

Consent to be in CDC Division of STD Prevention Twitter Survey

Form Approved

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Introduction: The Centers for Disease Control and Prevention (CDC) invites you to be in a survey about the Division of STD Prevention Twitter feed, @CDCSTD. What is the purpose of this study? CDC's Division of STD Prevention wants to find out more about its Twitter followers' perceptions, preferences, social media habits, and motivations for connecting with the Division online. This information will help us serve you better on social media. What do you want me to do if I decide to be in this study? If you decide to be in this study, all you will need to do is complete a simple online survey. This survey will take less than 10 minutes to complete. Are there any risks to me if I decide to be in this study? There are no risks to participating in this study. Are there any benefits from being in this study? Participating in this study will not benefit you directly, but by providing your feedback, we will be able to communicate better with our online audiences. Will the information I give you be kept private? The information you give us will be kept private to the extent allowed by law. The surveys will not ask you for information that will personally identify you. We will not ask you for your name, email address, or IP address. All data is stored in a password protected electronic format. Who should I call if I have a question about my rights as a research volunteer? If you have any questions about your rights as a participant in this study, please contact CDC/ATSDR's Acting Deputy Associate Director for Science at 1-800-584-8814 . Leave a message with your name, phone number, and refer to OMB Protocol No. 0920-1027, and someone will call you back. Do I have to be in this study? Participation in this study is completely voluntary. You can choose whether or not you complete the survey. If you decide to participate in this research survey, you may withdraw at any time. Electronic consent Clicking on the "agree" button below indicates that: • You have read the above information • You agree to participate in the study • You are at least 18 years of age If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

* 1. Do you agree to participate in this survey?

- Agree
- Disagree

Thank you for agreeing to share your opinion about @CDCSTD, the Twitter feed maintained by CDC's Division of STD Prevention. Your opinions are essential in helping us provide you with the best possible online experience.

All information collected is anonymous.

In this section, we'll gather information about your Twitter habits.

***2. How often do you check your Twitter feed?**

- Several times a day
- About once a day
- Several times a week
- About once a week
- No more than a few times every month
- Less often
- Never

3. How did you *first* find @CDCSTD?

- | | |
|---|---|
| <input type="radio"/> A link on www.cdc.gov | <input type="radio"/> Referral or links from other websites |
| <input type="radio"/> A text message from CDC | <input type="radio"/> Media/news story |
| <input type="radio"/> Search engine (Google, Yahoo, Bing, etc.) | <input type="radio"/> Word of mouth |
| <input type="radio"/> Another CDC social media channel | <input type="radio"/> CDC mobile app |
| <input type="radio"/> Email | <input type="radio"/> Another non-CDC Twitter user |
| <input type="radio"/> Blog post | <input type="radio"/> Not sure |
| <input type="radio"/> Other (please specify) | |

4. What is the biggest reason that you follow @CDCSTD on Twitter?

- To share STD-related information with my Twitter followers
- To get information that keeps me up-to-date for my work
- To get information that helps me stay safe
- Other (please describe)

In this section, we'll gather information about your Twitter preferences.

***5. Please select the level to which you agree or disagree with the following statements.**

	Completely Agree	Mostly Agree	Slightly Agree	Slightly Disagree	Mostly Disagree	Completely Disagree
@CDCSTD's tweets are credible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@CDCSTD's tweets are relevant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@CDCSTD's tweets are useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@CDCSTD's tweets are informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@CDCSTD's tweets are easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How frequently would you like to receive tweets from @CDCSTD?

- Several times a day
- About once a day
- Several times a week
- About once a week
- Several times a month
- Every few months
- Never

7. Please rank the kinds of information you would like to see on @CDCSTD on a scale from 1 to 4, with 1 being your top choice and 4 being your lowest choice:

	1	2	3	4
Messages about how to prevent STDs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current STD research and data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about STD prevention tools (fact sheets, widgets, posters, podcasts, mobile apps, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CDC STD testing and treatment recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Are there other kinds of information you would like to see on @CDCSTD?

In this section, we'll gather information about what actions you take after seeing our social media content.

9. Which actions have you taken after seeing a @CDCSTD tweet? Check all that apply.

- Ignored it
- Shared it with all my followers
- Shared it with friends/family
- Shared it with patients
- Shared it with constituents
- Visited the CDC website for more information
- Visited a different website for more information
- Got an STD or HIV test
- Purchased condoms
- Talked with a doctor or nurse about sexual health / STDs
- Talked with a partner about sexual health / STDs
- Other (please describe)

10. How likely are you to visit the CDC's STD website (www.cdc.gov/std) in the next month?

- Definitely
- Very likely
- Likely
- Not very likely
- Definitely not

11. How likely are you to recommend this CDC social media channel to someone else?

- Definitely
- Very likely
- Likely
- Not very likely
- Definitely not

In this section, we'll gather some information about you.

***12. Which of these best describes you?**

- Individual interested in health issues
- Healthcare provider (physician, nurse, physician's assistant, nurse practitioner, pharmacist, or other healthcare provider)
- Public health practitioner (epidemiologist, health educator, administrator, or other public health practitioner)
- Researcher or scientist
- Teacher or trainer
- Student
- Journalist or member of the media
- Policymaker, legislator, or staff
- Other (please specify)

13. Describe your primary place of work as a public health practitioner.

- Community based organization / nonprofit organization
- State health department
- Local health department
- Federal government
- Hospital or clinic
- College or university
- Private sector
- Other (please specify)

14. What is your age?

15. What is your gender?

- Female
- Male
- Transgender
- Prefer not to answer

16. How would you describe your sexual orientation?

- Heterosexual/straight
- Homosexual/gay/lesbian
- Bisexual
- Other
- Prefer not to answer

17. What is the highest level of education you have completed?

- High school or less
- Some college
- College degree
- Advanced degree
- Prefer not to answer

***18. What country do you live in?**

19. What city (and state, if applicable) do you live in?

20. Do you have any additional feedback about how this CDC social media channel could better meet your needs?