CDC’s Content API for Multi-Channel Delivery

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An API is a defined way for a program to accomplish a task, usually by retrieving or modifying data.

- Twitter.com

Yahoo Developer Network offers developer tools, APIs, web services, and resources that help developers build rich web experiences, integrate key data sources, and drive traffic.

– Yahoo Developer Network
Maintaining Multi-channel Content

- Facebook
- RSS
- m.cdc.gov
- Apps
- Widgets
Maintaining Multi-channel Content with our API

Content

Facebook

New Social Networking

Games

TV/Video

EHR

Apps

Widgets

Content Services API

Fact Sheet
From: John Doe
To: Jane Public

Content

Partner sites / Partner Apps

m.cdc.gov

RSS
Benefits

- Ability to update multiple channels with minimal effort
- Improves ability to track changes across channels
- Promotes reuse of messages, content and creative assets
- Distributes content creation across a wide pool of sources
- Makes content reuse a self service activity for partners
- Faster time to market
- Lower development costs