

Syndication: Frequently Asked Questions

What is Content Syndication?

Content Syndication is an easy and cost-free way for you to add scientifically sound and credible CDC health content directly to your site. When the CDC updates its content, those updates display immediately on your site through syndication, providing timely, information to your audiences. Content Syndication allows you to maintain the look and feel of your site while supplementing local information with critical, relevant, information from CDC. The Public Health Media Library provides you with access to the following CDC media: Badges, Buttons, eCards, HTML Content, Images, Infographics, Microsites, Videos, and Widgets.

Why do I need it?

Syndicated content is updated automatically. This automated update frees you from having to monitor CDC sites constantly and then manually cut and paste new information on your site. Syndication provides a minimal maintenance solution for keeping your site current and allows for a more efficient use of your critical resources. Content Syndication provides you choice and control of the topics and quantity of CDC content on your site. Content Syndication provides access to CDC information and media without ever requiring your visitors to leave your site.

How do I find content I'm interested in?

[Visit the Public Health Media Library](#) and browse or search for content that complements and integrates with your site. You will notice that CDC has information on many topics from recent outbreaks and emergency preparedness, to healthy living and safety.

There are several ways you can locate content for syndication:

- Search by title or key word.
- Search by URL. If you know the specific URL for a CDC Web page that you like, you can copy and paste the URL into the Search box.
- Browse by Topic using the left navigation bar.

A convenient feature of the Public Health Media Library is that the system can maintain a list of all the media items you've selected, and you may then share this list with others in your organization. In order to use this list feature, you must *register* your email address, organization, and Web domain.

What if I don't see the page or media item I want?

You may “Request a Page to be Syndicated” from the left navigation bar. Provide us with the URL of the page or item you would like. We will get back to you as soon as possible, usually within 24-48 hours. Due to the large volume of CDC Web content, not all media is available for syndication. However, we are working hard to add new items as quickly as possible.

How does it work?

In order to syndicate content, you must embed a small block of code into your site.

After locating and previewing your selections, “Get Embed Code” by clicking on the embed code tab, and then copy and paste the code into in your site.

For many items in the Public Health Media Library, “What You See Is What You Get” meaning that the way these items display on CDC's site is how they will look on your site. For other types of media, such as HTML, CDC will strip away the styling and any scripts so that what you receive for your site is clean and should fall in line with your local styling, based on your local CSS.

Syndication is enabled through an Application Programming Interface (API). Please see our API documentation for more information: [API Documentation](#)

Why is CDC offering content and media for syndication?

Through syndication, CDC's science-based resources can be combined with your ongoing activities at the state and local levels, and together we can use syndication to help coordinate health messaging for maximum impact and reach those at greatest risk.

If you would like additional documentation on Content Syndication, please see our Public Health Media Library Quick Reference Guide: [Public Health Media Library Quick Reference Guide](#)