

**Request for Approval under the “Generic Clearance for the Collection of  
Routine Customer Feedback” (OMB Control Number: 0920-0956)**

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**TITLE OF INFORMATION COLLECTION:** CDC Social Media Satisfaction Survey

**PURPOSE:**

CDC uses social media to provide users with access to credible, science-based health information when, where, and how they want it. A variety of social media channels, including Facebook, Twitter, YouTube, Google+ and LinkedIn, are used to expand the reach of CDC’s content, engage new audiences, and to share relevant health messages in new and emerging spaces.

CDC’s biannual social media satisfaction survey is administered via Survey Monkey links posted on the social media profiles. We administer the survey to improve our social media activities for the general public, and to make sure we are providing the right information to the right audience in the right channel. It is a way to assess customer satisfaction with CDC’s social media activities and identify areas for improvement. From the survey we find out the following: how satisfied the user is with CDC’s social media channel, how they access the social media channel to optimize content delivery, what types of information they would like to see on the channel, and whether the quality of information delivered on the social media channel prompts users to take action to improve their health.

**DESCRIPTION OF RESPONDENTS:**

This is a voluntary survey; participants generally fall into the following groups: individual interested in health issues, patient/friend or family member interested in health issues, state/county/local public health professional, physician, nurse/physician’s assistant/nurse practitioner, CDC employee/contractor, scientist/researcher, policymaker/legislator/or staff, other (generally students, college professors, etc.).

**TYPE OF COLLECTION:** (Check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form         | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group                  |
| <input type="checkbox"/> Focus Group                                  | <input type="checkbox"/> Other: _____                            |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name:     Jessica A. Schindelar    

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [X] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [ ] No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
General Consumer	300	8/60	40 hours
Health Care Providers	150	8/60	20 hours
Public Health Professionals	150	8/60	20 hours
<b>Totals</b>	<b>600</b>		<b>80 Hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is     \$3,600    

Staff or Contractor	Average Hours per Survey	Average Hourly Rate	Average Cost
Contractor instrument preparation, conduction, analysis GS-12/GS-13 equivalent	20	\$65.00	\$1300.00
FTE survey preparation, conduction, analysis (GS-13)	10	\$40.97	\$409.70
FTE manager survey review (GS-14)	2	\$48.41	\$96.82
Average Cost per survey			\$1806.52
Average Cost per year (based on 2 surveys per year)			\$3613.04

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
 Yes  No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

- It is voluntary. Whoever chooses to click on the survey link posted in CDC's social media channels has the option to take the survey or decline it.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
 Web-based or other forms of Social Media  
 Telephone  
 In-person  
 Mail  
 Other, Explain
2. Will interviewers or facilitators be used?  Yes  No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**