

Why do I need Badges for my site?

Badges from the Public Health Media Library offer attractive and modern images for increasing public health awareness with simple and understandable messages.

The use of Badges on your site can reinforce a positive health behavior in a simple and understandable way. When you syndicate this content, you provided an easy and cost-free way for your public health partners to provide credible, timely, and science-based health information to their audiences.

How do I syndicate Badges?

To obtain a Badge for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.

Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.

2. From the CDC Public Health Media Library home page, select Badge from the left navigation panel. Either Browse the site to select your Badge or enter a specific topic in the Search box.

3. You have two options:

- Syndicate your selected content immediately
- Save for Later

Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.

4. *To syndicate your selected content immediately:*

- Select the badge you want to syndicate.
- Click the Get Embed Code tab.
- Copy the code block into your Web editor to syndicate the content.

5. *To Save for Later,* click Add to List at the bottom of your selection.

- Select Syndicated List from the top of the screen.
- Click the Get Embed Code tab.
- Copy the code block into your Web editor to syndicate the content.

Note: You can preview Buttons, Badges, Images, and Infographics in full size. In many cases, you may also share them to Facebook, Twitter, and Google+ from the Media Detail tab on the Preview Window.

What is a Badge?

A Badge is a graphic that can be posted on an individual's site, social network profile, or personal blog to show support for or affiliation with a cause or issue.

Badges available in the Public Health Media Library are images linked to additional media that can be shared with other sites to drive traffic to the sharing site.

Badges can be confused with buttons. Buttons and badges are basically the same type of media, with different messages. A badge says "I did this thing" or "I belong to this group." A button says "Do this thing" or "Join this group." Another difference is that normally organizations use buttons and individuals use badges.

Examples of Badges



Badge for Parents detailing driving and Rules of the Road.



Badge for Parents detailing driving.



Badge for Parents detailing safe driving for teens.