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?

1 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.

2 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**

- BLOG VISITS
- +16%
- +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.
- Continued to monitor for comments, in particular those about the National HIV/AIDS Strategy.

**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
### Twitter

<table>
<thead>
<tr>
<th>Total Followers</th>
<th>Total Tweets</th>
<th>Most Retweeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>222,323</td>
<td>748</td>
<td>266 times</td>
</tr>
<tr>
<td>13%</td>
<td>21%</td>
<td>107 times</td>
</tr>
<tr>
<td>from 196,359</td>
<td>from 6 months ago</td>
<td>106 times</td>
</tr>
<tr>
<td>6 months ago</td>
<td></td>
<td>92 times</td>
</tr>
<tr>
<td></td>
<td></td>
<td>80 times</td>
</tr>
</tbody>
</table>

### Facebook

<table>
<thead>
<tr>
<th>Total Likes</th>
<th>Total Posts</th>
<th>Stories Created*</th>
</tr>
</thead>
<tbody>
<tr>
<td>22,488</td>
<td>270</td>
<td>10,767</td>
</tr>
<tr>
<td>17%</td>
<td>15%</td>
<td>145%</td>
</tr>
<tr>
<td>from 19,187</td>
<td>from 6 months ago</td>
<td>from 19,187</td>
</tr>
<tr>
<td>6 months ago</td>
<td></td>
<td>6 months ago</td>
</tr>
</tbody>
</table>

**Users engaged***: the number of unique people who have clicked on a post

**Average Feedback per Post**: 72 comments

*Facebook Insight data not available to compare to 1 year ago

**Stories Created**: when someone likes, comments, or shares a post

### YouTube

<table>
<thead>
<tr>
<th>Total Views</th>
<th>Total Videos</th>
<th>Average Views/Video</th>
<th>Avg. Videos Posted/Month</th>
<th>Channel Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>111,542</td>
<td>165</td>
<td>676</td>
<td>4.5</td>
<td>1,426</td>
</tr>
<tr>
<td>16%</td>
<td>20%</td>
<td>3%</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>from 96,103</td>
<td>from 138</td>
<td>from 6 months ago</td>
<td>from 1,337</td>
<td>from 6 months ago</td>
</tr>
</tbody>
</table>

**HIV Care Continuum Initiative**

**Most Viewed in Last 6 Months**: 7,940 views

**Treatment Cascade Waterfall**

<table>
<thead>
<tr>
<th>Low Viral Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
</tr>
<tr>
<td>66%</td>
</tr>
<tr>
<td>33%</td>
</tr>
<tr>
<td>25%</td>
</tr>
</tbody>
</table>

### Foursquare

<table>
<thead>
<tr>
<th>Total Followers</th>
<th>Total Check-Ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,041</td>
<td>5</td>
</tr>
<tr>
<td>16%</td>
<td>67%</td>
</tr>
<tr>
<td>from 3,470</td>
<td>from 6 months ago</td>
</tr>
</tbody>
</table>

A sample of locations:
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**

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

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
**Visits**

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

**Avg. Visit Duration**

- **Jan 1, 2013 - Jun 30, 2013**
  - Mobile Traffic: 00:01:27
  - Site Avg: 00:01:58 (-26.06%)

**Bounce Rate**

- **Jan 1, 2013 - Jun 30, 2013**
  - Mobile Traffic: 76.73%
  - Site Avg: 72.78% (5.42%)

**% New Visits**

- **Jan 1, 2013 - Jun 30, 2013**
  - Mobile Traffic: 80.94%
  - Site Avg: 78.97% (1.21%)

**Pageviews**

- **Jan 1, 2013 - Jun 30, 2013**
  - Mobile Traffic: 1,034,183
  - Site Avg: 3,595,368 (28.76%)

**Unique Visitors**

- **Jan 1, 2013 - Jun 30, 2013**
  - Mobile Traffic: 567,708
  - Site Avg: 1,670,450 (33.99%)

**Pages / Visit**

- **Jan 1, 2013 - Jun 30, 2013**
  - Mobile Traffic: 1.50
  - Site Avg: 1.75 (-14.19%)

**Pageviews by Page**

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>/hiv-aids-basics/hiv-aids-101/symptoms</td>
<td>316,961</td>
</tr>
<tr>
<td>/hiv-aids-basics/hiv-aids-101/lymph nodes</td>
<td>164,589</td>
</tr>
<tr>
<td>/hiv-aids-basics/hiv-aids-101/sex</td>
<td>42,376</td>
</tr>
<tr>
<td>/hiv-aids-basics/hiv-aids-101/what-is</td>
<td>36,310</td>
</tr>
<tr>
<td>/hiv-aids-basics/hiv-aids-101/statistics</td>
<td>2,900</td>
</tr>
</tbody>
</table>

**Pageviews by Operating System**

- **Jan 1, 2013 - Jun 30, 2013**
  - iOS: 45.6%
  - Android: 39.3%
  - BlackBerry: 8.9%
  - Other: 6.2%

**Visits by Keyword**

- **Jan 1, 2013 - Jun 30, 2013**
  - hiv symptoms: 86.7%
  - symptoms of hiv: 85.7%
  - symptoms of aids: 92.6%
  - early symptoms of hiv: 42.6%
  - what is hiv: 41.3%
  - Other: 10.1%

**Visits by Mobile Device**

- **Jan 1, 2013 - Jun 30, 2013**
  - Apple iPhone: 6.1%
  - (not set): 46.6%
  - Apple iPod: 10.1%
  - Samsung GT-I9300 Galaxy SIII: 18.4%
  - Samsung GT-I9300 Galaxy S3: 23.6%
  - Other: 58%
Mobile Traffic
1.55
Site Avg: 2.09 (-25.97%)

© 2013 Google
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: 223,151 visits (100.00%)
- Jan 1, 2012 - Jun 30, 2012: 51,871 visits (100.00%)

**Pageviews**
- Jan 1, 2013 - Jun 30, 2013: 63,492 pageviews (100.00%)
- Jan 1, 2012 - Jun 30, 2012: 41,241 pageviews (100.00%)

**Unique Visitors**
- Jan 1, 2013 - Jun 30, 2013: 42,062 visitors (100.00%)
- Jan 1, 2012 - Jun 30, 2012: 28,794 visitors (100.00%)

**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**
- Jan 1, 2013 - Jun 30, 2013:
  - direct: 19.8%
  - referral: 50%
  - organic: 25.3%
  - Other: 4.9%
- Jan 1, 2012 - Jun 30, 2012:
  - direct: 28.9%
  - referral: 46.3%
  - organic: 25.8%
  - Other: 6.0%

**Pageviews by Keyword**
- Jan 1, 2013 - Jun 30, 2013:
  - http://locator.aids.gov/ (8.3%)
  - locator.aids.gov (7.3%)
  - local hiv testing (3.2%)
  - aids.gov (2.2%)
  - Other (94.8%)
- Jan 1, 2012 - Jun 30, 2012:
  - direct (87.7%)
  - referral (8.7%)
  - organic (8.7%)
  - Other (6.9%)

**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**
- Jan 1, 2013 - Jun 30, 2013:
  - aids.gov (46.3%)
  - cdc.gov (25.8%)
  - greaterthan.org (6.0%)
  - (direct) (15.2%)
  - Other (11.3%)
- Jan 1, 2012 - Jun 30, 2012:
  - aids.gov (50.4%)
  - cdc.gov (28.9%)
  - greaterthan.org (8.7%)
  - (direct) (11.3%)
  - Other (8.7%)