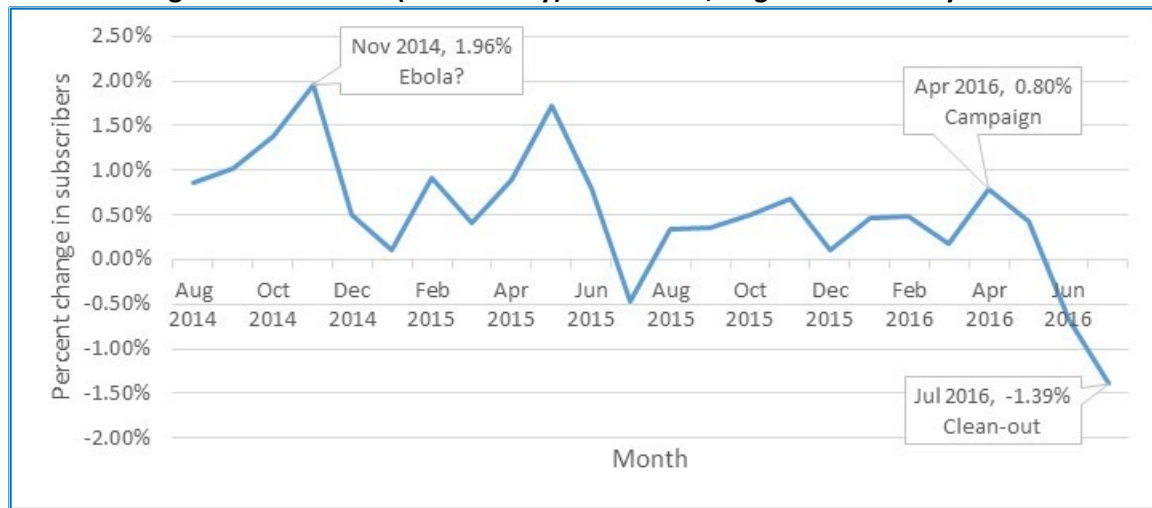
Lessons Learned from the CDC Learning Connection Website Relaunch Campaign: Supplemental Handout

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Percent change in e-newsletter (GovDelivery) subscribers, August 2014 to July 2016.



Change in homepage visits per month during campaign (April-June 2016) compared to two pre-campaign periods.

Comparison period	Average visits/month pre-campaign (comparison)	Average visits/month April-June 2016 (campaign)	Rate ratio (95% confidence interval)	Rate difference (95% confidence interval), visits/month
April-June 2015	9762.7	10827.3	1.1091 (1.0917,1.1267)	1064.7 (902.3,1227.0)
January-March 2016	8308.0	10827.3	1.3032 (1.2819,1.3249)	2519.3 (2362.8,2675.9)

[Data source: Omniture Site Catalyst (Adobe). Data analysis tool: Episheet (Rothman)]

Recommendations and Lessons Learned:

1. Website visits for public health training and education are cyclical and context-dependent. They vary by season and by emergent topic. It is important to pay attention to these patterns when evaluating a campaign in a single point in time.
2. Campaign keys are important for tying promotional messages to website clicks. They provide enduring data tracking to determine most effective promotional channels.
3. It is important to know your audience and be deliberate about promotion. Content analysis of top social media posts revealed that most successful messages on LinkedIn are those more technical in nature while most successful posts on Facebook and Twitter are more for the lay person. Although it generated relatively few website hits, LinkedIn may be an appropriate platform for reaching health professionals.
4. Graphic-centric social media channels, such as Pinterest and Instagram, were not effective for this purpose and audience.
5. Owned social media channels may provide more options for audience analysis.
6. Google remains an important factor in how people find information. Explore ways to ensure search engine optimization (SEO) so that your content displays at the top of the search.
7. The most common route to our homepage was from typing or bookmarking the URL. It is important, therefore, to ensure that the URL is easy to type and remember, and relates to the content of the site.