

# HEALTH CONTENT FOR WEBSITES, APPS, AND SOCIAL MEDIA

## Digital Media Syndication

Support your existing local digital activities with rich content from HHS, CDC, FDA, and NIH. We have created a free and easy way for public health partners to use our web content, images, video, data, and infographics in your own sites, apps, and social media.

Through digital media syndication, our science-based resources can be combined with your ongoing activities at the state and local levels, and can help coordinate health messaging for maximum impact and reach those at greatest risk.

### Q: What Does this Really Mean?

### A: Convenient and Free Access to Valuable Digital Tools

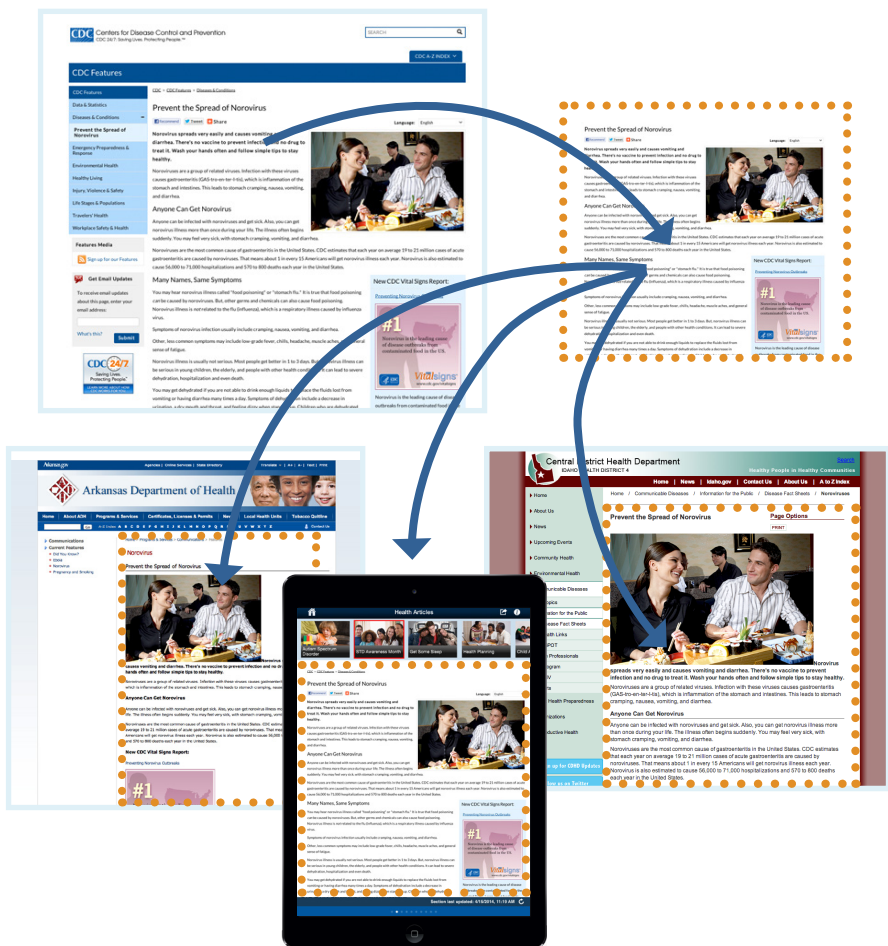
High-quality content and multimedia developed at the federal level can be used locally in a number of ways and is designed to be easily distributed through your existing channels.

#### Freely use our:

- Web content
- Images and infographics
- Videos and podcasts
- Selected data sets

#### In your local websites, apps, and social media profiles:

- Syndicated content from federal sources displays unbranded within your site's structure, maintaining your site's look-and-feel. Content is automatically updated at the source, leaving you free to focus on other priorities.
- Images and infographics are science-based and formatted for quick dissemination on your social profiles, like Facebook and Twitter.
- Videos and podcasts can be easily added to your YouTube, Flickr, and Pinterest profiles.
- Data visualizations bring timely federal and state data to you, and are also automatically updated.



## Q: Do I Need It?

## A: Yes! Expand Your Reach, Engage Your Audiences, and Save Time & Money

This is a valuable opportunity to do more with less.

- Expand your public health impact with high-quality multimedia and science-based content provided by trusted partners.
- Find and use timely social and digital content from a growing communications library for your existing initiatives.
- Worry less about content development and upkeep with automatically updating, low-maintenance tools.

### HEALTH CONTENT FOR SYNDICATION

- **Health and Human Services**  
<https://syndication.hhs.gov/>
- **Centers for Disease Control and Prevention**  
<https://tools.cdc.gov/syndication/>
- **Food and Drug Administration**  
<https://tools.fda.gov/>
- **National Institutes of Health**  
<https://tools.niaid.nih.gov/>

## Q: Sounds Great! How Do I Get Started?

## A: Three Easy Steps to More Health Content

These resources are offered through federal digital media syndication sites that are easy to use, regardless of your technical expertise or size of your team. When you syndicate content, automatic updates mean minimal maintenance on your part, and technical assistance and support mean help is always available.

- 1. REGISTER** at these sites and get anytime access to high-quality content, plus alerts when new content is added.
- 2. DISCOVER CONTENT** by browsing digital products from across government agencies that can be integrated into your own sites and applications.
- 3. SEND FEEDBACK** to tell us how the system can be improved, new types of content you want to see included, or contact us with questions.

## Contact us for more information!



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