

A Guide To

DIGITAL CONTENT SYNDICATION

CONVENIENT & FREE ACCESS TO HEALTH CONTENT FOR WEBSITES, APPS, & SOCIAL MEDIA

Now there is an easy way for you to access federally produced digital content and resources for incorporation into your website, apps, and social media channels. With content syndication you can increase the impact and reach of your public health messaging, at no cost!

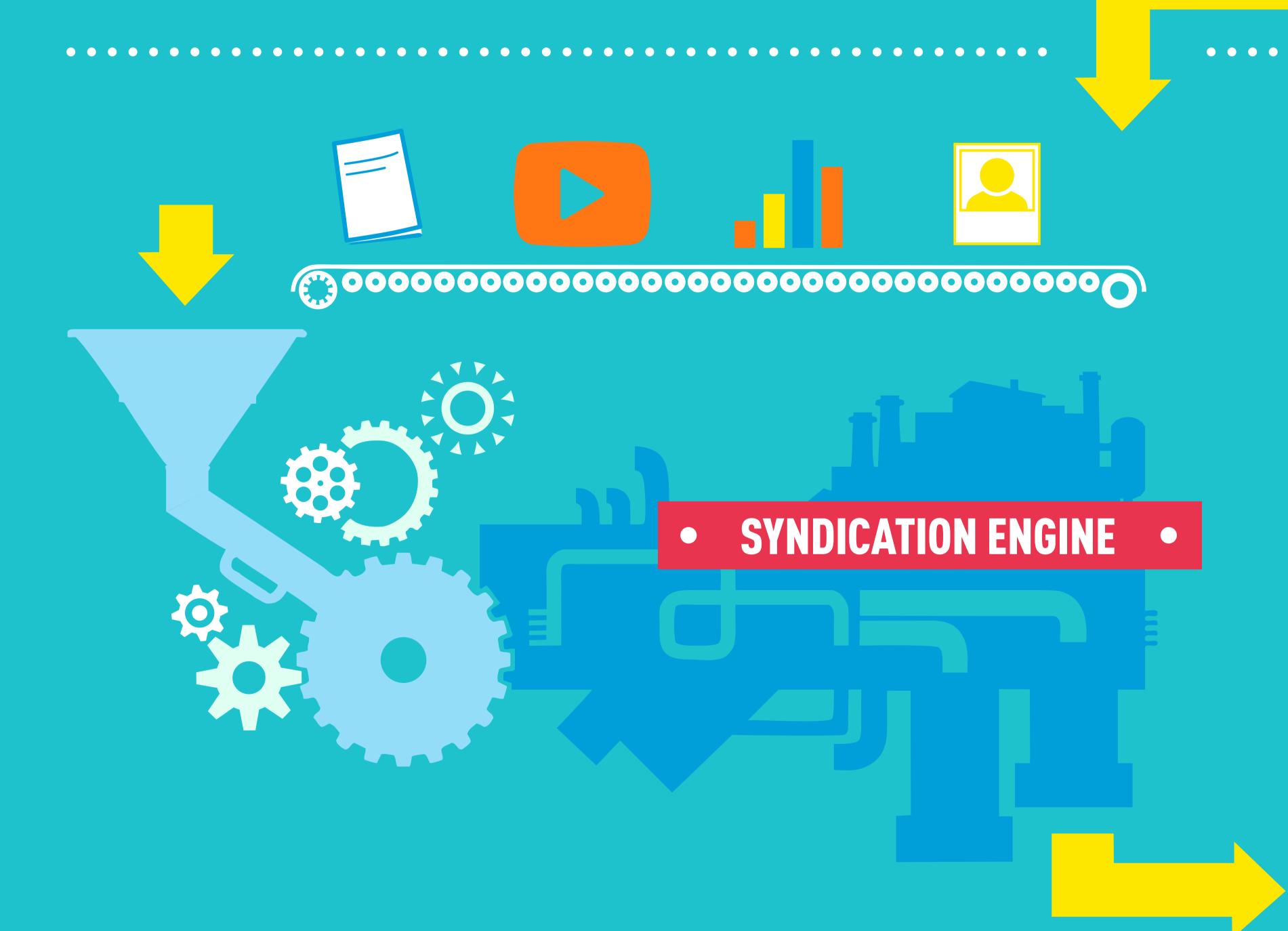
HOW IT WORKS

O CONTENT CREATION & SYNDICATION

Through federal syndication sites, partners can access free digital health resources for their websites, apps, and social media. This includes HTML content as well as video, podcasts, images, data and data visualizations. With syndicated content, partners know that when federally-produced content is updated at the source, those updates appear immediately on their sites as well.



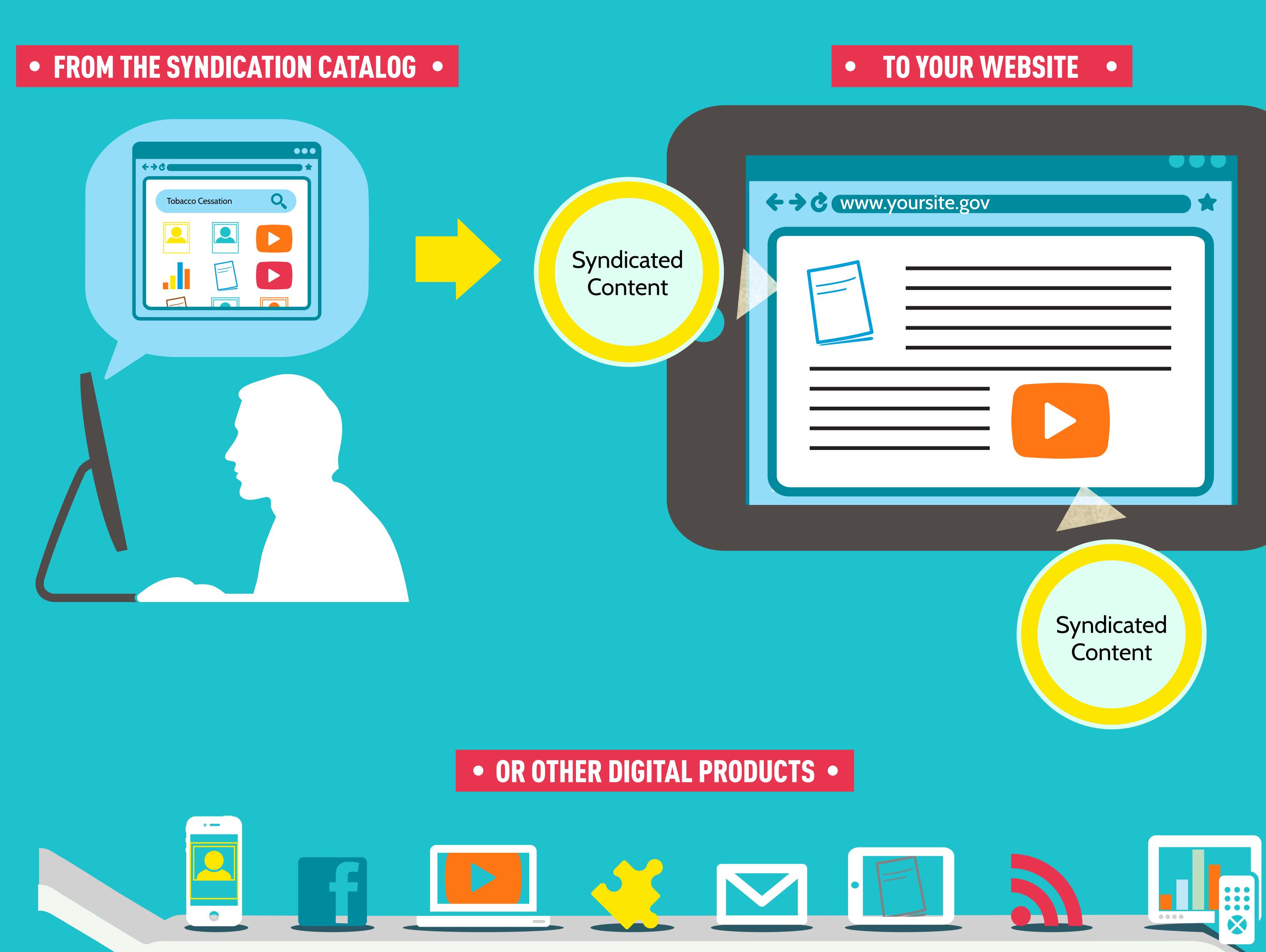


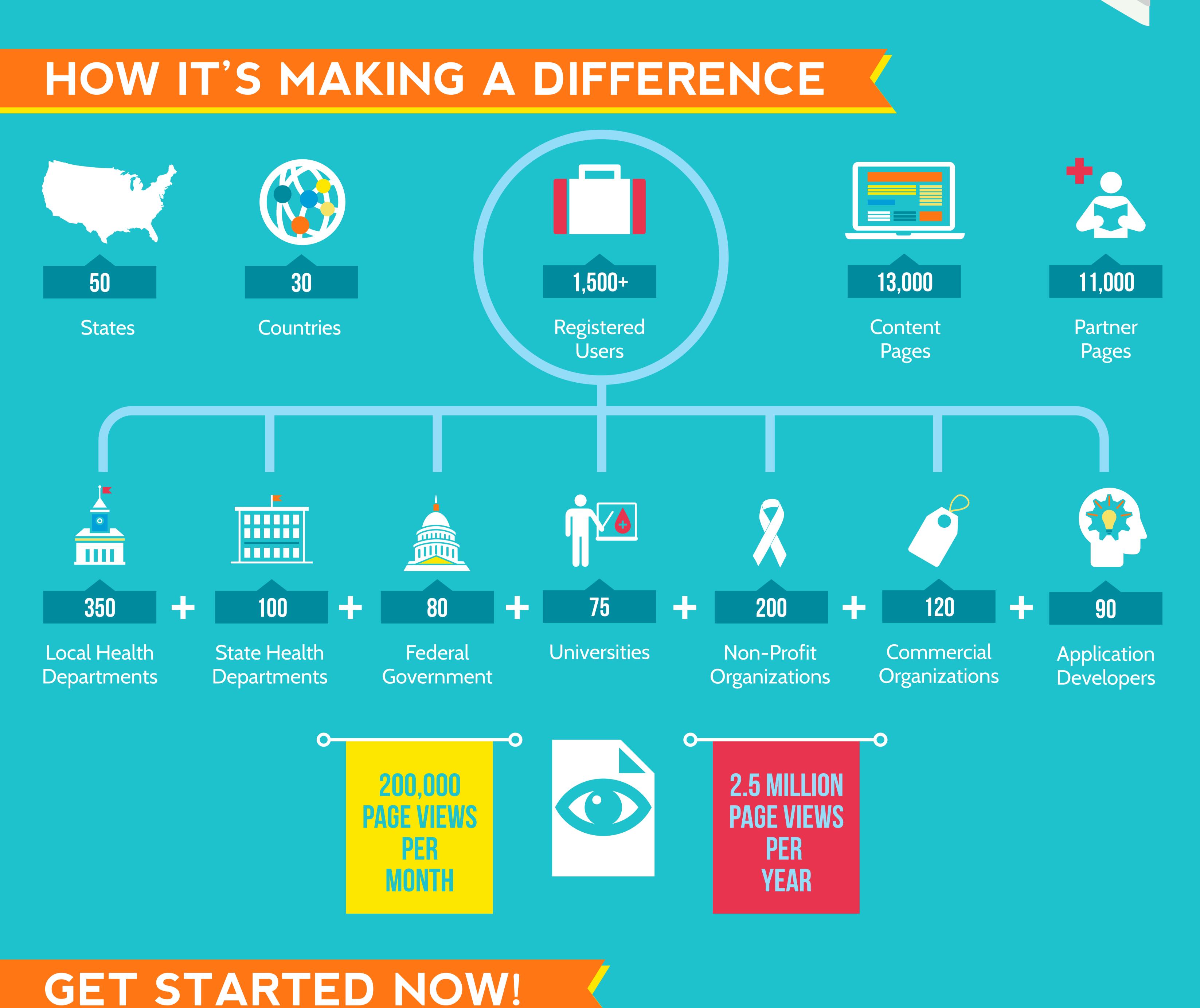




• CONTENT DISSEMINATION & CONSUMPTION

State and local health departments, as well as other partners, can access any of the federally-produced media offered for syndication. Partners can search the syndication sites by topic or type of media (HTML, video, podcasts, images, and data), and then easily generate a snippet of code to paste onto their own websites, apps or social media. This code allows digital content from the federal level to appear on partners' sites, wrapped within their own site's look and feel. Syndication allows partners to build sites that are more robust and engaging, while at the same time saving on the costs of content creation and maintenance.





REGISTER FOR FREE Get anytime access to high-quality content, plus alerts when new content is added:

1. HEALTH & HUMAN SERVICES - Syndication.HHS.gov 2. CENTERS FOR DISEASE CONTROL & PREVENTION - Tools.CDC.gov

- 3. FOOD & DRUG ADMINISTRATION Tools.FDA.gov
- 4. NATIONAL INSTITUTES OF HEALTH Tools.NIAID.NIH.gov

DISCOVER & CONSUME CONTENT

Browse digital products from across government agencies that can be integrated into your own sites and applications.

SEND FEEDBACK

Tell us how the system can be improved and new types of content you want to use.

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