
Social Media

The On-Line Information Revolution

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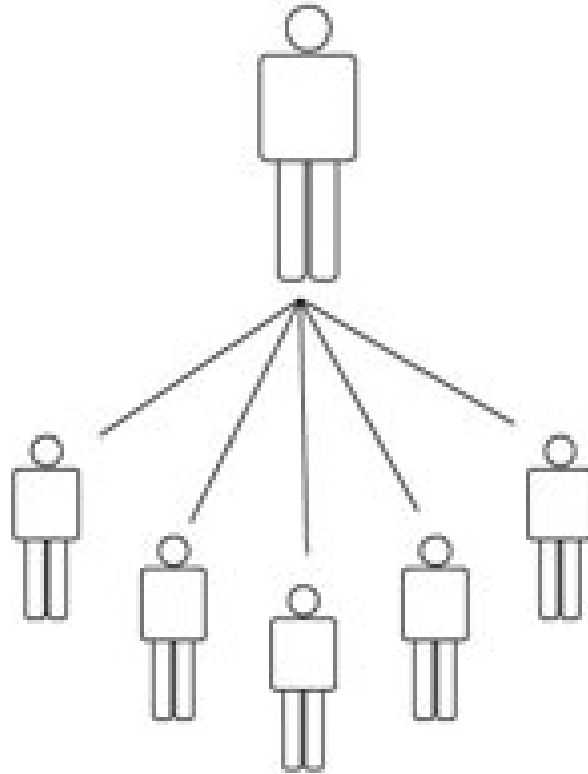


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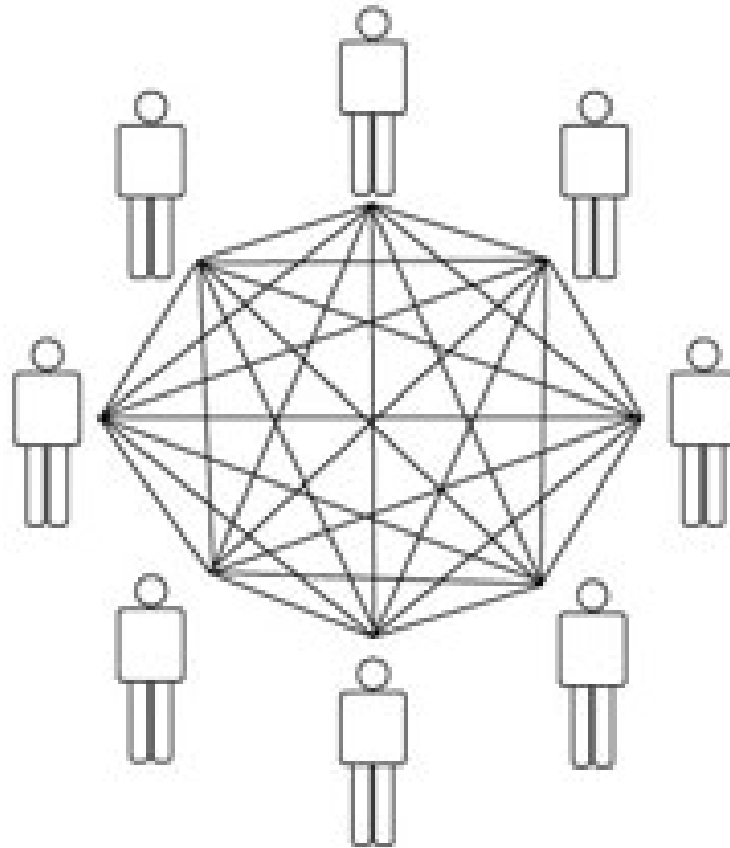
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Historic Model: One to Many



New Model: Many to Many



Twitter



- Limited to 140 characters!

Twitter



- Limited to 140 characters!
 - Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are create
-



Twitter



kelseyloganx : @mhairi_x talk to me i'm **bored** :) xxx

half a minute ago from web



lpayton : ohmygoodness, im so **bored** |: ... <http://lnk.ms/0sBxN>

half a minute ago from MySpace



wtfimlindsey : idk wat 2 do people talk 2 me plez i am **bored** ...

<http://lnk.ms/0sBxQ>

half a minute ago from MySpace



Lewjt : Im **bored**, I think im just gonna pack up and settle down to an early night, i want to be well rested for this weekend :0)

half a minute ago from TweetDeck



SummerDawn_G : so very **bored** at the library, bugh

half a minute ago from web



Eleven_M_A_ : jus chillin at home **bored**.

half a minute ago from web

Communications Nightmare



- More than 3,800 products recalled
 - Recall lasted for several months
 - Recalled products have a long shelf life
-

FDA's Product Recall Database

Search by brand name, product description, and more.



U.S. Food and Drug Administration



[FDA Home Page](#) | [Search FDA Site](#) | [FDA A-Z Index](#)

Peanut Butter and other Peanut Containing Products Recall List

Information current as of 12 PM February 2, 2009
887 products in list

[Peanut Containing Product Recall \(Salmonella Typhimurium Outbreak\): Main Page](#)

[Do's and Don'ts During the Peanut Salmonella Outbreak: FDA's Dr. Stephen Sundlof](#)

Note: This list includes human and pet food subject to recall in the United States since January 2009 related to peanut products recalled by Peanut Corporation of America. This list will be updated as new information is received. The information is current as of the date indicated. Once included, all human and pet food recalls will remain listed. If we learn that any information is not accurate, we will revise the list as soon as possible. When available, this database also includes photos of recalled human and pet food products that have been voluntarily submitted by recalling firms to the FDA to assist the public in identifying those products that are subject to recall.

[Bookmark and share](#)

[Email this page to a friend](#)

Browse by Peanut Containing Products Or **By Search**

Topics on this Page

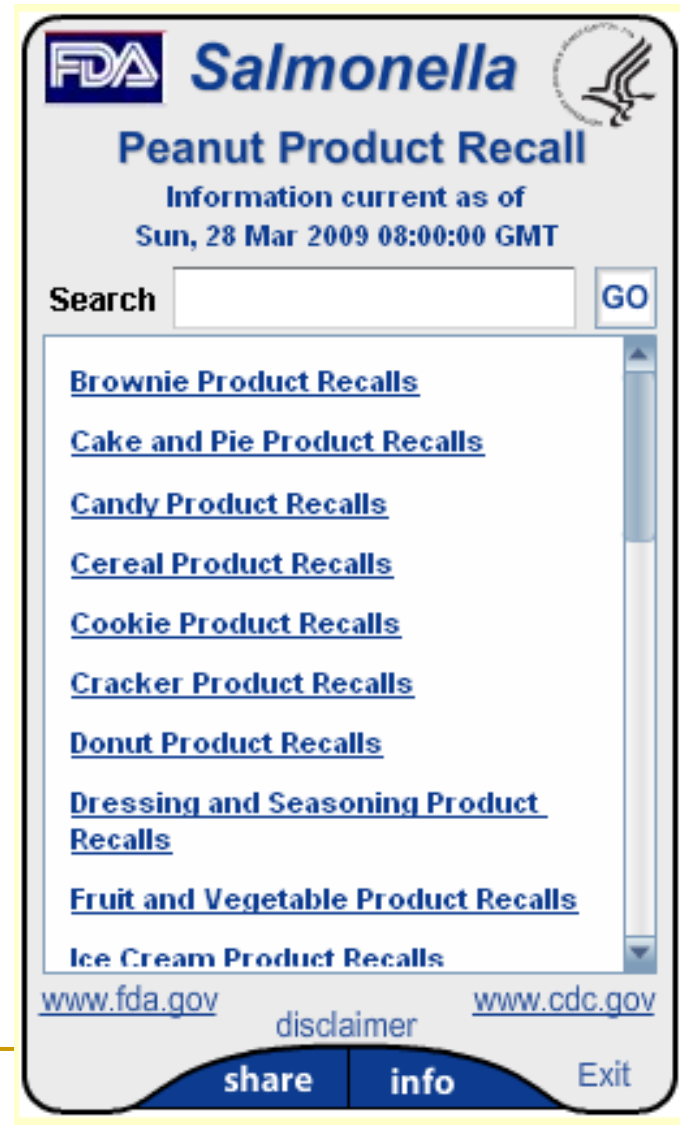
- [Brownie Product Recalls](#)
- [Cake and Pie Product Recalls](#)
- [Candy Product Recalls](#)
- [Cookie Product Recalls](#)
- [Cracker Product Recalls](#)
- [Donut Product Recalls](#)
- [Fruit and Vegetable Product Recalls](#)
- [Ice Cream Product Recalls](#)
- [Peanut Butter Product Recalls](#)
- [Peanut Paste Product Recalls](#)
- [Peanuts Product Recalls](#)
- [Pet Food Product Recalls](#)
- [Pre-Packaged Meals Product Recalls](#)
- [Snack Bar Product Recalls](#)
- [Snack Mix Product Recalls](#)
- [Topping Product Recalls](#)

You can search by:

- Brand Name (Example: Austin Quality Foods, Keebler)
- UPC Code (Example: 54807-59114)
- Product Description (Example: Crackers with Peanut Butter)
- Any combination of: brand name, description, UPC code

The Little Widget That Could

- Recall Widget
 - 9.6 million page views
 - Placed on 20,000 external websites



FDA Recall Twitter

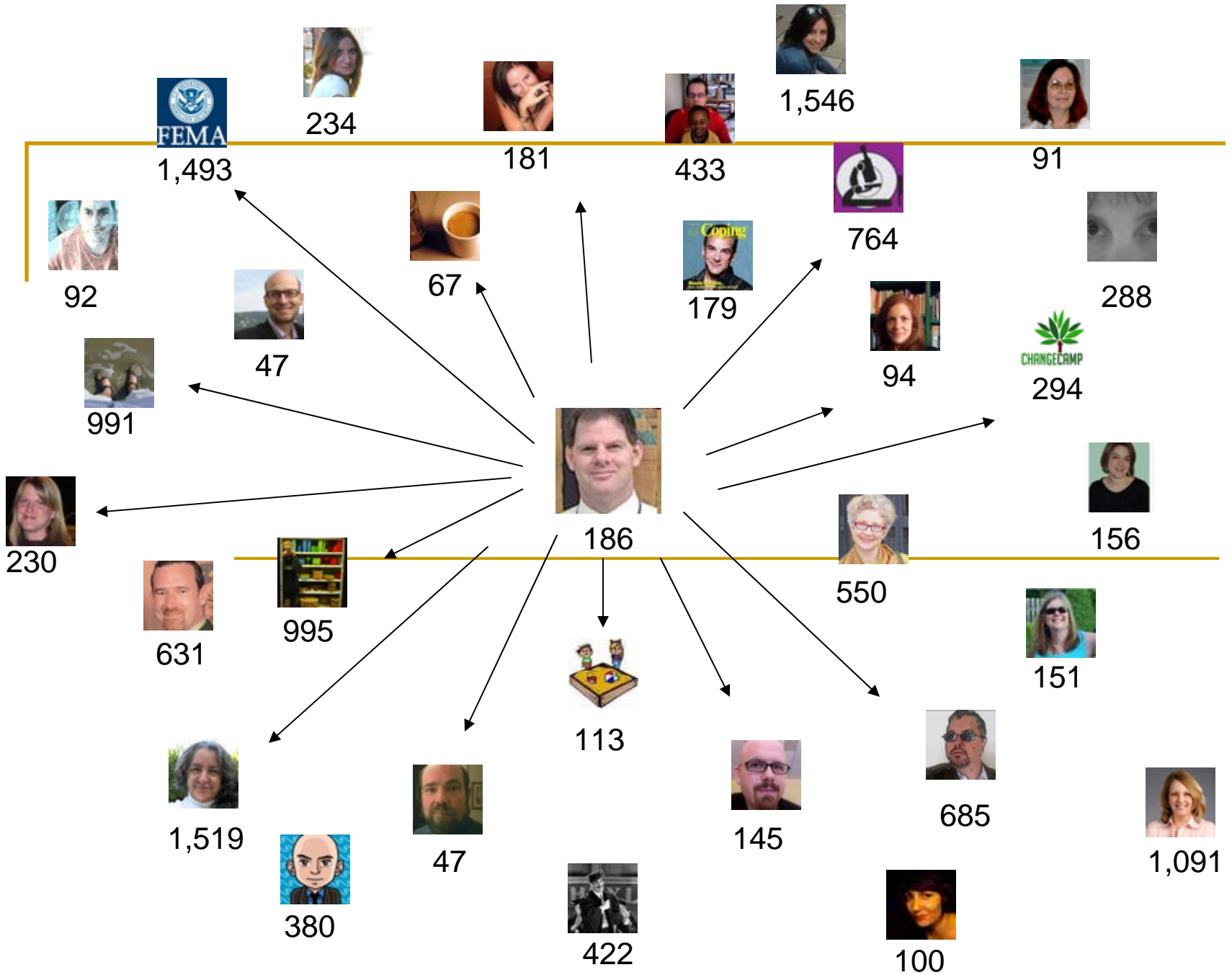


FDArecalls

The U.S. DHHS/FDA/CDC provide social media tools related to the ongoing peanut-containing product recalls -
<http://www.cdc.gov/socialme...>

about 4 hours ago from web

2837 followers





FoodSafety: **RT @AndrewPWilson** New Peanut Recall Blog post
<http://pbrecallblog.hhs.gov/>: Jay M. Bernhardt, Director of the NCHM at CDC
about 2 hours ago · [Reply](#) · [View Tweet](#)



gisellebenatar: **RT @FoodSafety:** **RT @AndrewPWilson** Social media tools used on the Peanut Recall by HHS: <http://www.cdc.gov/socialmedia/>. Please **RT**
2 days ago · [Reply](#) · [View Tweet](#)



gwynnek: **RT @AndrewPWilson** See all of the social media tools used on the Peanut Recall by HHS <http://tinyurl.com/bd3qqj> (expand) Feedback? Please **RT**!
2 days ago · [Reply](#) · [View Tweet](#)



StandingFirmCM: **RT @AndrewPWilson:** Check out the Peanut Product e-card at CDC: <http://tinyurl.com/b2ln56> (expand)
about 22 hours ago · [Reply](#) · [View Tweet](#)



dwescott1: **RT @AndrewPWilson:** @dwescott1 FYI - there is a summary of the social media efforts on Peanut recall at <http://www.cdc.gov/socialmedia/>
1 day ago · [Reply](#) · [View Tweet](#)



Fla_Medic: **@AndrewPWilson:** Please **RT** - Can always 24/7 call CDC for info at 1-800-CDC-INFO (232-4636)
about 22 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



mary_siceloff: **RT @AndrewPWilson:** WOW... over 20 million hits to peanut recall site so far: <http://bit.ly/oo2a> (expand) (thanks to @jranck for pointing this out)
1 day ago · [Reply](#) · [View Tweet](#)

Recalls & Alerts)))

Consumer Alert - Undeclared Sulfites...

New York State
Agriculture
Commissioner
Patrick Hooker...

Sep 26, 2009 - FDA

[More](#)

California Firm Recalls Sausage Products...

Pampanga Food
Corporation, an
Anaheim, Calif.,

[Get Food Safety Widget](#)

[Technical Difficulties](#)



Get a
**Food-Safe Game Plan
for Your Tailgate Party**

Play defensive coordinator
when it comes to food safety

New for the '09 season: Food-safe tailgating tips

H1N1

BREAKING NEWS

Swine flu in America: An employee of the Washington Metro, sprays disinfectant and wipes down the inside of a Metro Bus during a demonstration of the cleaning and disinfecting process being used on buses to protect passengers.

Swine flu: First suspected UK human transmission

Swine Flu Could Become More Dangerous

The swine flu virus that has killed more than 80 may mutate into a 'more' the World Health Organisation

Swine flu: panic spreads worldwide

SWINE FLU
Medical Chief: 65,000 could die, one in three could be infected and retired GPs are being recruited to fight
SWINE FLU
The flu could kill 65,000 UK, warns health chief
SWINE FLU
UK prepares for 65,000 deaths from swine flu
EVERY DAY

INFLUENZA CONTINUES ITS AWFUL RAVAGES
Awful Epidemic Calls Several More Prominent Residents, Including the City's Well and Favorably Known Baker, Mathias Buesgens.
Wm. Peters Falls Victim and Richard Bielka Succumbs. Both Were in the Prime of Life, Strong and Sturdy, With Bright Careers Ahead.

DAILY EXPRESS

GET YOUR DAILY EXPRESS FOR JUST 20p

How French and Saunders used to hate each other

EUROPEAN BREAKS FROM ONLY £3

KILLER FLU: IT IS HERE

2 cases confirmed and 23 investigated

Dumped pets are latest victims of the credit crunch



New Flu, New Audience, Old Model

Preventing the Flu: Good Health Habits Can Help Stop Germs

Fact Sheet

The **single best way to prevent seasonal flu is to get [vaccinated](#)** each year, but good health habits like covering your cough and washing your hands often can help stop the spread of germs and prevent respiratory illnesses like the flu. There also are [flu antiviral drugs](#) that can be used to treat and prevent the flu.

1. Avoid close contact.

Avoid close contact with people who are sick. When you are sick, keep your distance from others to protect them from getting sick too.

2. Stay home when you are sick.

If possible, stay home from work, school, and errands when you are sick. You will help prevent others from catching your illness.

3. Cover your mouth and nose.

Cover your mouth and nose with a tissue when coughing or sneezing. It may prevent those around you from getting sick.

4. Clean your hands.

Washing your hands often will help protect you from germs.

5. Avoid touching your eyes, nose or mouth.

Germs are often spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth.

6. Practice other good health habits.

Get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food.

Spotlight: Facebook Fan Picks [\(view all\)](#)

[edit](#)



charitywater

In the first ever spotlight determined by YouTube's Facebook fans, users voted for the four nonprofits they'd most like to see on the homepage. Here are videos from the organizations that came out on top:



A Message from Lewis Black

11 months ago
22,226 views

★★★★★
SU2C



WWF Change the way you think

7 months ago
5,613 views

★★★★★
wwfus



The story of charity: water - Th...

1 month ago
22,889 views

★★★★★
charitywater



UNICEF, MTV EXIT and The Killers...

2 months ago
135,597 views

★★★★★
unicef

Videos Being Watched Now [\(view all\)](#)

[edit](#)



Tim tebow hit from Kentucky



Unbelievable Goalie Shortens The Door - Very Funny

223,818 views
SneijderInter10

★★★★★



Halo 3 ODST Vidmaster Deja Vu Tutorial (HD)

103,230 views
AlliedFilms

★★★★★

Flu.gov's YouTube PSA Contest

Create a Flu Video & Be Eligible to Win \$2500

Create a 15, 30, or 60 second video Public Service Announcement (PSA) that will inform and motivate people to take steps that will help prevent the spread of the flu. Make your video fun, smart, and entertaining.



To Enter

There are two (2) steps that need to be taken to enter this contest.

1. Produced video should be posted to YouTube as a video response to [HHS Secretary Kathleen Sebelius' call for contest entries](#). You will need to have a [YouTube account](#) in order to do this. For more information on how to post a video response, go to [this YouTube help page](#).
2. You also need to be sure to fill out and submit [this online form](#).

Flu.gov's YouTube PSA Contest

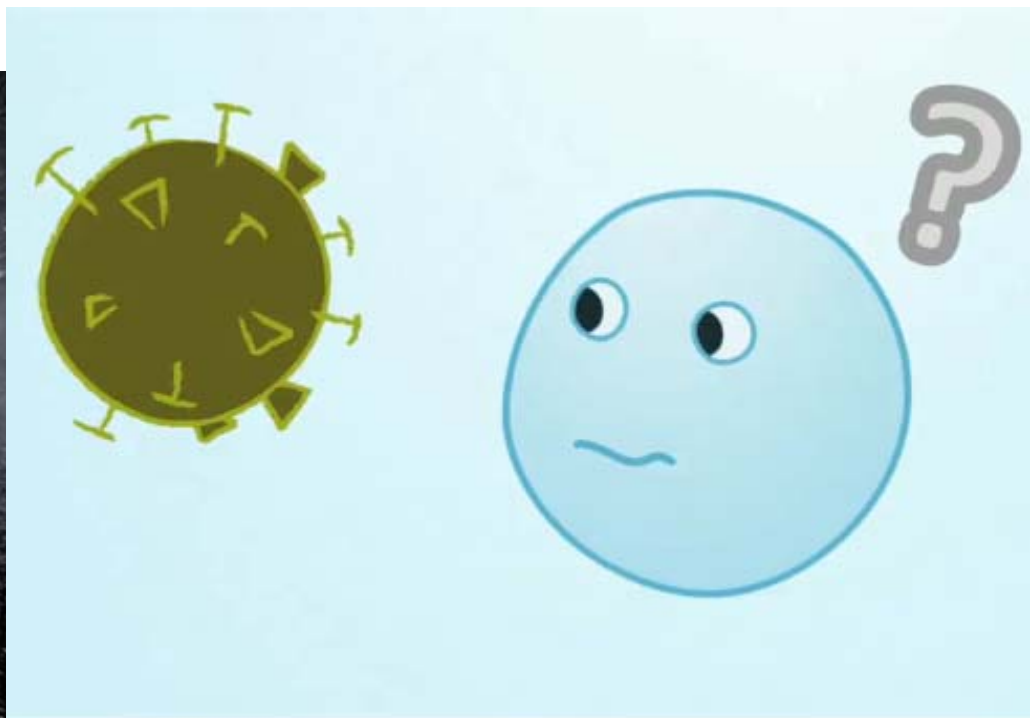


- **250 PSA entries**
 - **50,000 votes cast**
 - **Hundreds of thousands of views**
 - **National and regional media interest**
-

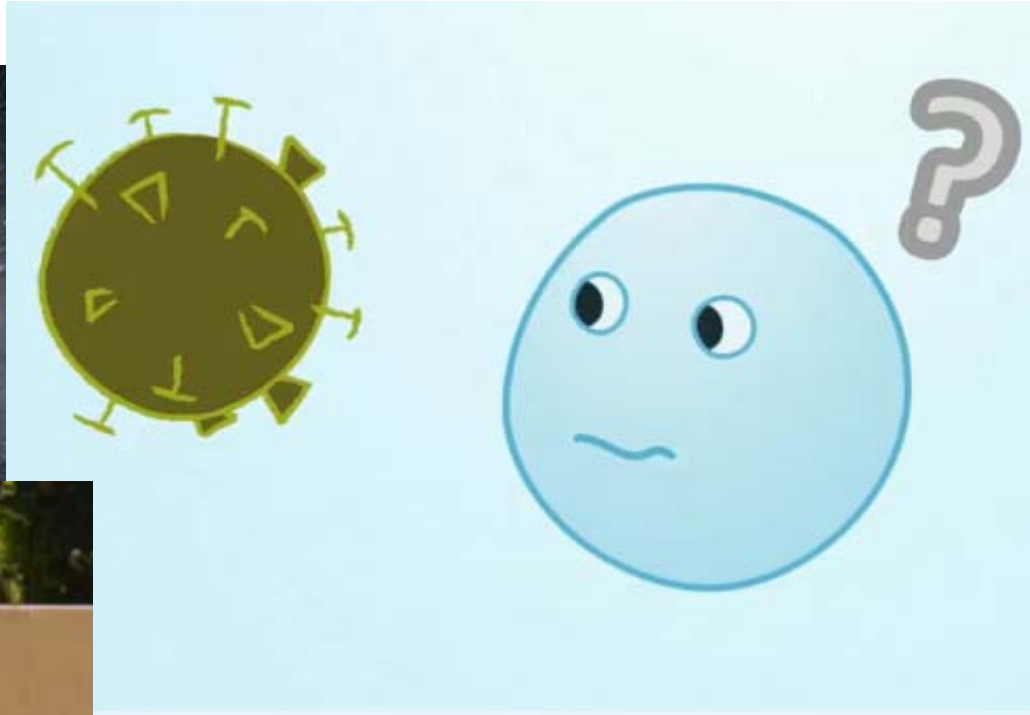
Flu.gov's YouTube PSA Contest



Flu.gov's YouTube PSA Contest



Flu.gov's YouTube PSA Contest



Flu.gov's YouTube PSA Contest



And The Winner Is: Health-Hop-Doc

- (Quicktime Player)



Know what to do
about the flu.

SEARCH

Flu Home

[News Room](#)

[Where You Live](#)

[Frequent Questions \(FAQs\)](#)

For Individuals & Families

[About the Flu](#)

[Vaccination](#)

[Prevention & Treatment](#)

[Parents \(& Expecting\)](#)

[People with Health Conditions](#)

[Caregivers](#)

[Travelers](#)

For Professionals

[Business Planning](#)

[Community Planning](#)

[School Planning](#)

[Transportation Planning](#)

[Hospital Planning](#)

[State & Local Government](#)

[Federal Government](#)



Sept. 30th 1 PM ET Webcast for People Working with Seniors

[More >>](#)

News Briefings and Webcasts

[New Community & Faith-Based Organization Guide](#)

[2009 Flu Prevention Video PSA Contest](#)

[Back to School](#)

[Prevention Basics](#)

The BLOG

Sep 28

Flu Fact: H1N1 Flu Vaccination is VOLUNTARY

Find out the facts about the federal H1N1 vaccination program.

[Read the Full Article ▶](#)

Sep 22

ba-bump-bum, ba-bump-bum. "H1N1 swine flu infection. For intervention I bring prevention..."

[More from the blog ▶](#)

Where You Live

[Find news, information and resources near you.](#)





FluGov

Verified Account

Name FluGov
Location Washington D.C.
Web <http://www.Flu.gov>
Bio One-stop access to U.S. Government H1N1, avian and pandemic flu information.

49 following 3,844 followers

Tweets 508

Favorites

News Archive: CDC: Updated Pediatric Antiviral Dosing Syringe and Compounding Info for '09 H1N1/Seasonal Flu <http://bit.ly/lxBow> #H1N1

about 4 hours ago from web

From Our News Archives: Dr Chan Dir-Gen of WHO Address Regional Committee for the Americas: Pandemic Flu <http://bit.ly/lxBow> #H1N1

about 5 hours ago from web

News Archives: Use of Antiviral Medicines for Treatment/Prevention of Flu among Pregnant Women for the 2009-2010 Season <http://bit.ly/3Hj0Xr>

about 6 hours ago from web



- Edit Page
- Promote Page with an Ad
- Add Fan Box to your site
- More

Get reliable, up-to-date information about the H1N1 Flu. For more information visit Flu.gov or follow us on Twitter @FluGov

Information
 Location:
 Dept. Health and Human Services
 Washington, DC, 20201

Insights
 See All

3.3 Post Quality

15 Interactions This Week



Fight the H1N1 Flu Did you know that there were several runners-up in the PSA Video Contest? While Rapping Dr. Clarke won, the others are worth a look too! 6 hours ago [dear](#)

- Wall
- Info
- Boxes
- Notes
- Video
- Events
- +

What's on your mind?

Attach:

Share

Fight the H1N1 Flu Just Fans

Settings

FLU.GOV **Fight the H1N1 Flu** Did you know that there were several runners-up in the PSA Video Contest? While Rapping Dr. Clarke won, the others are worth a look too!
 6 hours ago · Comment · Like

3 people like this.

Write a comment...

FLU.GOV **Fight the H1N1 Flu** One of the runners-up for the PSA Video Contest. Remove



Bagman
 Length: 0:31

6 hours ago · Comment · Like · Share

2 people like this.

Write a comment...

Flu News, Information and Resources



Choose from the options to the left of the map to find H1N1 and seasonal flu news, information and resources. Click on a state to see the related information.

MAP HOME **HELP**

Information and Resources

- State Resources
- State News Monitor
- State News (RSS)
- Twitter
- YouTube

CDC Monitoring Data

View Map For Week Ending

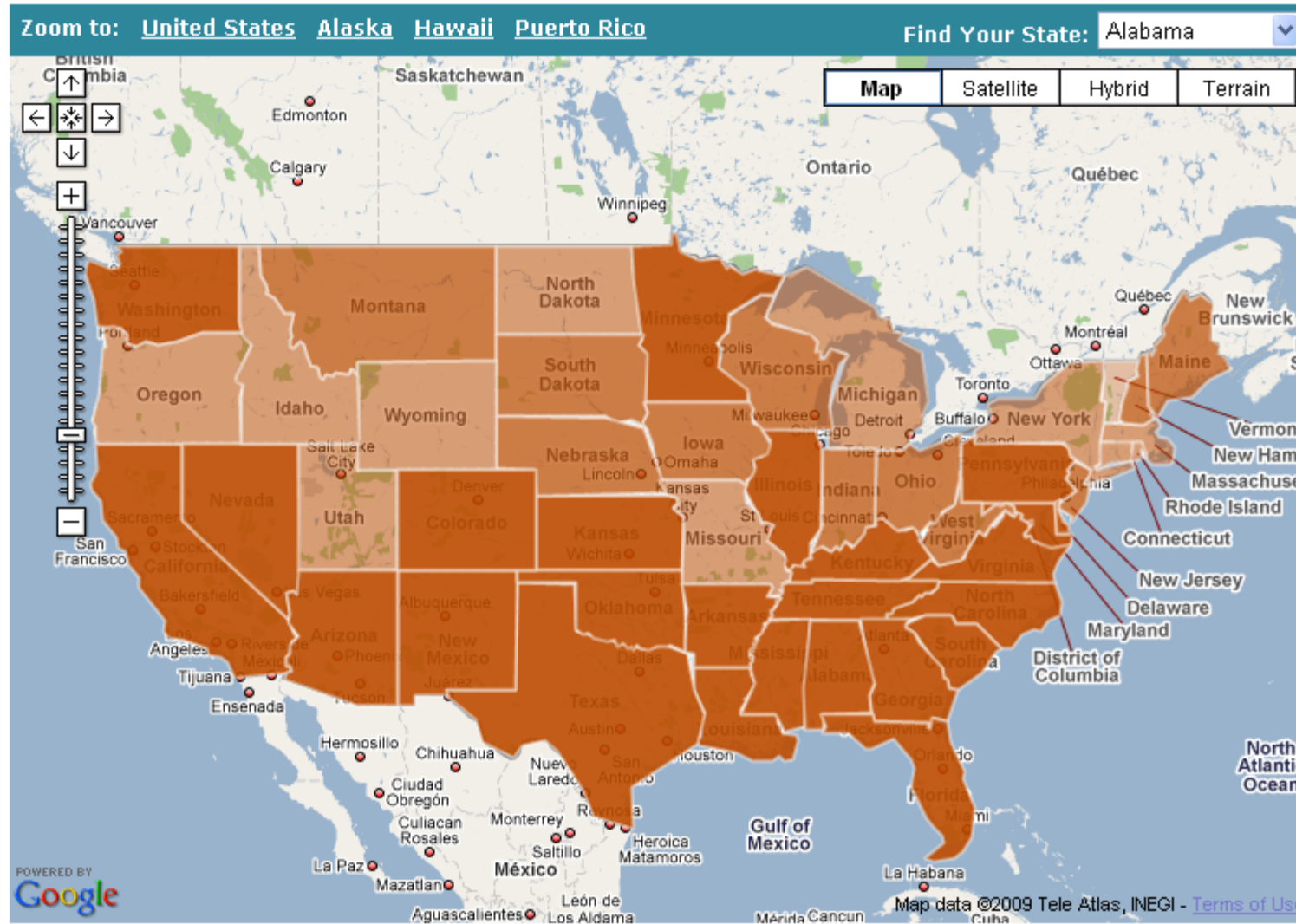
September 19, 2009

State Level Data

Influenza Activity

Regional Level Data

- Influenza-like Illness
- Influenza Lab Tests
- H1N1 Lab Tests



Map Last Updated: September 29, 2009 | [Give Feedback](#)



This mapping project is produced through a partnership between healthmap.org and flu.gov.

