

Content Services

Content Syndication User Guide

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Content Syndication 101

What is Content Syndication?

Content Syndication is a method by which web material is made available to other websites and digital channels. More specifically, it's a technical application that provides automatically updated CDC.gov content to partner websites, widgets, apps, and feeds. Syndication allows federal public health agencies, state and local public health departments, nonprofit organizations, academic institutions, and commercial organizations to easily gain direct access to CDC's health information, without having to monitor and copy updates or maintain similar content on their own. When CDC's syndicated content is updated at the source, it is also updated in real-time on partner sites, requiring little effort from the development staff to keep the pages up to date. Content Syndication is a communication tool that provides the latest science-based information for use across multiple digital channels.



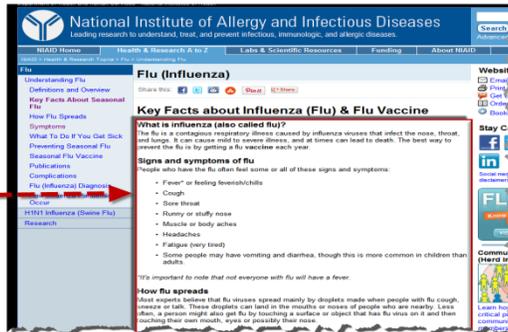
Content Syndication presents CDC web content within the look and feel of your site, and allows you to integrate CDC information with your local information. Visitors can remain on your site, and do not have to follow links to view information from CDC.gov.

CDC syndicates a wide range of health-related topics, including seasonal flu, other infectious diseases, chronic diseases, and emergency preparedness. We are also working with HHS, FDA, NIH and others to create a distributed network of content providers so that our users can get information from multiple sources on a variety of topics. Many syndicated pages are also available in Spanish. You may search available topics in our Content Syndication catalog at the [Content Syndication Home Page](#).

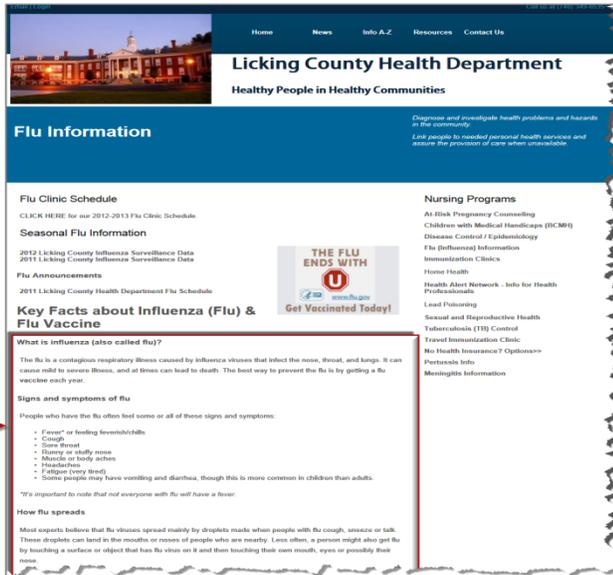
How Does It Work?

The "how" of Content Syndication is really quite simple. CDC provides an application programming interface (API) that enables you to display CDC.gov content on your website. The API is a way for two computer applications to talk to each other in a common language that they both understand. CDC's API provides a structured way for you to get CDC content in a predictable, flexible and powerful format. Using API technology, CDC can assign a unique campaign ID that can be used for collecting metrics.

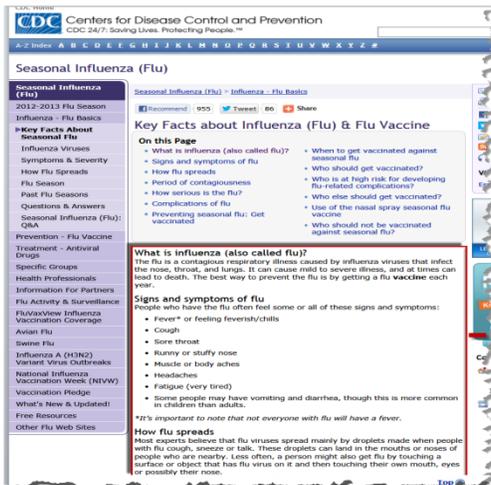
Partner URL



Partner URL



(CDC) Content Source URL



Partner URL



Figure 1 - Content Syndication High Level Diagram

It's a WIN – WIN Situation

In working with our state, local, tribal and even international partners we have discovered that many users are faced with the following challenges when updating and maintaining content on their sites:

- Monitoring source content on other sites is a time-consuming burden.
- Cutting-and-pasting content from other sites may lead to errors and out of date information. Information may appear contradictory or inconsistent between partner sites.
- Managing updates during public health emergencies is especially difficult as information is rapidly changing.
- There may be limited resources for developing new public health content or content in multiple languages for diverse constituencies.
- And frankly, everyone is just TOO BUSY.

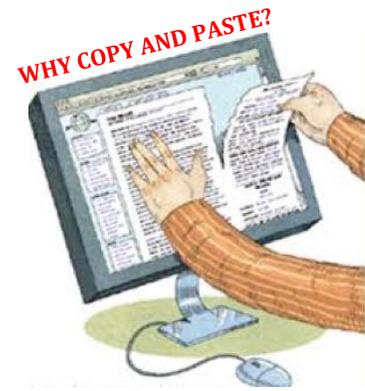
Benefits to You

In order to meet these challenges, syndication allows you to:

- Free your staff from monitoring source content on other sites.
- Enjoy automatic updates to syndicated content. When source content is updated, those changes appear on your syndicated pages in real time.
- Be secure in the knowledge that information on your site is consistent with what appears on source pages.
- Focus on local updates during public health emergencies.
- Maintain your site's look-and-feel while using CDC content free of charge to provide information on new or emerging topics, and in multiple languages.
- Keep visitors on your site while taking advantage of CDC's breadth and depth of content across multiple topics, from emergency and bioterrorism to chronic disease, vaccines, outbreaks, and more.
- Create a site that is both comprehensive and far reaching. Much of our content is geared toward the public to provide accurate and actionable information to those who need it the most. Providing this level of information to your users will bring them back to your site over and over again.

The CDC and Content Syndication History

When public health events occur there is often a need for current information, including immunization recommendations, vaccine stockpile status reports, food safety warnings, and emergency preparedness information to be made available on State and local health department sites. The dynamic nature of this information can make it very difficult for a health department that is already dealing with the event to keep current information on their website for their constituents.



During the H1N1 event of 2009 – 2010, CDC was made aware of several sites where recommendations that had been cut-and-pasted into state and county sites was out of date and conflicted with current information from CDC and other sources. Taking a cue from broad content delivery mechanisms such as the Associated Press and NPR, CDC set out to create a content syndication engine to alleviate pressure on state and local sites dependent on up-to-date CDC content. The goal was to ensure that the content delivered to end users reflected the current state of the content on the CDC website.

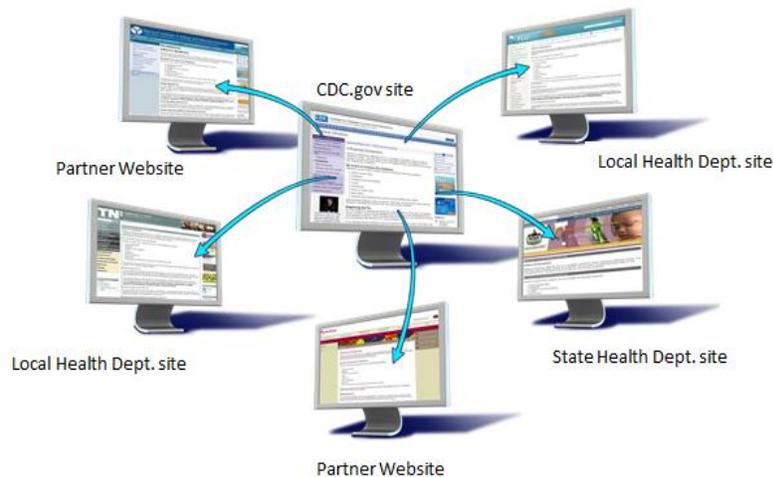
It is also important that local websites can seamlessly integrate CDC content as they choose. In many cases local messages, such as the location and times of vaccination clinics, or state response information, can be integrated with broader CDC information. Your visitors get local content, plus CDC content, in one place – your local site.

The Benefits for CDC as the Content Provider

Last, but not least, what's in it for CDC?

- Wider distribution of public health messages
- Increased views of our content
- Consistent information messaging across multiple sites and less concern over content attributed to us may be outdated.

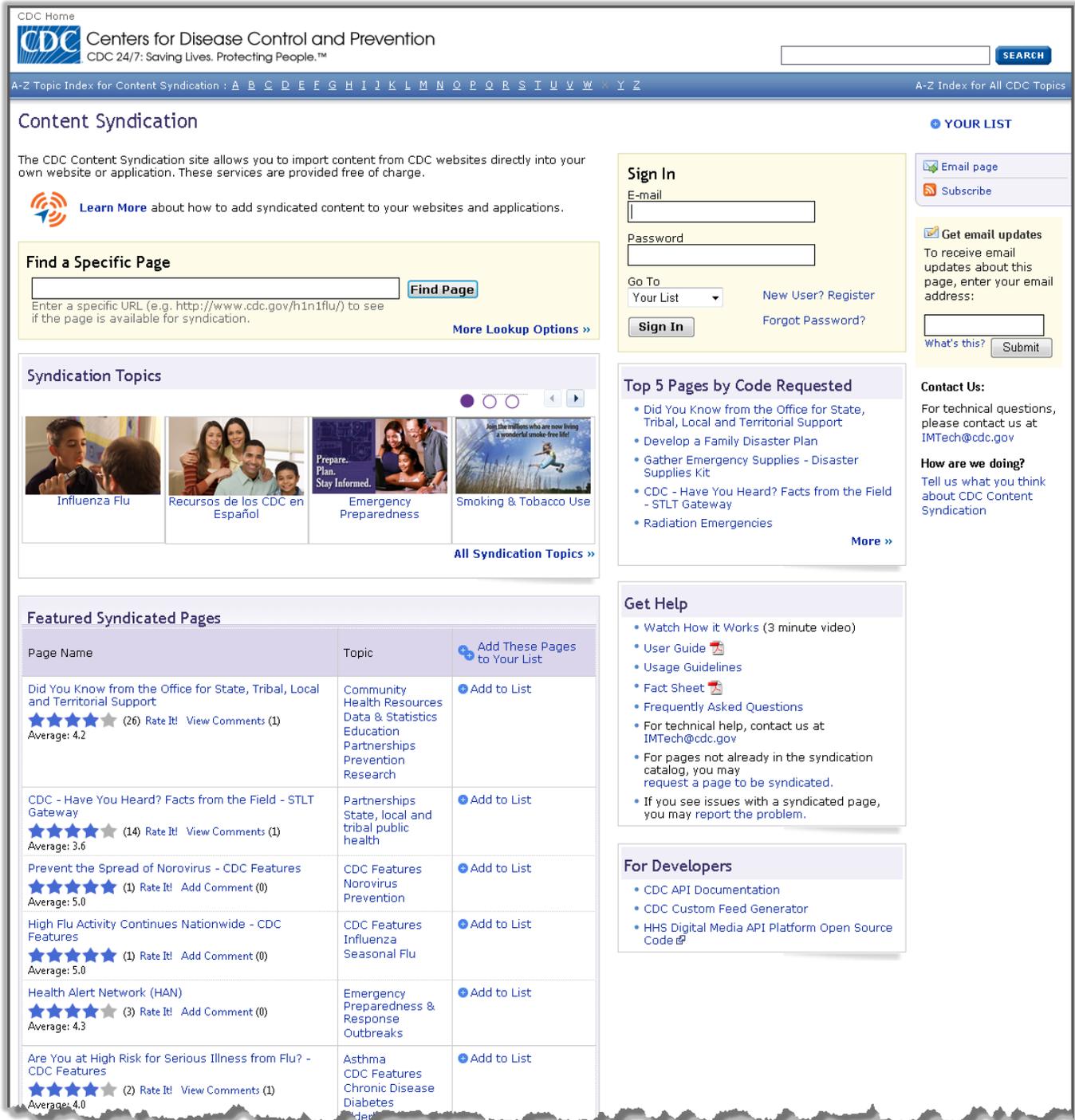
For CDC, the largest benefit is broader distribution of important, accurate, and up-to-date public health information. For you, Content Syndication will allow you to create a site that is both wide and deep, and provides information to your users that may bring them back to your website more often.



One Source, Many Destinations

Welcome to Content Syndication

Content Syndication is a self-registration site that allows users to browse CDC content and get the required code for syndication. The Content Syndication website can be found at the [Content Syndication Home Page](#). It takes only a few simple steps to get things started.



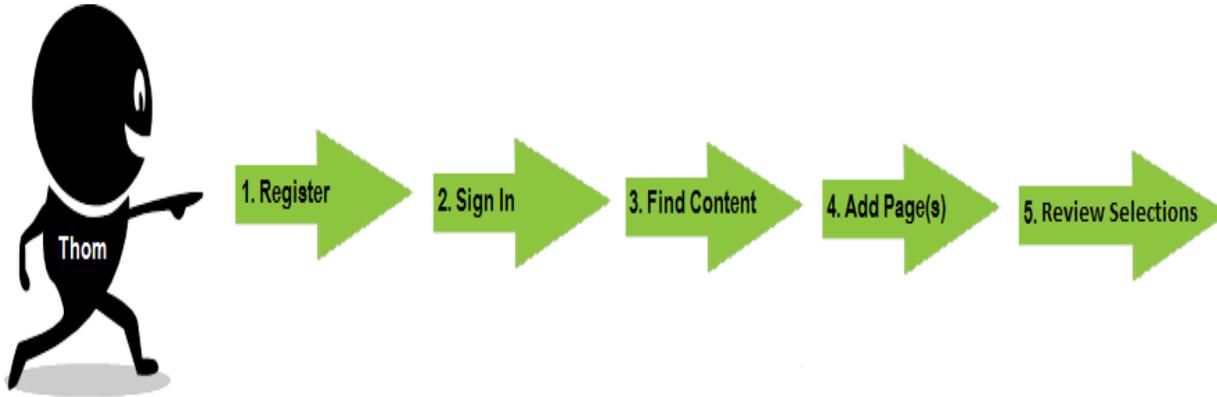
The screenshot shows the CDC Content Syndication storefront homepage. At the top, there is the CDC logo and the text 'Centers for Disease Control and Prevention, CDC 24/7: Saving Lives. Protecting People.™'. Below this is a search bar and a navigation menu with an 'A-Z Topic Index for Content Syndication' and an 'A-Z Index for All CDC Topics'. The main heading is 'Content Syndication', followed by a brief description of the service and a 'Learn More' link. A 'Find a Specific Page' section includes a search box and a 'Find Page' button. Below this is a 'Syndication Topics' section with four featured topics: Influenza Flu, Recursos de los CDC en Español, Emergency Preparedness, and Smoking & Tobacco Use. To the right, there is a 'Sign In' form with fields for E-mail and Password, and a 'YOUR LIST' section with 'Email page' and 'Subscribe' options. Further down, there is a 'Top 5 Pages by Code Requested' section listing popular pages like 'Did You Know from the Office for State, Tribal, Local and Territorial Support'. A 'Get Help' section provides links to a user guide, usage guidelines, and frequently asked questions. At the bottom, a 'Featured Syndicated Pages' table lists various CDC pages with their average ratings and 'Add to List' buttons.

Page Name	Topic	Add These Pages to Your List
Did You Know from the Office for State, Tribal, Local and Territorial Support ★★★★☆ (26) Rate It! View Comments (1) Average: 4.2	Community Health Resources Data & Statistics Education Partnerships Prevention Research	➕ Add to List
CDC - Have You Heard? Facts from the Field - STLT Gateway ★★★★☆ (14) Rate It! View Comments (1) Average: 3.6	Partnerships State, local and tribal public health	➕ Add to List
Prevent the Spread of Norovirus - CDC Features ★★★★★ (1) Rate It! Add Comment (0) Average: 5.0	CDC Features Norovirus Prevention	➕ Add to List
High Flu Activity Continues Nationwide - CDC Features ★★★★★ (1) Rate It! Add Comment (0) Average: 5.0	CDC Features Influenza Seasonal Flu	➕ Add to List
Health Alert Network (HAN) ★★★★☆ (3) Rate It! Add Comment (0) Average: 4.3	Emergency Preparedness & Response Outbreaks	➕ Add to List
Are You at High Risk for Serious Illness from Flu? - CDC Features ★★★★☆ (2) Rate It! View Comments (1) Average: 4.0	Asthma CDC Features Chronic Disease Diabetes	➕ Add to List

Figure 2 - Content Syndication Storefront Homepage

Start the Syndication Process in 5 Easy Steps

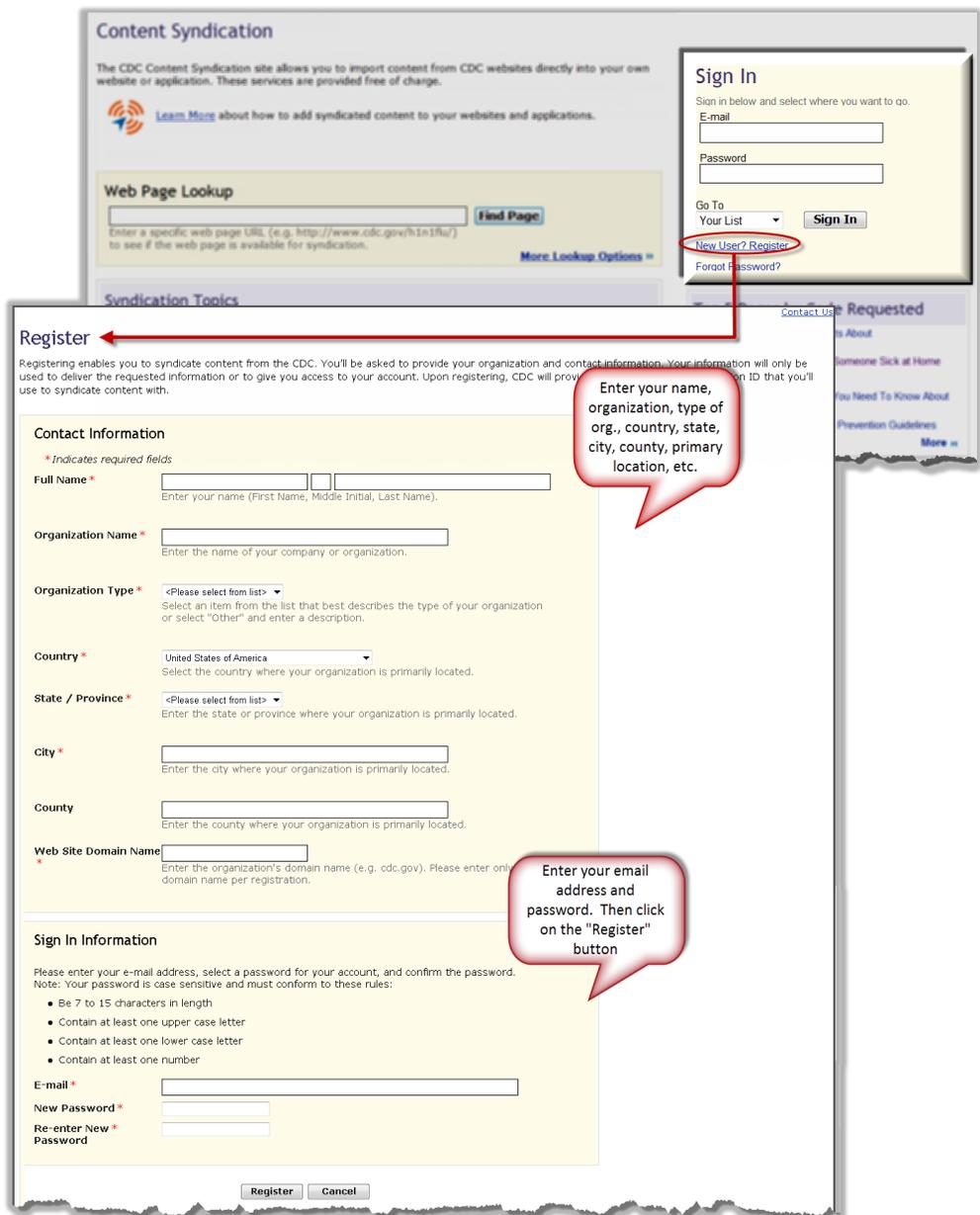
- Step 1 - Register** at the [CDC Content Syndication Home Page](#)
- Step 2 - Sign In** at the [CDC Content Syndication Home Page](#)
- Step 3 - Explore and Find Content**
- Step 4 - Add Pages to Your List**
- Step 5 - Review Selections and Finalize**



Step 1 - Register

Note: If you have previously registered, skip this step and go directly to Sign In.

You (the Subscriber) are encouraged to **register** to syndicate CDC content to your website. To begin the registration process, click on the [New User? Register](#) link from the Content Syndication Homepage. The Register window will display. After you enter the required information, an email will be sent to the address you provided. This email will contain a unique Registration ID that can be used for tracking web metrics.

Content Syndication

The CDC Content Syndication site allows you to import content from CDC websites directly into your own website or application. These services are provided free of charge.

[Learn More](#) about how to add syndicated content to your websites and applications.

Web Page Lookup

Enter a specific web page URL (e.g. <http://www.cdc.gov/h1n1flu/>) to see if the web page is available for syndication.

[Find Page](#) [More Lookup Options >](#)

Sign In

Sign in below and select where you want to go.

E-mail

Password

Go To

Your List

[New User? Register](#)

[Forgot Password?](#)

Register

Registering enables you to syndicate content from the CDC. You'll be asked to provide your organization and contact information. Your information will only be used to deliver the requested information or to give you access to your account. Upon registering, CDC will provide you with a unique Registration ID that you'll use to syndicate content with.

Contact Information

*Indicates required fields

Full Name *

Enter your name (First Name, Middle Initial, Last Name).

Organization Name *

Enter the name of your company or organization.

Organization Type *

Select an item from the list that best describes the type of your organization or select "Other" and enter a description.

Country *

Select the country where your organization is primarily located.

State / Province *

Enter the state or province where your organization is primarily located.

City *

Enter the city where your organization is primarily located.

County

Enter the county where your organization is primarily located.

Web Site Domain Name *

Enter the organization's domain name (e.g. cdc.gov). Please enter only domain name per registration.

Sign In Information

Please enter your e-mail address, select a password for your account, and confirm the password.
Note: Your password is case sensitive and must conform to these rules:

- Be 7 to 15 characters in length
- Contain at least one upper case letter
- Contain at least one lower case letter
- Contain at least one number

E-mail *

New Password *

Re-enter New Password *

Figure 3 - Register

Step 2 – Sign In

After the Registration process is complete, you will be able to Sign In. Sign in using the same email address and password you provided during registration.

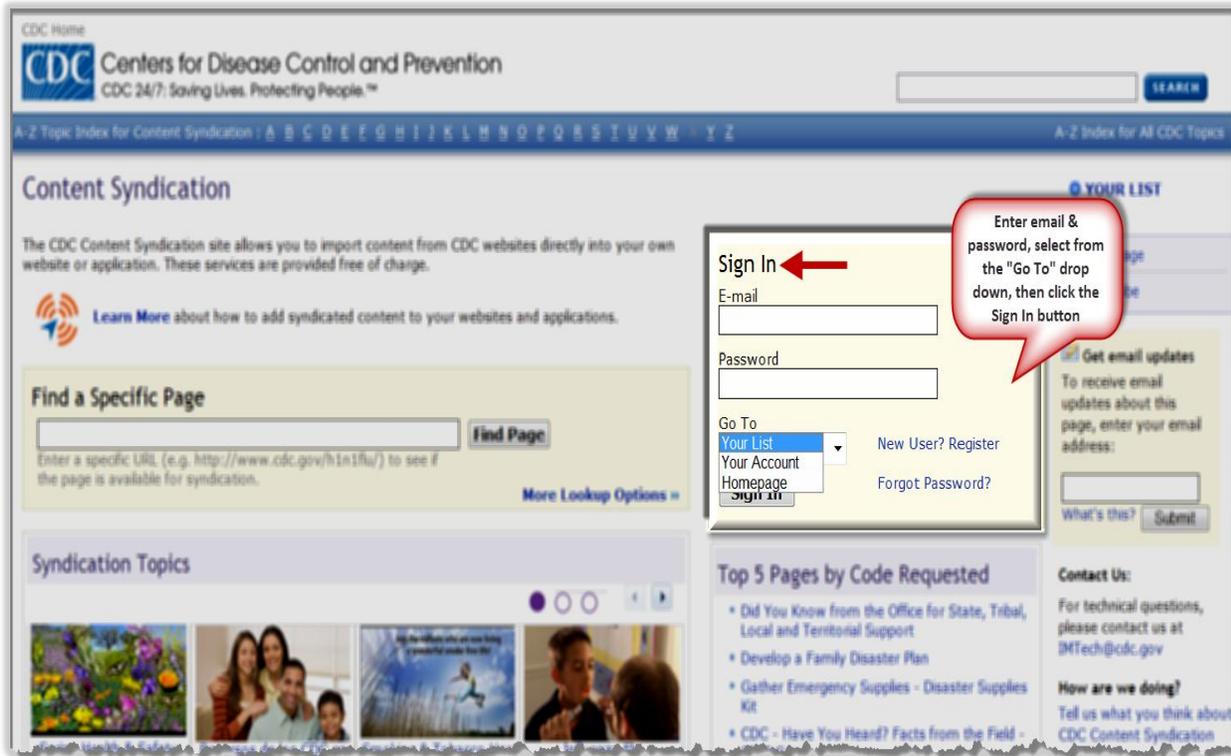
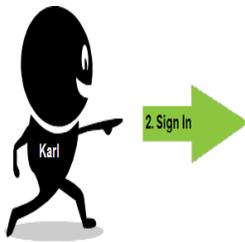
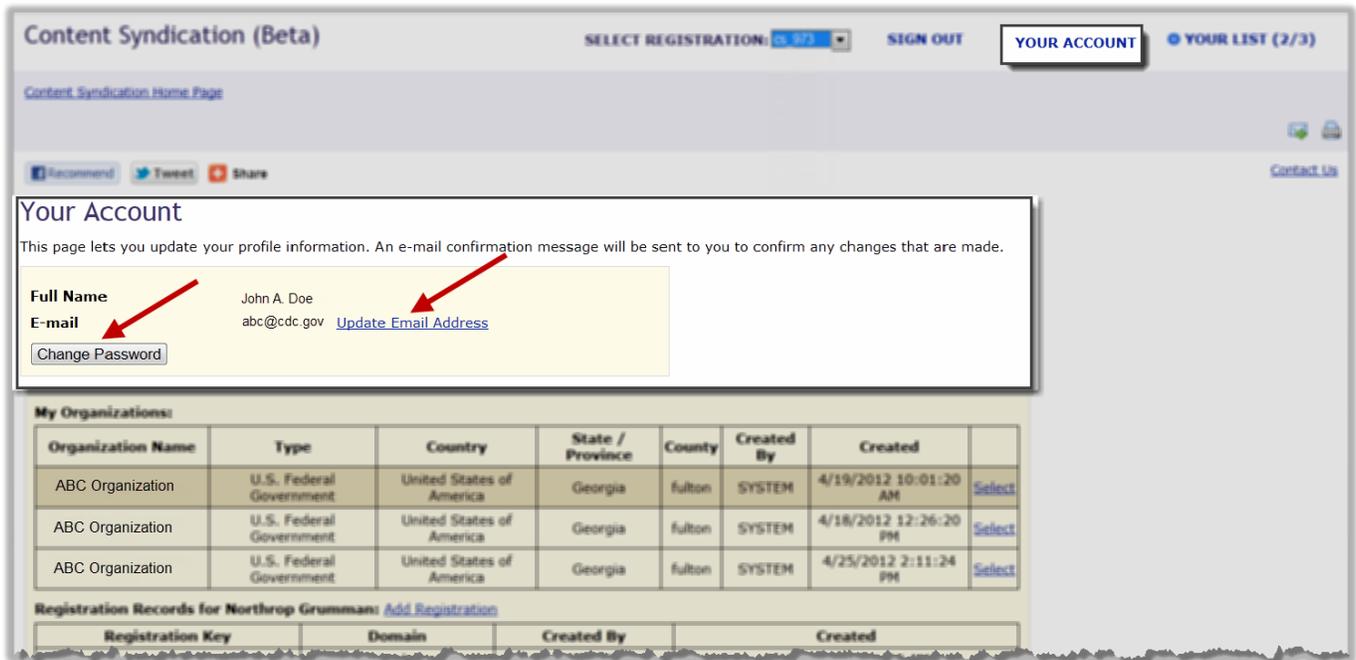


Figure 4 - Sign In

Your Account

The **Your Account** page allows you to change your password or update your email address.



Content Syndication (Beta) SELECT REGISTRATION: US 02 SIGN OUT **YOUR ACCOUNT** YOUR LIST (2/3)

Content Syndication Home Page

Recommend Tweet Share Contact Us

Your Account

This page lets you update your profile information. An e-mail confirmation message will be sent to you to confirm any changes that are made.

Full Name John A. Doe
E-mail abc@cdc.gov [Update Email Address](#)

My Organizations:

Organization Name	Type	Country	State / Province	County	Created By	Created	
ABC Organization	U.S. Federal Government	United States of America	Georgia	fulton	SYSTEM	4/19/2012 10:01:20 AM	Select
ABC Organization	U.S. Federal Government	United States of America	Georgia	fulton	SYSTEM	4/18/2012 12:26:20 PM	Select
ABC Organization	U.S. Federal Government	United States of America	Georgia	fulton	SYSTEM	4/25/2012 2:11:24 PM	Select

Registration Records for Northrop Grumman: [Add Registration](#)

Registration Key	Domain	Created By	Created
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Figure 5 - Your Account

Step 3 – Find Content

Thousands of CDC web pages are available and waiting for syndication. There are several ways to go about finding out if the content you are seeking is available.



- **Featured Syndicated Pages**
- **Find a Specific Page**
- **More Lookup Options**
- **Syndication Topics**
- **Top Rated Pages**

Note: All the Storefront content lists share the same basic format and structure.

The screenshot shows the CDC Content Syndication storefront. A central box titled "FIND CONTENT" lists search options: "Find a Specific Page", "More Lookup Options", "Syndication Topics", "All Syndication Topics", "Top 5 Pages by Code Requested", and "Featured Syndicated Pages". Red dashed arrows point from these options to their respective sections on the page. The "Find a Specific Page" section includes a search box and a "Find Page" button. The "Syndication Topics" section shows a grid of topic cards like "Spring Health & Safety" and "Influenza, Flu". The "Featured Syndicated Pages" section is a table with columns for Page Name, Topic, and an "Add to List" button. The "Top 5 Pages by Code Requested" section lists popular pages like "Did You Know from the Office for State, Tribal, Local and Territorial Support".

Page Name	Topic	Add These Pages to Your List
Did You Know from the Office for State, Tribal, Local and Territorial Support ★★★★★ (27) Rate It! View Comments (1) Average: 4.3	Community Health Resources Data & Statistics Education Partnerships Prevention Research	Add to List
CDC - Have You Heard? Facts from the Field - STLT	Partnerships State and Local	Add to List

Figure 6 - Find Content



Step 4 - Add Page(s) to "Your List"

The **Add to List** function moves your selected pages to **Your List**. In the example below, 3 items were added. The **0** represents new items and the **3** represent total items in the list. As a reminder, if you select an item that is already in Your List the number will not change because the list does not allow duplicate selections.

The screenshot shows the CDC Content Syndication interface. At the top, there is a search bar and a 'YOUR LIST (0/3)' button. Below this is a navigation bar with 'SIGN OUT', 'YOUR ACCOUNT', and 'YOUR LIST'. The main content area is titled 'Advanced Lookup Results' and contains a table of search results. The table has columns for Page Name, Topic, Agency, Language, Date Page Published, and an 'Add These Pages to Your List' column. The first row shows a page about obesity prevention with an 'Add to List' button circled in red. A red callout box points to this button, stating 'Clicking on the "Add to List" link will add the selected topic to "Your List"'. Another red callout box at the top right of the page states 'The 3 topics selected below have been added to "Your List"'. The table also includes a 'Page Size' dropdown set to 10 and a 'Page 1 of 10' indicator.

Page Name	Topic	Agency	Language	Date Page Published	Add These Pages to Your List
* CDC recognizes obesity prevention and control initiatives with Pioneering Innovation awards May 9, 2012 - CDC Online Newsroom - Press Release http://www.cdc.gov/media/releases/2012/p0509_obesity_prevention.html	Media Relations - Newsroom Obesity and Overweight	Centers for Disease Control and Prevention	English	05/11/2012	Add to List
* Food Safety Features http://www.cdc.gov/nceid/difwed/features.html	CDC.gov Features Food Safety	Centers for Disease Control and Prevention	English	05/10/2012	Added to List
* New Framework GRADE for Development of Evidence-Based Recommendations by the Advisory Committee on Immunization Practices http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6118a3.htm	Data & Statistics Immunization MMWR	Centers for Disease Control and Prevention	English	05/10/2012	Added to List
* Use of Indoor Tanning Devices by Adults — United States, 2010 http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6118a2.htm	Data & Statistics MMWR Skin Cancer	Centers for Disease Control and Prevention	English	05/10/2012	Added to List
* Sunburn and Sun Protective Behaviors Among Adults Aged 18–29 Years — United States, 2000–2010 http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6118a1.htm	MMWR Outdoor safety Skin Cancer	Centers for Disease Control and Prevention	English	05/10/2012	Add to List

Figure 7 - Add Pages to Your List

Column Headings Defined

The column headings in the (Advanced Lookup Results) table are defined below:

Page Name	Topic	Agency	Language	Date Page Published	Add These Pages to Your List
<p>CDC recognizes obesity prevention and control initiatives with Pioneering Innovation awards May 9, 2012 - CDC Online Newsroom - Press Release http://www.cdc.gov/media/releases/2012/p0509_obesity_prevention.html</p>	Media Relations - Newsroom Obesity and Overweight	Centers for Disease Control and Prevention	English	05/11/2012	Add to List

Figure 8 - Column Heading Defined (Your List Table)

Page Name – Contains the content item name and links to the original source.

Topic(s) – Contains the list of topics to which the given content item is associated. Clicking on a Topic name will display a list of related content associated with that particular topic.

Agency – Contains the name of the content provider for a given content item. Clicking on an Agency name will display a list of related content associated with that particular agency.

Language – Contains the language of the given content item.

Date Page Published – Contains the date an item was added or republished to the catalog. This date may not be the same as the date the page was created or updated.

Add These Pages to Your List – The Add to List links will place selected items on Your List.

Step 5 - Review Your Selections

Click on **Your List** to view all the pages you have selected for a final review. Besides maintaining a running list of potential syndication items, **Your List** also provides options for customization:



- Float Image CSS i.e. default(un-styled), Left or Right (see [Select Image Placement](#))
- Add Host Page URL to each selected page for syndication (see [Host Page URL column](#))
- Get Syndication Code
- View newly requested or all previously added pages

Your Syndication List

Selected registration: cs_973 - Northrop Grumman - CDC(www.cdc.gov)

The list below displays the pages you added for syndication. To select individual pages, click on the corresponding checkbox for each row or click on the "Select All" column heading to select all items on the list simultaneously. Once pages are selected, click on the "Get Code" button. Selected items can be deleted from the list by clicking on the "Remove" button. You can also add, edit or delete a Host Page URL. To add, click the Add button in the Host Page URL column for your desired row, type in the address, and click the Save button. Once a Host Page URL has been added and saved, you will have the option to Edit or Delete.

Select Image Placement

Include basic image CSS to position images left or right. Move your mouse over the sample links to see the different options for how images will display on the page. Then select the radio button for the option you want.

Select Image Placement

Default (Unstyled) [Sample](#)

Float Images Left [Sample](#)

Float Images Right [Sample](#)

[Collapse this Panel](#)

View: Newly Requested Items Only
 Previously Requested Items Only
 All Items (New and Previously Requested)

* Indicates page has been published in the last 30 days.

Remove Selected Items **Get Code for Selected Items**

5 Items Found

Select All	Code Requested Date/Time	Page Name	Topic	Agency	Language	Date Page Published	Host Page URL
<input type="checkbox"/>	6/27/2012 4:18 PM	* Preventing Norovirus Infection http://www.cdc.gov/norovirus/preventing-infection.html ★★★★★ (0) Rate It! Add Comment	Norovirus	Centers for Disease Control and Prevention	English	05/08/2012	- <input type="button" value="Add"/>
<input type="checkbox"/>	6/27/2012 4:18 PM	* Did You Know? - STLT Gateway http://www.cdc.gov/stltpublichealth/didyouknow/index.html ★★★★★ (1) Rate It! View Comments (1)	Did You Know?	Centers for Disease Control and Prevention	English	01/05/2012	- <input type="button" value="Add"/>
<input type="checkbox"/>	6/27/2012 4:18 PM	Pertussis (Whooping Cough) - What You Need to Know (feature) http://www.cdc.gov/Features/Pertussis/index.html ★★★★★ (0) Rate It! View Comments (2)	Pertussis	Centers for Disease Control and Prevention	English	10/23/2010	- <input type="button" value="Add"/>
<input type="checkbox"/>	6/27/2012 4:18 PM	CDC - Chagas Disease - Detailed FAQs http://www.cdc.gov/parasites/chagas/gen_info/detailed.html ★★★★★ (5) Rate It! Add Comment	Chagas Disease	Centers for Disease Control and Prevention	English	09/01/2010	- <input type="button" value="Add"/>
<input type="checkbox"/>	6/27/2012 4:18 PM	CDC Features - Summertime Outdoor Safety http://www.cdc.gov/Features/SummertimeSafety/index.html ★★★★★ (1) Rate It! Add Comment Average: 5.0	CDC Features Healthy Swimming Injury Skin Cancer	Centers for Disease Control and Prevention	English	07/02/2010	- <input type="button" value="Add"/>

5 Items Found

Remove Selected Items **Get Code for Selected Items**

The 5 pages selected previously have been added to "Your List". Review your selections.

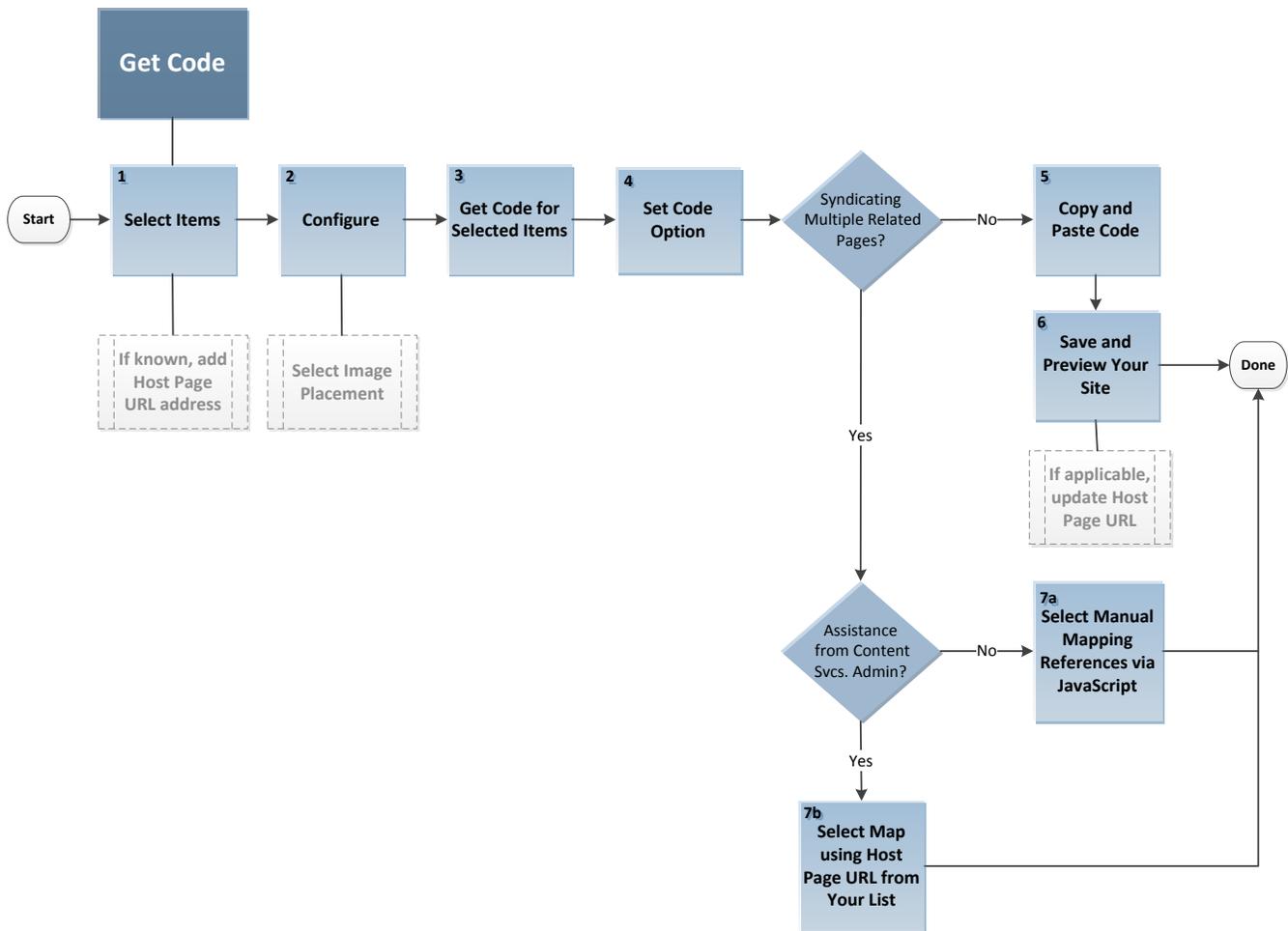
Figure 9 - Review Your Selections

Get the Code

Once the 5 Steps from the previous sections have been completed, you are ready to get the code. The process flowchart below has been provided to walk you through each step of the way. The steps have been broken down for the most novice user.

Get Code

1. [Select Items](#)
2. [Configure \(Selection Placement\)](#)
3. [Get Code for Selected Items](#)
4. [Set Code Option \(XHTML or XML\)](#)
 - Syndicating Multiple Related Pages?
 - Assistance from Content Services Admin?
5. [Copy / Paste Code](#)
6. [Save and Preview Your Site](#)
 - [If applicable, update Host Page URL](#)
- 7a. [Select Manual Mapping Reference via JavaScript](#)
- 7b. [Select Map Host Page using URL from Your List](#)



1. Select Items

At this point you should already know how to [Sign In](#) or perhaps you're already signed in. All that's left to do in this step is to select the items you wish to syndicate.

On this page you'll also have the ability to:

- [Select Image Placement](#)
- Sort the list by clicking on the column heading
- View the actual website under the **Page Name** column, by clicking the corresponding link
- View all pages matching a specific topic, under the **Topics** column
- Remove pages from the list by selecting the **Remove Selected Items** button
- Add a **Host Page URL**

Your Syndication List

Selected registration: cs_973 - Northrop Grumman - CDC(www.cdc.gov)

The list below displays the pages you added for syndication. To select individual pages, click on the corresponding checkbox for each row or click on the "Select All" column heading to select all items on the list simultaneously. Once pages are selected, click on the "Get Code" button. Selected items can be deleted from the list by clicking on the "Remove" button. You can also add, edit or delete a Host Page URL. To add, click the Add button in the Host Page URL column for your desired row, type in the address, and click the Save button. Once a Host Page URL has been added and saved, you will have the option to Edit or Delete.

Select Image Placement

Include basic image CSS to position images left or right. Move your mouse over the sample links to see the different options for how images will display on the page. Then select the radio button for the option you want.

Select:

Collaps...

View: Newly Requested Items Only
 Previously Requested Items Only
 All Items (New and Previously Requested)

* Indicates page has been published within the last 30 days.

Remove Selected Items
Get Code for Selected Items

Select All	Requested Date/Time	Page Name	Topic	Agency	Language	Date Page Published	Host Page URL
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	* Preventing Norovirus Infection http://www.cdc.gov/norovirus/preventing-infection.html ★★★★★ (0) Rate It! Add Comment	Norovirus	Centers for Disease Control and Prevention	English	05/08/2012	-
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	* Did You Know? - STLT Gateway http://www.cdc.gov/stitpublichealth/didyouknow/index.html ★★★★★ (1) Rate It! View Comments (1)	Did You Know?	Centers for Disease Control and Prevention	English	01/05/2012	-
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	Pertussis (Whooping Cough) - What You Need to Know (feature) http://www.cdc.gov/Features/Pertussis/index.html ★★★★★ (0) Rate It! View Comments (2)	Pertussis	Centers for Disease Control and Prevention	English	10/23/2010	-
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	CDC - Chagas Disease - Detailed FAQs http://www.cdc.gov/parasites/chagas/gen_info/detailed.html ★★★★★ (5) Rate It! Add Comment	Chagas Disease	Centers for Disease Control and Prevention	English	09/01/2010	-
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	CDC Features - Summertime Outdoor Safety http://www.cdc.gov/Features/SummertimeSafety/index.html ★★★★★ (1) Rate It! Add Comment Average: 5.0	CDC Features Healthy Swimming Injury Skin Cancer	Centers for Disease Control and Prevention	English	07/02/2010	-

Page 1 of 1
Page Size 10
5 Items Found

Remove Selected Items
Get Code for Selected Items

Note the 3 different view options from the "View" drop-down menu

Click here to select all items at once

This field is optional if you're syndicating unrelated pages. If known, you can add the URL now, or you can add later when Syndicating (to keep track of your inventory).

Figure 10 – Select Items

If Known, Add Host Page URL

This field is optional if you're not syndicating multiple related pages. However, we recommend completing the Host Page URL in any case, as it is a good way to keep track of your inventory. When entering the URL information, be sure to include the entire URL address.

Keep in mind, Host Page URL represents:

- Your site
- The location of the code placement
- Where the actual content will be hosted

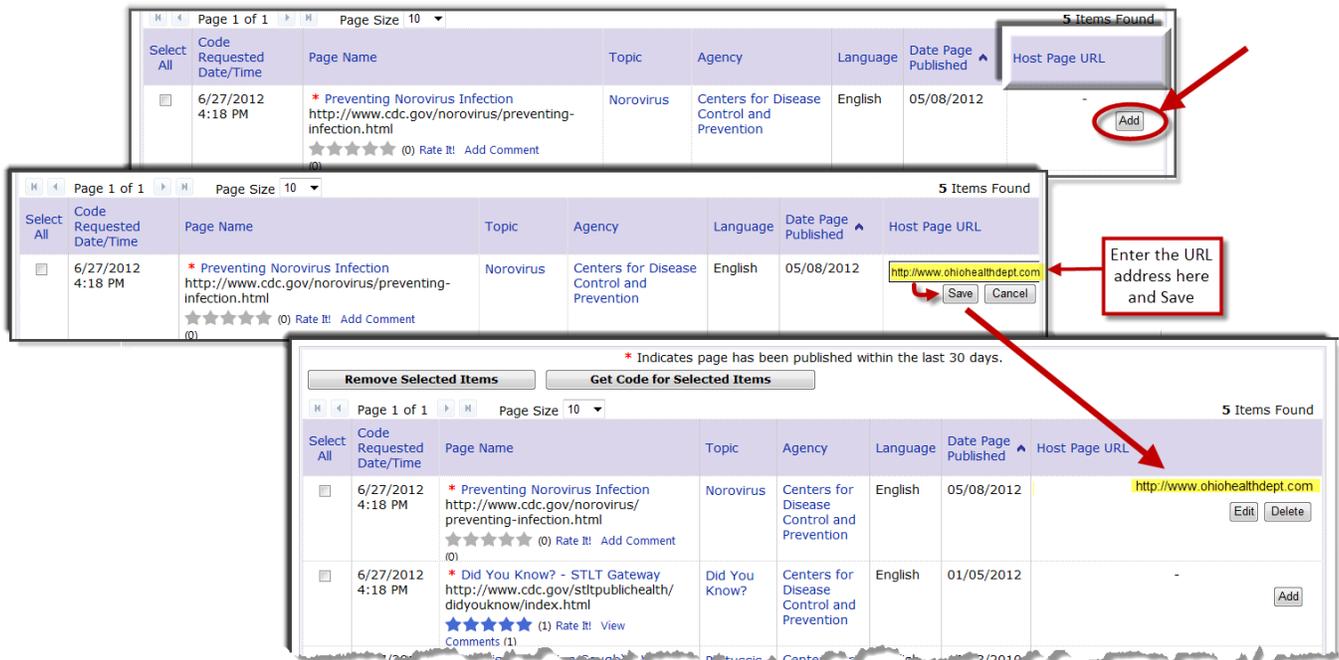


Figure 11 – Host Page URL column

2. Configure

Select Image Placement

CDC allows you to select basic CSS styles for image alignment on syndicated content. Run your mouse over the sample links to see the different options for how images will display on the page and select image placement of your choice. The options are left floating, right floating, or default location.

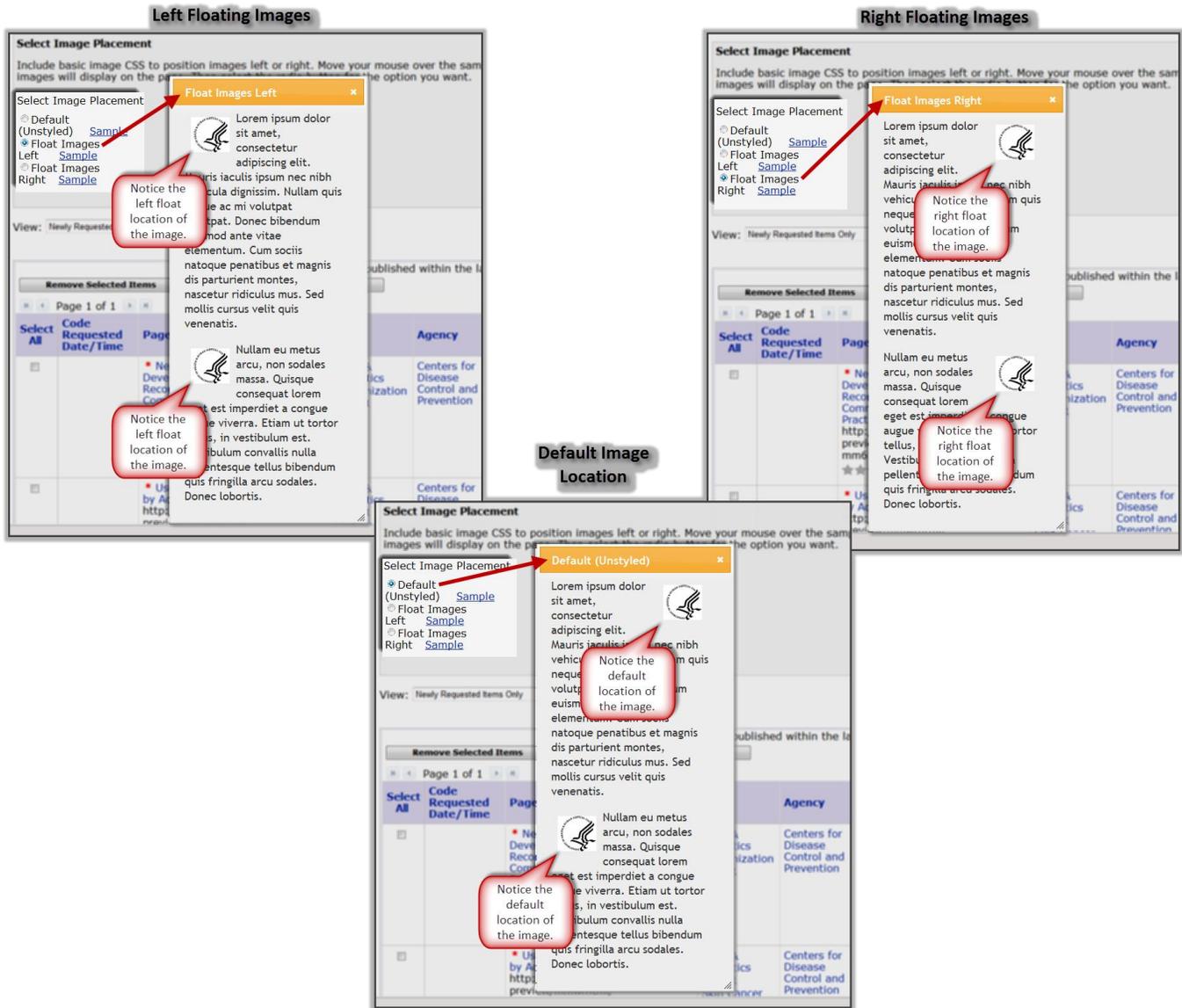
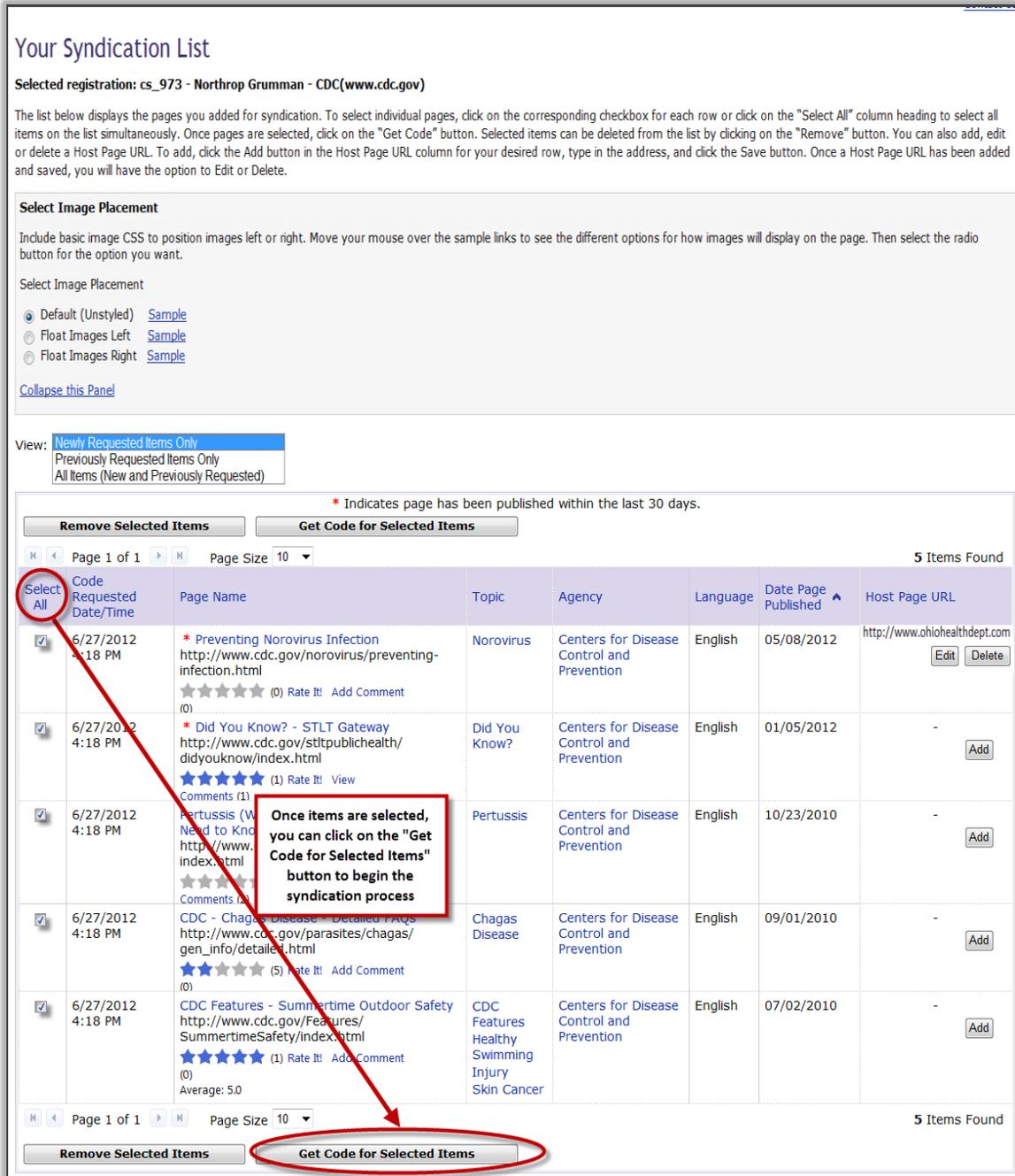


Figure 12 – Select Image Placement

3. Get Code for Selected Item

When you're satisfied with your list of selected items and ready to get the syndication code, click on the **Get Code for Selected Items** button below.

Note: You'll be required to "Sign In" to get the syndication code, if you are not currently signed in.



Your Syndication List
Selected registration: cs_973 - Northrop Grumman - CDC(www.cdc.gov)

The list below displays the pages you added for syndication. To select individual pages, click on the corresponding checkbox for each row or click on the "Select All" column heading to select all items on the list simultaneously. Once pages are selected, click on the "Get Code" button. Selected items can be deleted from the list by clicking on the "Remove" button. You can also add, edit or delete a Host Page URL. To add, click the Add button in the Host Page URL column for your desired row, type in the address, and click the Save button. Once a Host Page URL has been added and saved, you will have the option to Edit or Delete.

Select Image Placement
Include basic image CSS to position images left or right. Move your mouse over the sample links to see the different options for how images will display on the page. Then select the radio button for the option you want.

Select Image Placement

- Default (Unstyled) [Sample](#)
- Float Images Left [Sample](#)
- Float Images Right [Sample](#)

[Collapse this Panel](#)

View: **Newly Requested Items Only**
Previously Requested Items Only
All Items (New and Previously Requested)

* Indicates page has been published within the last 30 days.

Remove Selected Items **Get Code for Selected Items**

Page 1 of 1 Page Size 10 5 Items Found

Select All	Code Requested Date/Time	Page Name	Topic	Agency	Language	Date Page Published	Host Page URL
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	* Preventing Norovirus Infection http://www.cdc.gov/norovirus/preventing-infection.html ★★★★★ (0) Rate It! Add Comment (0)	Norovirus	Centers for Disease Control and Prevention	English	05/08/2012	http://www.ohiohealthdept.com <input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	* Did You Know? - STLT Gateway http://www.cdc.gov/stitpublichealth/didyouknow/index.html ★★★★★ (1) Rate It! View Comments (1)	Did You Know?	Centers for Disease Control and Prevention	English	01/05/2012	- <input type="button" value="Add"/>
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	Pertussis (Whooping Cough) - Detailed FAQs http://www.cdc.gov/nczod/diseases/zoonotic/diseases/pertussis/index.html ★★★★★ (1) Rate It! Add Comment (0)	Pertussis	Centers for Disease Control and Prevention	English	10/23/2010	- <input type="button" value="Add"/>
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	CDC - Chagas Disease - Detailed FAQs http://www.cdc.gov/parasites/chagas/gen_info/detailed.html ★★★★★ (5) Rate It! Add Comment (0)	Chagas Disease	Centers for Disease Control and Prevention	English	09/01/2010	- <input type="button" value="Add"/>
<input checked="" type="checkbox"/>	6/27/2012 4:18 PM	CDC Features - Summertime Outdoor Safety http://www.cdc.gov/Features/SummertimeSafety/index.html ★★★★★ (1) Rate It! Add Comment (0) Average: 5.0	CDC Features Healthy Swimming Injury Skin Cancer	Centers for Disease Control and Prevention	English	07/02/2010	- <input type="button" value="Add"/>

Page 1 of 1 Page Size 10 5 Items Found

Remove Selected Items **Get Code for Selected Items**

Once items are selected, you can click on the "Get Code for Selected Items" button to begin the syndication process

Figure 13 – Get Code for Selected Item button

4. Set Code Option

There are two code output formats to choose from: **XHTML** or **XML**. The XHTML output format is the default and by far the most popular option. It is highly recommended that Users accept the XHTML default option. The XML output option is an advanced feature.

There are two different methods for retrieving pages: **Client-side JavaScript** and **Server-side JavaScript**. Client-side is easier and faster to implement, requires only HTML and JavaScript knowledge. It's also the most popular method used to syndicate content.

Note: Server-side syndication requires understanding of REST interfaces and is more difficult to implement. If in doubt, select the XHTML output format (default) and the Client-side JavaScript method.

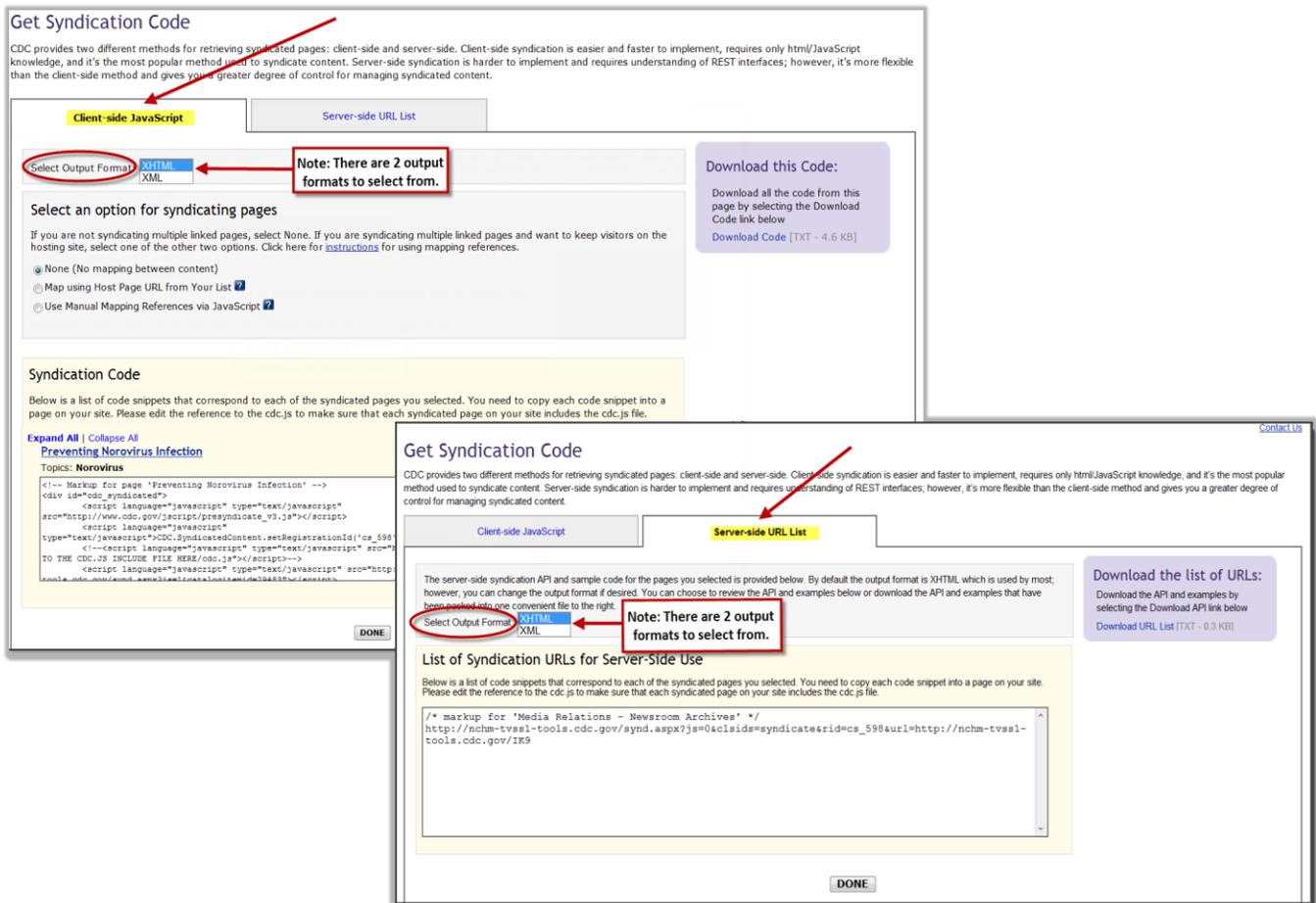


Figure 14 – Set Code Option

5. Copy and Paste Code

Copy and paste the code into your website. When this step is complete, your website should display syndicated text and images, as applicable. If you are syndicating multiple related pages, you'll move on to step [7a](#) or [7b](#).

Client-side JavaScript | **Server-side URL List**

Select Output Format: XHTML

Select an option for syndicating pages

If you are not syndicating multiple linked pages, select None. If you are syndicating multiple linked pages and want to keep visitors on the hosting site, select one of the other two options. Click here for [instructions](#) for using mapping references.

None (No mapping between content)

Map using Host Page URL from Your List

Use Manual Mapping References via JavaScript

Syndication Code

Below is a list of code snippets that correspond to each of the syndicated pages you selected. You need to copy each code snippet into a page on your site. Please edit the reference to the cdc.js to make sure that each syndicated page on your site includes the cdc.js file.

Expand All | Collapse All

[Pertussis \(Whooping Cough\) - What You Need to Know \(feature\)](#)

Topics: **Pertussis** Copy Code to Clipboard

```
<!-- Markup for page 'Pertussis (Whooping Cough) - What You Need to Know' -->
<div id="cdc_syndicated">
  <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/presyndicate_v3.js"></script>
  <script language="javascript" type="text/javascript">CDC.SyndicatedContent.setRegistrationId('cs_973');</script>
  <script language="javascript" type="text/javascript" src="http://t.cdc.gov/synd.asp?js=1&catalogitemid=2341"></script>
  <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/postsyndicate_v3.js"></script>
</div>
```

[Did You Know? - STLT Gateway](#)

Topics: **Did You Know?** Copy Code to Clipboard

```
<div id="cdc_syndicated">
  <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/presyndicate_v3.js"></script>
  <script language="javascript" type="text/javascript">CDC.SyndicatedContent.setRegistrationId('cs_973');</script>
  <script language="javascript" type="text/javascript" src="http://t.cdc.gov/synd.asp?js=1&catalogitemid=2947"></script>
  <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/postsyndicate_v3.js"></script>
</div>
```

[Preventing Norovirus Infection](#)

Topics: **Norovirus** Copy Code to Clipboard

```
<!-- Markup for page 'Preventing Norovirus Infection' -->
<div id="cdc_syndicated">
  <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/presyndicate_v3.js"></script>
  <script language="javascript" type="text/javascript">CDC.SyndicatedContent.setRegistrationId('cs_973');</script>
  <script language="javascript" type="text/javascript" src="http://t.cdc.gov/synd.asp?js=1&catalogitemid=1010"></script>
  <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/postsyndicate_v3.js"></script>
</div>
```

Download this Code:

Download all the code from this page by selecting the Download Code link below

[Download Code \[TXT - 4.6 KB\]](#)

Copy and paste code into cdc.js file

DONE

Figure 15 - Get Syndication Code

Download Code Link

You can also copy and paste the code via the **Download Code** link. The download code text file will contain the code for syndicating ALL the pages you selected.

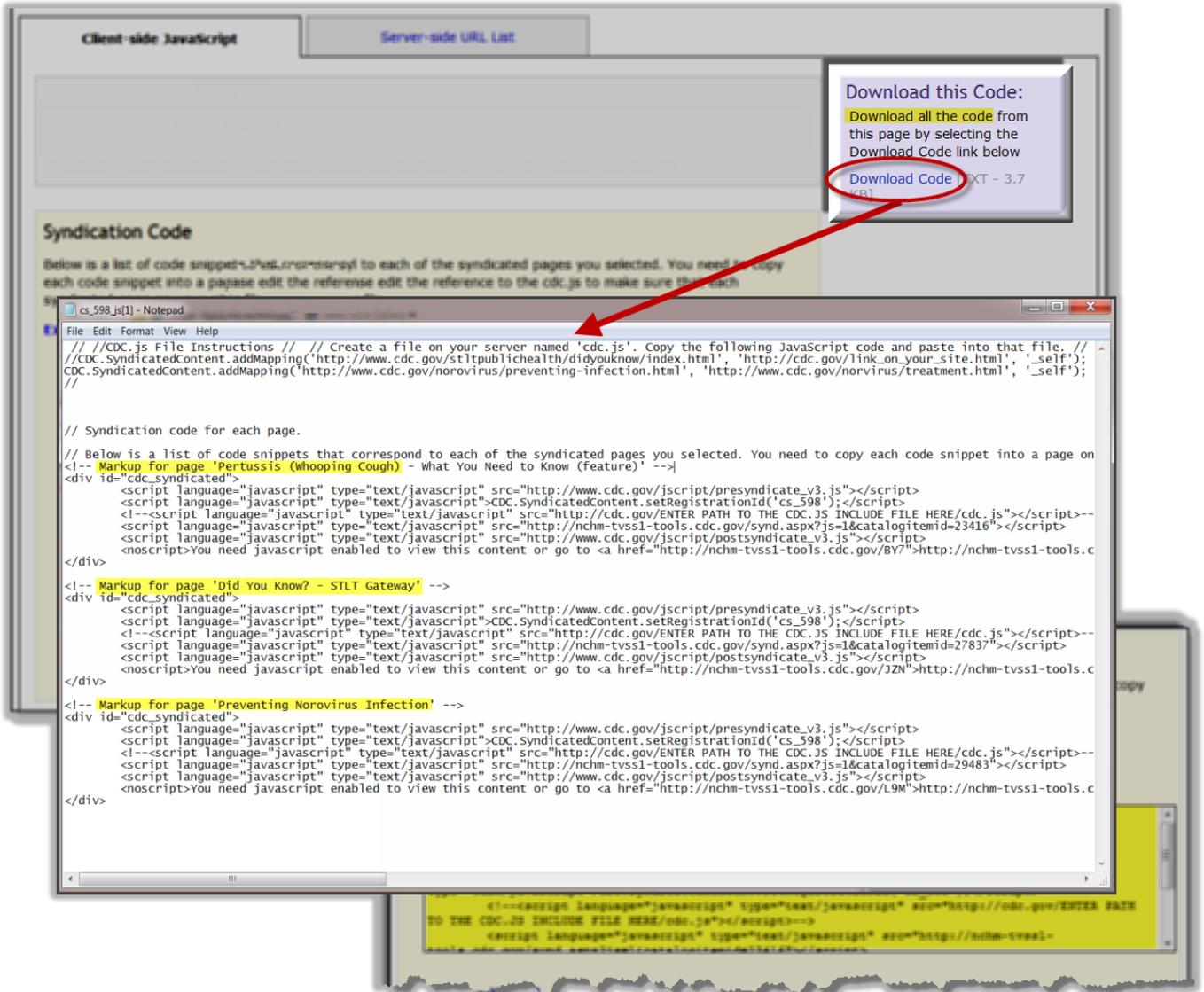


Figure 16 - Download Code and Instruction for cdc.js File

6. Save and Preview Your Site

Once your code has been downloaded, save it and preview your website to see exactly how it will appear when the page goes live.

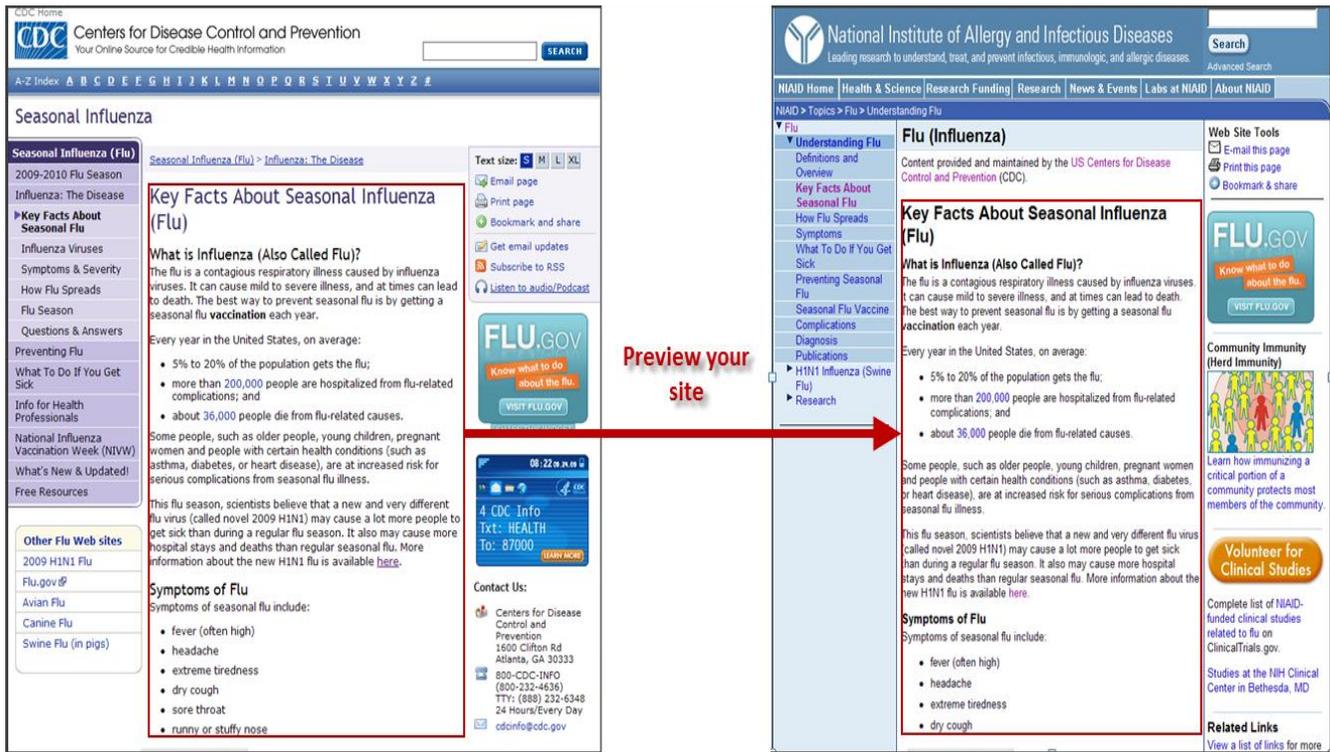


Figure 17 – Preview Your Site

7a. Select Manual Mapping References via JavaScript

There are three options available for syndicating web pages. The first option is; “**None (No mapping between content)**”. This is the default option and the most commonly used. You will select this option if you do not require mapping between content and have no desire to link pages.

If you are syndicating multiple linked pages, you will need to select the second or third option. The second option is; “**Map using Host Page URL from Your List**”. With this option the code will automatically be entered into the code block and will eliminate the need for manual intervention.

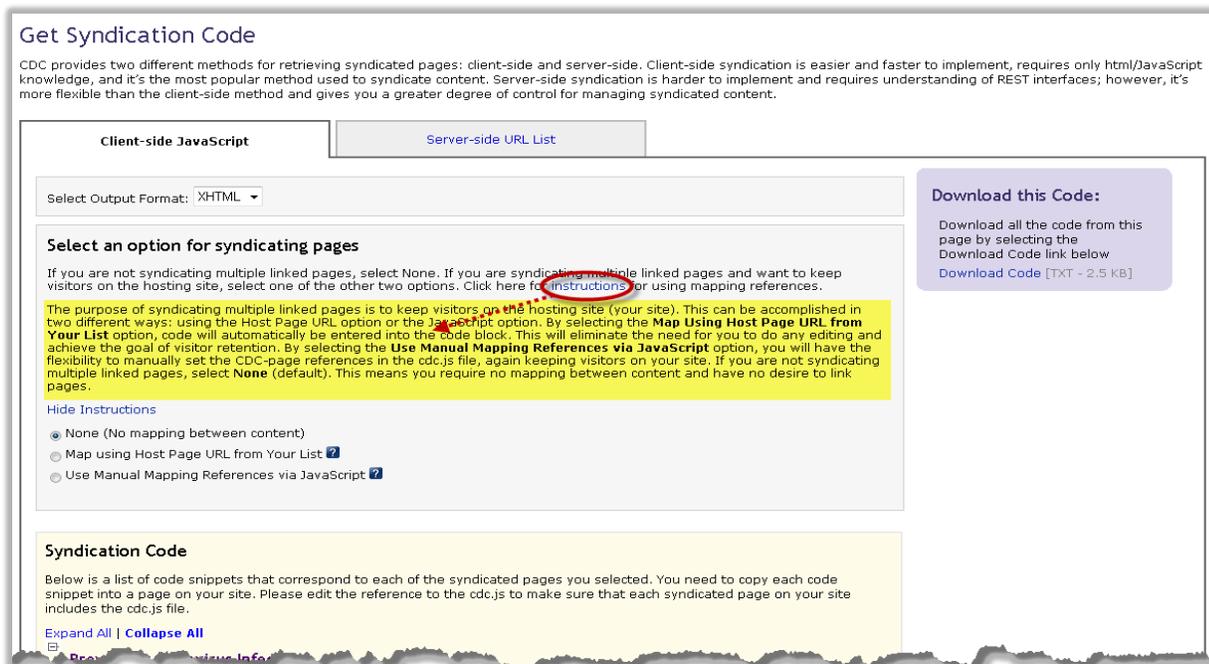
The third option is; “**Use Manual Mapping References via JavaScript**”. With this option you will have the flexibility to manually set the CDC-page references in the cdc.js file. Create a JavaScript file on your server and name it “cdc.js”. To create the cdc.js file, you will need to copy and paste the syndication code into a JavaScript file (.js) and place that file on your server. This file allows you to tell the system to change any embedded links to other pages you are syndicating to keep the visitor on your site.

For example, Page A is linked to Page B. You want to syndicate and link both Pages A and B. With the cdc.js file in place, the system will replace the link that goes to CDC.gov and redirect to Page B on your site. In other words, the link will recycle back to your site, instead of going to the CDC.gov website.

A reference to this file should be included in all the syndicated pages on your site. Remember to edit the mapping reference for each syndicated page. Enter your URL that maps to the corresponding CDC page.

To ensure the proper syndication of multiple related pages, you will need to make sure the page links are mapped and updated.

The goal of the 2nd and 3rd option is to not only link multiple related pages, but also to achieve visitor retention on the host site



Get Syndication Code

CDC provides two different methods for retrieving syndicated pages: client-side and server-side. Client-side syndication is easier and faster to implement, requires only html/JavaScript knowledge, and it's the most popular method used to syndicate content. Server-side syndication is harder to implement and requires understanding of REST interfaces; however, it's more flexible than the client-side method and gives you a greater degree of control for managing syndicated content.

Client-side JavaScript | **Server-side URL List**

Select Output Format: XHTML

Select an option for syndicating pages

If you are not syndicating multiple linked pages, select None. If you are syndicating multiple linked pages and want to keep visitors on the hosting site, select one of the other two options. Click here for [instructions](#) for using mapping references.

The purpose of syndicating multiple linked pages is to keep visitors on the hosting site (your site). This can be accomplished in two different ways: using the Host Page URL option or the JavaScript option. By selecting the **Map Using Host Page URL from Your List** option, code will automatically be entered into the code block. This will eliminate the need for you to do any editing and achieve the goal of visitor retention. By selecting the **Use Manual Mapping References via JavaScript** option, you will have the flexibility to manually set the CDC-page references in the cdc.js file, again keeping visitors on your site. If you are not syndicating multiple linked pages, select **None** (default). This means you require no mapping between content and have no desire to link pages.

Hide Instructions

- None (No mapping between content)
- Map using Host Page URL from Your List
- Use Manual Mapping References via JavaScript

Syndication Code

Below is a list of code snippets that correspond to each of the syndicated pages you selected. You need to copy each code snippet into a page on your site. Please edit the reference to the cdc.js to make sure that each syndicated page on your site includes the cdc.js file.

[Expand All](#) | [Collapse All](#)

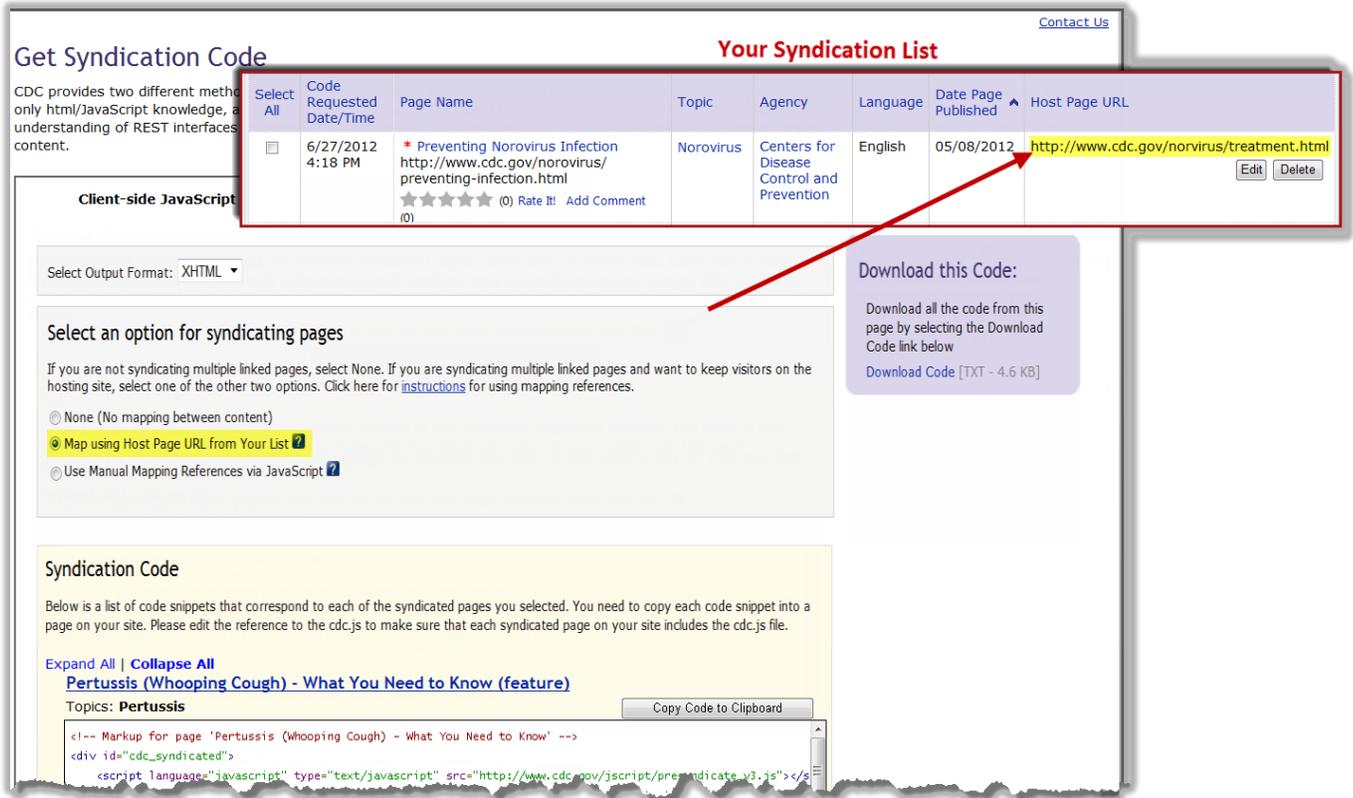
[Download this Code:](#)
Download all the code from this page by selecting the Download Code link below.
[Download Code](#) [TXT - 2.5 KB]

Figure 18 – Select an Option for Syndicating Pages

7b. Select Map using Host Page URL from Your List

If you are syndicating multiple related pages and would like the Content Services Administrator to handle the host page mapping for you, be sure to select the 2nd option: **Map using Host Page URL from Your List**:

The Host Page URL address should already be added to Your Syndication List before this option can take effect. Ideally, the Host Page URL address should be entered during the [Select Items](#) phase.



Get Syndication Code

CDC provides two different methods for syndicating content: one using only html/JavaScript knowledge, and another using an understanding of REST interfaces and content.

Your Syndication List

Select All	Code Requested Date/Time	Page Name	Topic	Agency	Language	Date Page Published	Host Page URL
<input type="checkbox"/>	6/27/2012 4:18 PM	* Preventing Norovirus Infection http://www.cdc.gov/norovirus/preventing-infection.html ★★★★★ (0) Rate ! Add Comment	Norovirus	Centers for Disease Control and Prevention	English	05/08/2012	http://www.cdc.gov/norovirus/treatment.html Edit Delete

Client-side JavaScript

Select Output Format: XHTML

Select an option for syndicating pages

If you are not syndicating multiple linked pages, select None. If you are syndicating multiple linked pages and want to keep visitors on the hosting site, select one of the other two options. Click here for [instructions](#) for using mapping references.

None (No mapping between content)
 Map using Host Page URL from Your List [?](#)
 Use Manual Mapping References via JavaScript [?](#)

Syndication Code

Below is a list of code snippets that correspond to each of the syndicated pages you selected. You need to copy each code snippet into a page on your site. Please edit the reference to the cdc.js to make sure that each syndicated page on your site includes the cdc.js file.

[Expand All](#) | [Collapse All](#)

Pertussis (Whooping Cough) - What You Need to Know (feature)

Topics: **Pertussis**

```
<!-- Markup for page 'Pertussis (Whooping Cough) - What You Need to Know' -->
<div id="cdc_syndicated">
<script language="javascript" type="text/javascript" src="http://www.cdc.gov/js/script/predictive_v3.js"></script>
```

[Download this Code:](#)

Download all the code from this page by selecting the Download Code link below

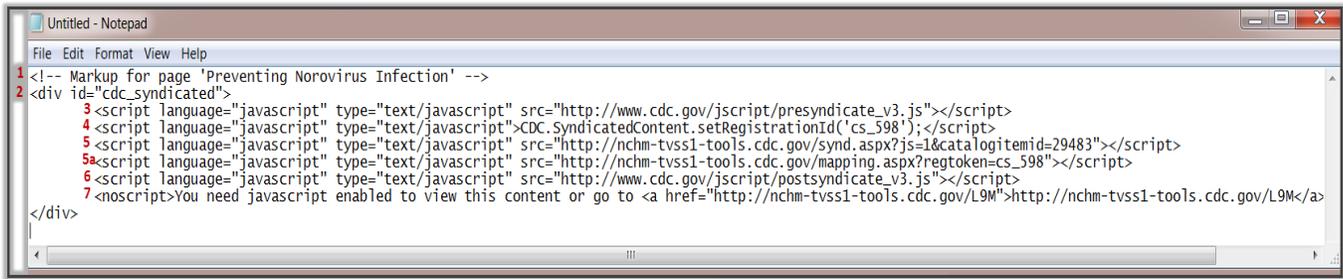
[Download Code \[TXT - 4.6 KB\]](#)

Figure 19 – Select Map using Host Page URL from Your List

What's in a Code Block?

The syndication code block can present a challenge, especially for the non-technical person.

Below is block of code. Let's examine the code line-by-line, part-by-part.



```

1 <!-- Markup for page 'Preventing Norovirus Infection' -->
2 <div id="cdc_syndicated">
3   <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/presyndicate_v3.js"></script>
4   <script language="javascript" type="text/javascript">CDC.SyndicatedContent.setRegistrationId('cs_598');</script>
5   <script language="javascript" type="text/javascript" src="http://nchm-tvss1-tools.cdc.gov/synd.aspx?js=1&catalogitemid=29483"></script>
6   <script language="javascript" type="text/javascript" src="http://nchm-tvss1-tools.cdc.gov/mapping.aspx?regtoken=cs_598"></script>
7   <script language="javascript" type="text/javascript" src="http://www.cdc.gov/jscript/postsyndicate_v3.js"></script>
</div>
<noscript>You need javascript enabled to view this content or go to <a href="http://nchm-tvss1-tools.cdc.gov/L9M">http://nchm-tvss1-tools.cdc.gov/L9M</a>

```

Figure 20 - Code Block example

Here is a brief description of each line of the code block and what that line does.

1. Markup comment – For each page, the code includes a comment at the top to help identify the content that is being added to the hosting page via syndication.
2. Outer wrapper div – The code block provided by the system includes a div with an element id of “cdc_syndicated” this elementid can be used in CSS to manipulate the child elements of the syndicated content.
 - *Optional CSS link (not shown above) – If the user selected one of the basic CSS files available from CDC, then the second line of code will be a link command that links to the selected CSS file on CDC’s website.
3. Pre-syndicate script – Sets up some objects in the JavaScript environment that will be used to hold the registration id, URL mappings etc., for use in the post-syndicate script. Sometimes CDC will place web-based survey code in this file, but this will affect only customers who have agreed to allow these surveys to occur on their sites.
4. Setting the registration id – The registration id will be appended to content links that are inbound to CDC; this will allow CDC to track its inbound click-through metrics from syndicated content. This id will be used also as part of the metrics call that is added to the content to help CDC track page views of syndicated content.
 - 4a – The optional CDC.js file call – The optional CDC.js file is a JavaScript file in which a partner can set up URL mappings to keep an external website user on the partner’s site when the user navigates between pages containing interrelated syndicated content.
5. The content request script – This is the call to the Content Services API at CDC to retrieve the content to embed in the hosting page. This call usually takes one of two forms:
 - [Format 1](#)
 - [Format 2](#)
 - 5a – Optional call to the mapping API to get the page mappings hosted in the syndication system. This call replaces 4a, when selected.
6. Post-syndicate script
7. No Script

Content Syndication Storefront Homepage Features

The Content Syndication Storefront Homepage provides additional information about the Content Syndication website and application features.

Learn More

The Learn More page proves to be a quick overview and reference guide for Content Syndication features.

What is Content Syndication?
Content syndication is a method by which web content is made available to other sites and channels. It is as easy as identifying the content you want, and then pasting a small section of code from our site to yours.

Watch How it Works
This 3 minute video shows how easy it is to incorporate CDC syndicated content into your web site.

What are the Benefits?
Syndication gives you the ability to add CDC content directly to your web sites. When content is updated at the source, those updates appear immediately on your site, saving you valuable time and ensuring that CDC content on your site is as up to date as possible.

- Provides a minimal maintenance solution for keeping up-to-date, trusted, science-based information on your website.
- Allows you to maintain the look-and-feel of your site while supplementing local information with relevant national information.
- Gives you choice and control of the topics and quantity of CDC content on your site.
- Provides access to CDC information without ever requiring your visitors to leave your web site.
- Allows for more efficient use of your critical resources. Syndicated content is updated automatically, which frees you from having to manually monitor CDC sites and cut-and-paste new information.

Get Started

- 1 Register** Sign up and you'll receive a unique ID and email updates when new content is added.
- 2 Discover** Browse to find pages that will complement your site.
- 3 Get Content** Get syndication code and copy it into your site.

On this Page

- What is Content Syndication?
- Watch How it Works
- What are the Benefits?
- Get Started
- Get Help

What Our Partners Are Saying

"Content syndication makes our website more robust and timely. Syndicating content is easy and frees us from having to update sections of the site."

Rachael Odom
Arkansas Department of Health

"As we revised our website, we brainstormed ideas to make it more accessible, accurate and informative for the community. When we learned about the CDC's Did You Know? content, we felt it would be a great addition to our website. Health information is ever-evolving and this syndication tool helps keep our online visitors engaged and informed."

Corinn Demborski
City of Nashua, New Hampshire, Division of Public Health and Community Services

Top Users

- State and Local Health Departments
- Federal Agencies
- Hospitals
- Universities

Syndication Topics

- CDC 3477
- Diabetes
- Emergency Preparedness
- Flu
- Food Safety
- Outbreaks
- Recursos de los CDC en Español
- Sexually Transmitted Diseases
- Smoking and Tobacco Use
- Traveler's Health
- Vital Signs

And many more.

Figure 21 - Learn More

More Lookup Options

The More Lookup Options link opens the Advanced Lookup window. The Advanced lookup page allows you to find topics based on your specific criteria.

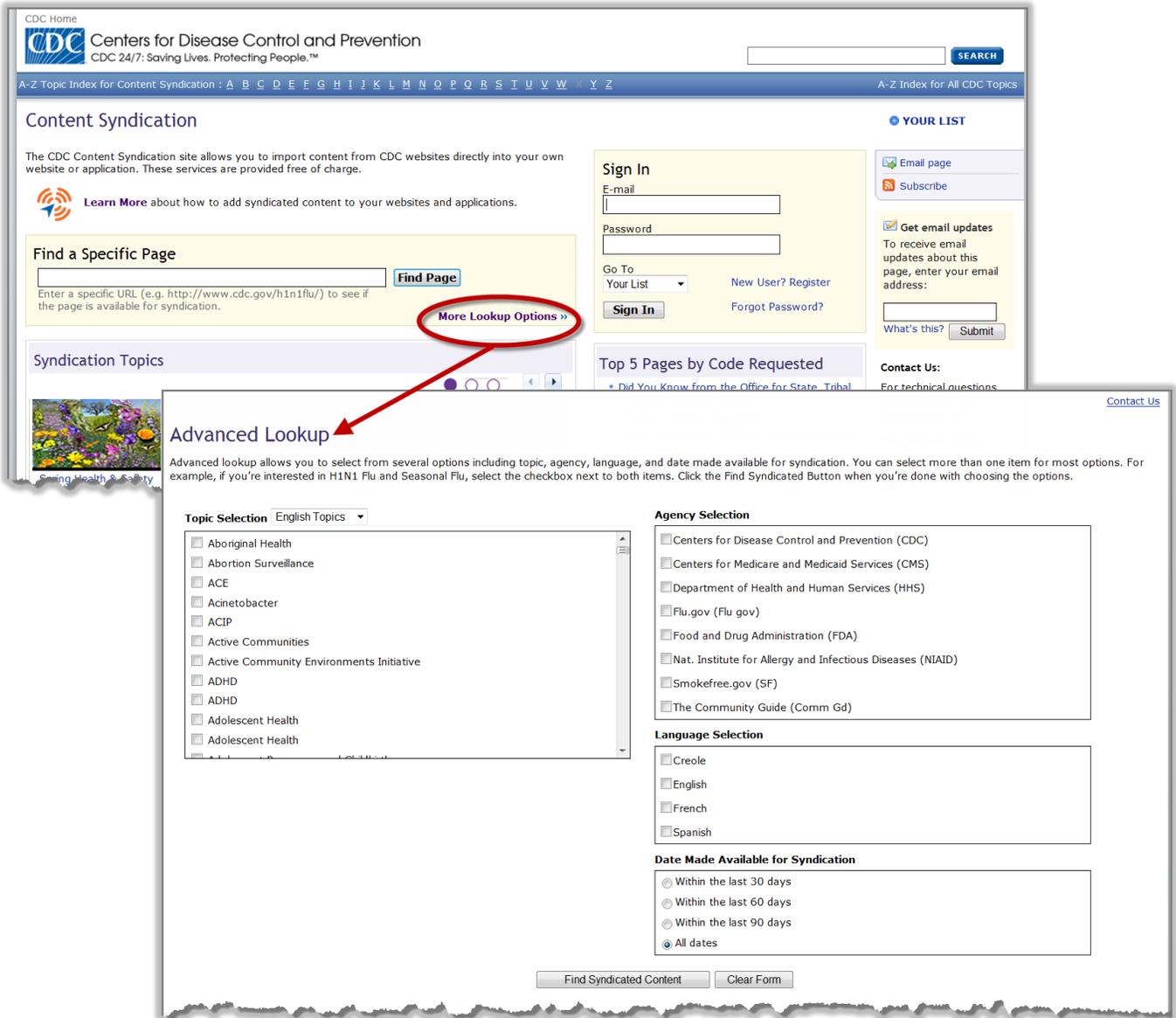


Figure 22 - More Options

Syndication Topics

You may also view a full list of topics for which we have syndicated content by clicking the All Syndication Topics link.

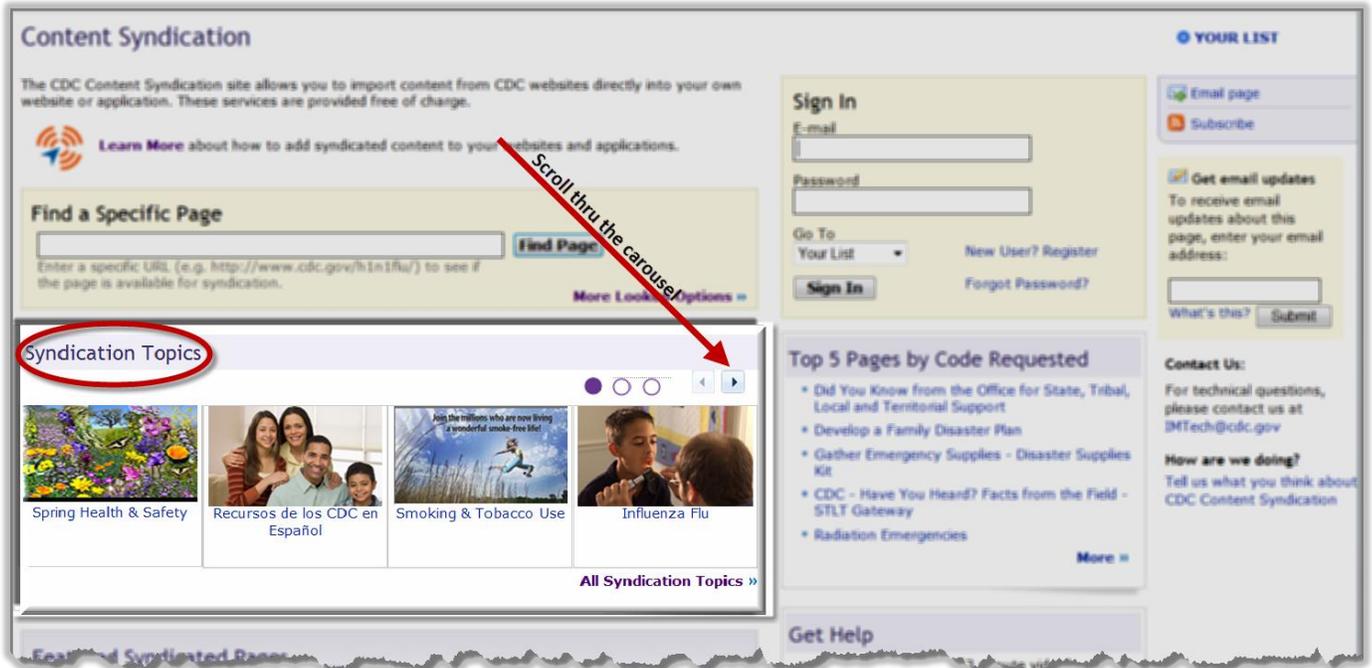


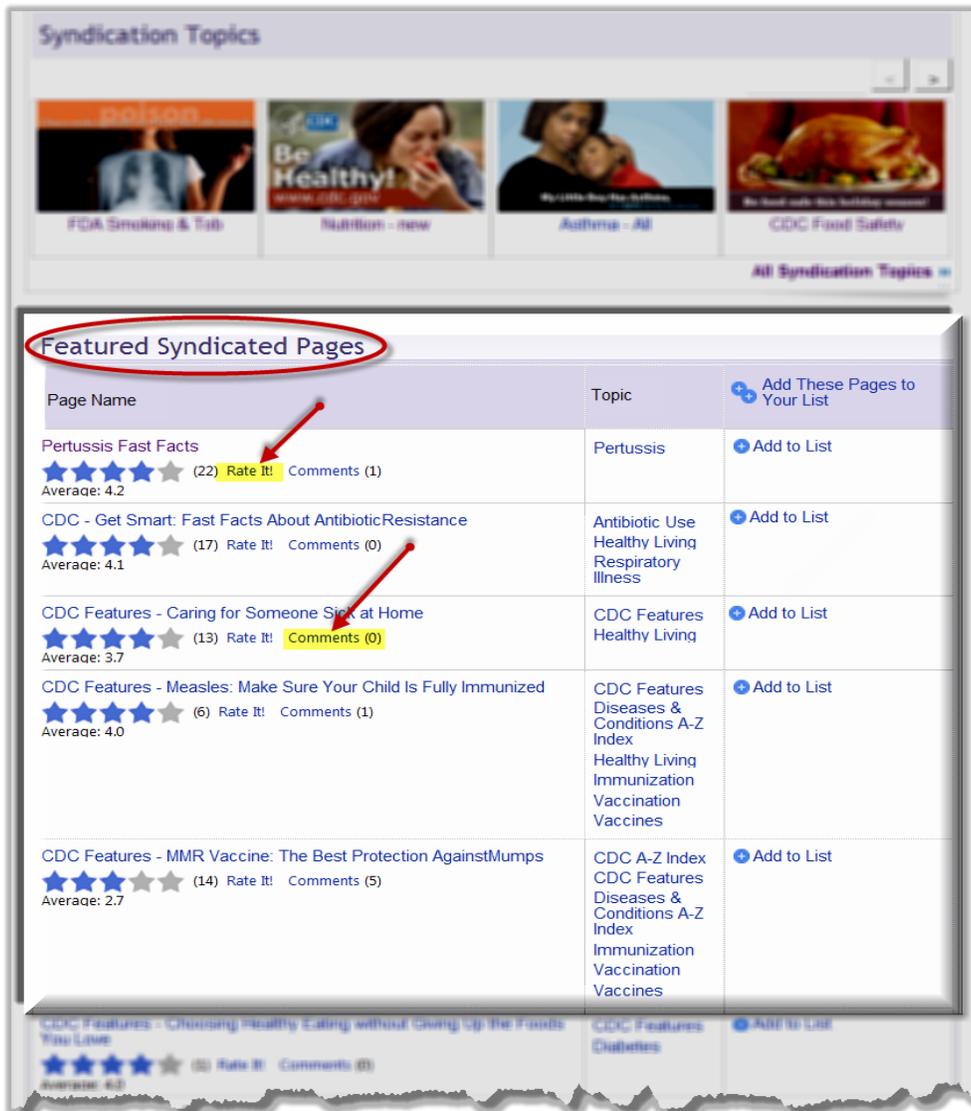
Figure 23 - All Syndication Topics

Featured Syndicated Pages

The Featured Syndicated Pages section displays pages based on current health related challenges and pages that are popularly syndicated.

Additional features in this section include the following:

- [Rate It](#)
- [Comments](#)



Page Name	Topic	Add These Pages to Your List
Pertussis Fast Facts ★★★★★ (22) Rate It! Comments (1) Average: 4.2	Pertussis	Add to List
CDC - Get Smart: Fast Facts About Antibiotic Resistance ★★★★★ (17) Rate It! Comments (0) Average: 4.1	Antibiotic Use Healthy Living Respiratory Illness	Add to List
CDC Features - Caring for Someone Sick at Home ★★★★★ (13) Rate It! Comments (0) Average: 3.7	CDC Features Healthy Living	Add to List
CDC Features - Measles: Make Sure Your Child Is Fully Immunized ★★★★★ (6) Rate It! Comments (1) Average: 4.0	CDC Features Diseases & Conditions A-Z Index Healthy Living Immunization Vaccination Vaccines	Add to List
CDC Features - MMR Vaccine: The Best Protection Against Mumps ★★★★★ (14) Rate It! Comments (5) Average: 2.7	CDC A-Z Index CDC Features Diseases & Conditions A-Z Index Immunization Vaccination Vaccines	Add to List

Figure 24 - Featured Syndicated Pages

Rate It

The Rate It feature gives you the ability to rate an item directly by clicking on the star. A cumulative average score from all raters is also displayed.



Figure 25 - Rate It

Comments

We encourage your comments regarding your usage of the Content Syndication application and have provided a comment box for each syndicable item.

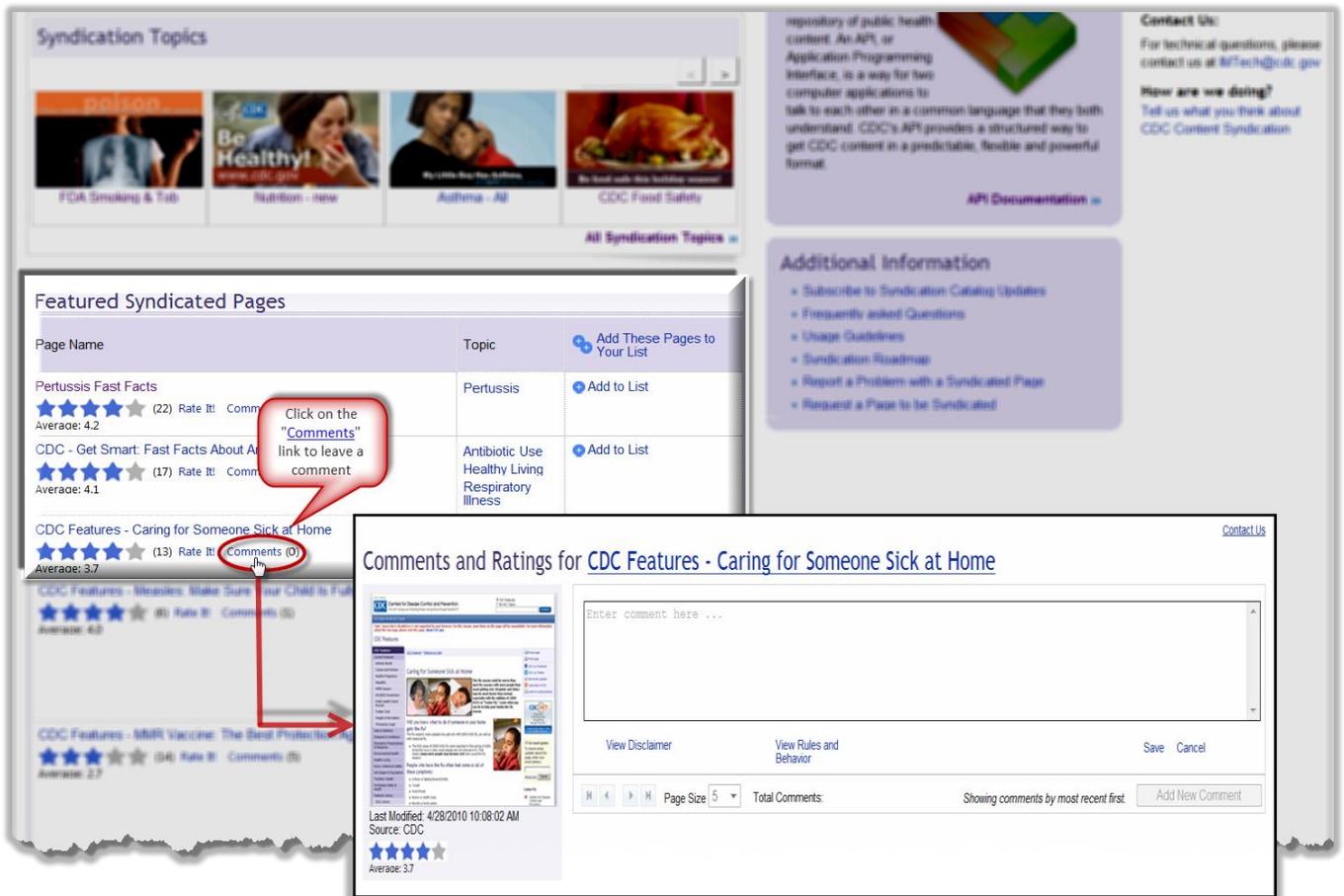


Figure 26 - Comments box

Top 5 Pages by Code Requested

This section displays the top 5 requested pages for syndication by our partners. A comprehensive and extended list can be accessed by clicking on the **More** link.

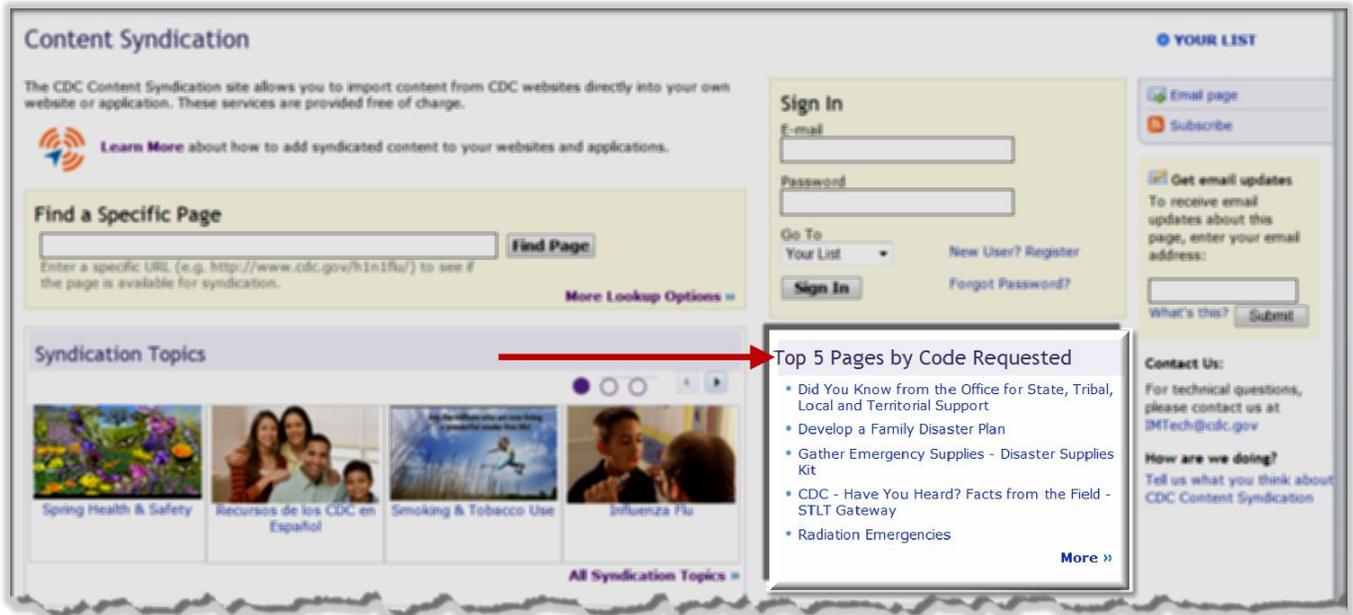


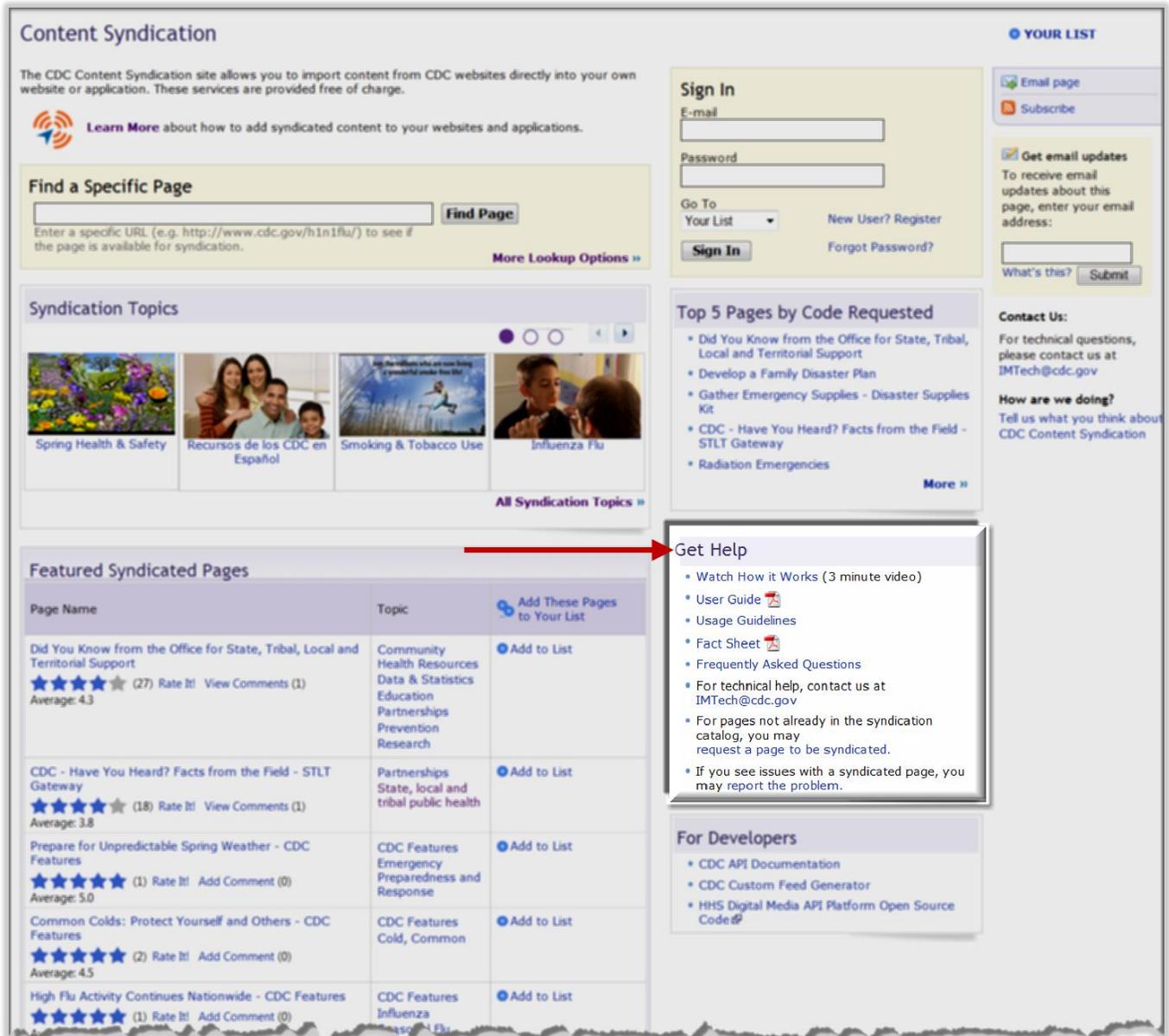
Figure 27 - Top 5 Pages by Code Requested

Get Help

The **Get Help** section provides supplemental information and resources.

These resources include a:

- 3 minute step-by-step video demonstrating how the syndication process works
- User Guide that walks you thru important features of the Content Syndication website
- List of Usage Guidelines
- Link for technical support assistance
- Link to request a page(s) to be syndicated
- Link to report any problems or issues



The screenshot shows the CDC Content Syndication website interface. A red arrow points from the 'Featured Syndicated Pages' table to a 'Get Help' callout box. The callout box contains the following text:

Get Help

- Watch How it Works (3 minute video)
- User Guide 
- Usage Guidelines
- Fact Sheet 
- Frequently Asked Questions
- For technical help, contact us at IMTech@cdc.gov
- For pages not already in the syndication catalog, you may request a page to be syndicated.
- If you see issues with a syndicated page, you may report the problem.

The 'Featured Syndicated Pages' table is as follows:

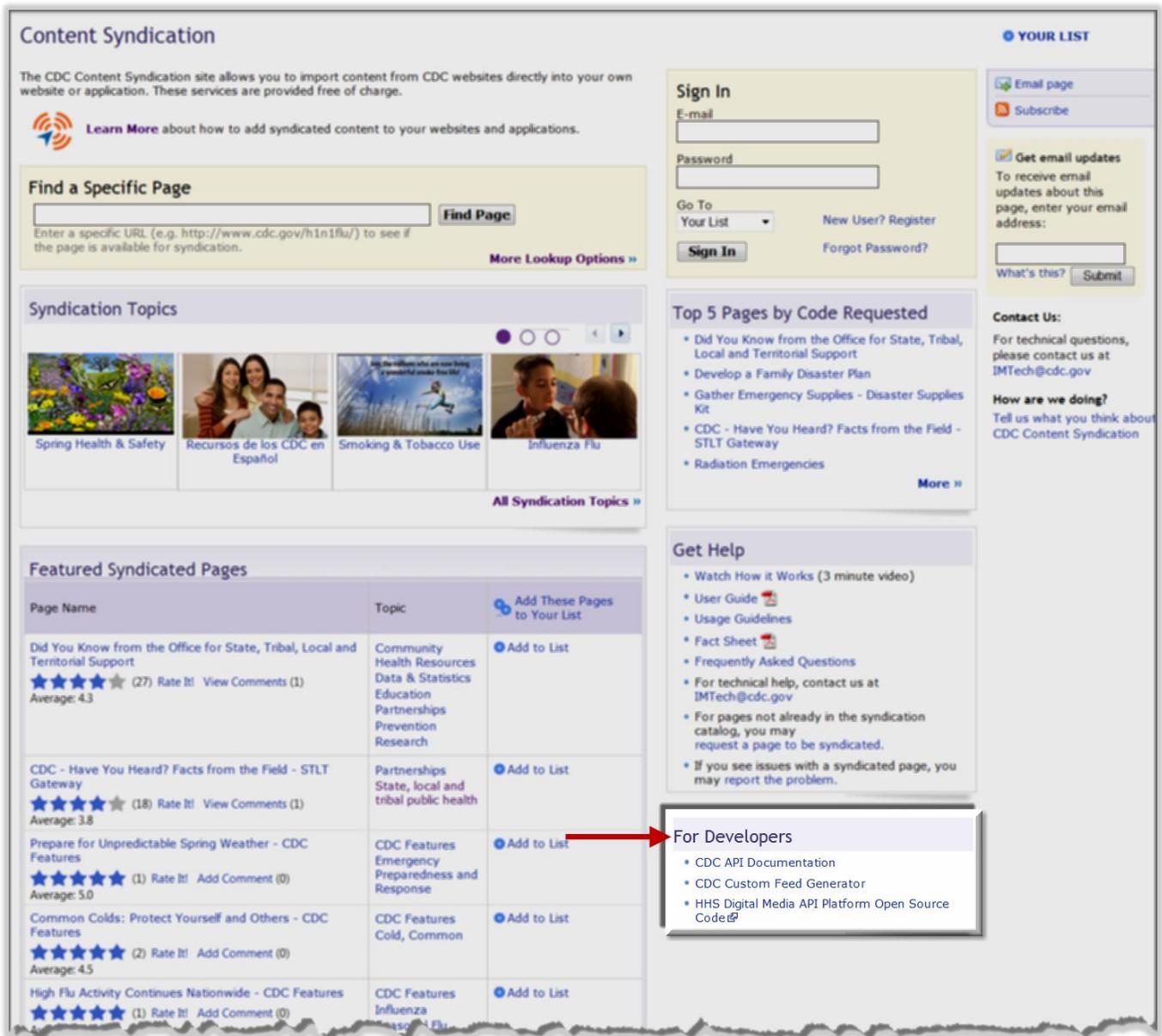
Page Name	Topic	 Add These Pages to Your List
Did You Know from the Office for State, Tribal, Local and Territorial Support ★★★★☆ (27) Rate It! View Comments (1) Average: 4.3	Community Health Resources Data & Statistics Education Partnerships Prevention Research	 Add to List
CDC - Have You Heard? Facts from the Field - STLT Gateway ★★★★☆ (18) Rate It! View Comments (1) Average: 3.8	Partnerships State, local and tribal public health	 Add to List
Prepare for Unpredictable Spring Weather - CDC Features ★★★★★ (1) Rate It! Add Comment (0) Average: 5.0	CDC Features Emergency Preparedness and Response	 Add to List
Common Colds: Protect Yourself and Others - CDC Features ★★★★★ (2) Rate It! Add Comment (0) Average: 4.5	CDC Features Cold, Common	 Add to List
High Flu Activity Continues Nationwide - CDC Features ★★★★★ (1) Rate It! Add Comment (0)	CDC Features Influenza	 Add to List

Figure 28 – Get Help

For Developers

The **For Developers** section provides supplemental information and resources for the following topics:

- CDC API Documentation
- CDC Custom Feed Generator
- HHS Digital Media API Platform Open Source Code



Content Syndication

The CDC Content Syndication site allows you to import content from CDC websites directly into your own website or application. These services are provided free of charge.

Learn More about how to add syndicated content to your websites and applications.

Find a Specific Page

Enter a specific URL (e.g. <http://www.cdc.gov/h1n1flu/>) to see if the page is available for syndication.

Syndication Topics

- Spring Health & Safety
- Recursos de los CDC en Español
- Smoking & Tobacco Use
- Influenza Flu

Featured Syndicated Pages

Page Name	Topic	Add These Pages to Your List
Did You Know from the Office for State, Tribal, Local and Territorial Support ★★★★★ (27) Rate It! View Comments (1) Average: 4.3	Community Health Resources Data & Statistics Education Partnerships Prevention Research	Add to List
CDC - Have You Heard? Facts from the Field - STLT Gateway ★★★★★ (18) Rate It! View Comments (1) Average: 3.8	Partnerships State, local and tribal public health	Add to List
Prepare for Unpredictable Spring Weather - CDC Features ★★★★★ (1) Rate It! Add Comment (0) Average: 5.0	CDC Features Emergency Preparedness and Response	Add to List
Common Colds: Protect Yourself and Others - CDC Features ★★★★★ (2) Rate It! Add Comment (0) Average: 4.5	CDC Features Cold, Common	Add to List
High Flu Activity Continues Nationwide - CDC Features ★★★★★ (1) Rate It! Add Comment (0)	CDC Features Influenza	Add to List

Get Help

- Watch How it Works (3 minute video)
- User Guide
- Usage Guidelines
- Fact Sheet
- Frequently Asked Questions
- For technical help, contact us at IMTech@cdc.gov
- For pages not already in the syndication catalog, you may request a page to be syndicated.
- If you see issues with a syndicated page, you may report the problem.

For Developers

- CDC API Documentation
- CDC Custom Feed Generator
- HHS Digital Media API Platform Open Source Code

Figure 29 – For Developers

Usage Guidelines

The Centers for Disease Control and Prevention (CDC) provides this syndication service for government, public health, personal, noncommercial, commercial use on a website, weblog, or similar applications provided that the following guidelines are met by subscribers.

Guidelines:

- a. Links redirect the user to the CDC website when the user clicks on them
- b. You do not insert any intermediate page, splash page or other content between the links and the applicable CDC website pages
- c. The use or display does not suggest that CDC promotes or endorses any third party causes, ideas, websites, products or services
- d. The fundamental meaning of the content contained in the Syndication Content Feeds is not changed or distorted
- e. You do not modify content that is linked to by the Syndication Content Feeds
- f. You may not redistribute the Syndication Content Feed
- g. You must provide attribution to CDC or the relevant Content Feed provider adjacent to the Content Feed
- h. CDC reserves the right to include or apply special codes and to track usage of the Syndication Content Feeds

Note: The Content Syndication website and Content Syndication Feeds are subject to change without notice. If you have any questions about these Usage Guidelines, please contact IMTech@cdc.gov.

Frequently Asked Questions

Why is CDC doing this?

To disseminate up-to-date, accurate and timely health messages to our partners and the general public, and increase awareness of and exposure to our health-related partners' websites.

Where can I get the API / syndication code to add to my site?

Getting the syndication code is very easy using CDC's Content Syndication site. Simply follow these steps:

1. Register online to sign up for the service. You will receive a unique Registration ID that CDC uses to track metrics.
2. Browse the site to find pages you're interested in syndicating and add those pages to Your List. You can add as many pages as you'd like.
3. When you're finished adding syndicated pages to Your List, select Your List in the navigation bar and choose Get Syndicated Code.
4. On the Get Syndicated Code page, copy or download the code for the selected syndicated pages, follow the online instructions on that page, and add the syndicated code to your site.

What if I don't see the page I'm interested in syndicating?

Due to the large volume of CDC Web content, not all Web pages are available for syndication; however, CDC is working hard to add new pages as needed. If you don't see a page you're interested in, you can [Request a Page to be Syndicated](#).

Is it possible to input syndicated content into a SharePoint webpage if SharePoint has the HTML editor disabled?

Unfortunately this is not available at this time. Currently, it's not possible to embed the specific HTML script fragments for this purpose into SharePoint.

Glossary

Term	Definition
API	Application Programming Interface (API) is technical specification for interaction between a syndication client and the syndication publisher.
Content Item	Items available for syndication from the given publisher.
Content Lists	List of items available for syndication.
Extraction	The process of parsing syndicated content out from source content. E.g. all content in the source document that is inside a block element (DIV) with the CSS class “syndicate”.
Hosting Page	A web page containing content that is syndicated from another source usually refers to the final rendered page as it is served to the users of the syndication client.
Hosting Site	A website containing pages (hosting pages) containing syndicated content or the API code needed to retrieve syndicated content at render time. Here used synonymously with registrant’s site or client or partner’s site.
Registration ID	Unique ID assigned by CDC to uniquely identify each subscriber.
Subscriber	A syndication client that either engages in feed polling or pub-sub functions to identify changes in publisher content and may ingest or include the updated content based on that change.
Syndicated Content	Processed content in place in the hosting page.
Syndication	The process of publishing content for use by entities other than the original creator. Used here primarily to describe providing web content for inclusion in to the websites of other entities with an emphasis on the availability of real time updates to content.
Syndication Client	An entity that browses, ingests, or includes content that was created and made available by a syndication publisher. May or may not be a syndication subscriber; out of channel syndication agreements/usage are allowed.
Your List	List of items selected by subscriber for syndication.