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Getting Started

Do you want to make your organization’s World AIDS Day campaign or event stand out from the rest?

This World AIDS Day Social Media Toolkit will help your organization plan and prepare for World AIDS Day and other events by providing useful tools to enhance your social media efforts. World AIDS Day is a worldwide event that brings health care providers, stakeholders, communities, and people living with HIV together to unite in the fight against HIV, show support for people living with HIV, and commemorate people who have died. Sharing your organization’s resources and services during the week of December 1st will help put your organization’s knowledge and expertise into action. The World AIDS Day theme for 2014 is: “Focus, Partner, Achieve: An AIDS-free Generation.”

This Social Media Toolkit contains several sample Facebook and Twitter posts and hashtags that your organization can use for World AIDS Day. We have also compiled useful planning resources and collected numerous HIV/AIDS related graphics and photographs. The resources provided in this toolkit will help boost your organization’s social media activity by making it more interactive and engaging to the public. Follow these simple steps to get started:

- First, start by researching World AIDS Day on popular search engines as well as on different websites dedicated to HIV/AIDS. You can also get additional inspiration from articles, blogs and advocate’s stories. Select topics on World AIDS Day that work well with your organization’s target populations and communities it serves. Considering your organization’s target populations and its community in the planning and execution of your World AIDS Day event will ensure its success.

- Second, choose and use graphics wisely. A key ingredient to a successful social media campaign is attractive graphics and photographs. Visually attractive graphics and photographs will get your audience’s attention and will help your organization’s voice be heard for this year’s World AIDS Day and also future events. Be very selective of the graphics and photographs that your organization uses to represent itself, its target populations and its community. To help you get started, two full pages of “copy and paste” graphics and photographs are available for your use in this toolkit.

- If your organization plans to use Twitter to promote your World AIDS Day event, keep the following in mind regarding the proper use of hashtags. Never include more information in a hashtag post than is needed. To search for trending hashtags, log on to your social media page and research the top trends in your area on your Facebook and Twitter homepages. Take the time to learn and understand the “trending” hashtags specifically for World AIDS Day. Knowing the World AIDS Day hashtags will help your organization’s posts be seen by more people and may increase your “Followers” and “Likes” on your social media sites.

- Lastly, have fun with it. Tap into the creativity of staff and the community. Invite other organizations to join forces in the planning and promotion of World AIDS Day 2014, so that resources are maximized and the communities served receive maximum benefit.
Tips to Keep in Mind to Update your Social Media Pages:

1.) Promote “Shareability”
   
   a. Engage with your followers and don’t “over post” just to fill in space.
   
   b. Post trending topics/facts about World AIDS Day.
   
   c. Use hashtags that are trending for World AIDS Day.

2.) Create posts that highlight the main topic of the message.

3.) Avoid over hashtagging.

4.) Be consistent with your posts, if using a specific hashtag for your organization.

5.) Promote what your organization is doing for HIV/AIDS Awareness.

Share resources that will be helpful for your audience and/or target populations about World AIDS Day and how they can also get involved.
## Promotional Sample Posts for Facebook

<table>
<thead>
<tr>
<th>Post Title</th>
<th>Day/Time</th>
<th>Hashtag</th>
<th>Website Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today is #WorldAIDSDay. Have you been tested recently? We can end the</td>
<td>Monday, December 1st, 2014 at 9:00 AM</td>
<td>#MotivationalMonday#WAD2014</td>
<td><a href="http://www.aids.gov/hiv-aids-basics/prevention/hiv-testing/hiv-test-locations/">http://www.aids.gov/hiv-aids-basics/prevention/hiv-testing/hiv-test-locations/</a></td>
</tr>
<tr>
<td>spread of #HIV/#AIDS, one person at a time. Find a location and #gettested.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are many symptoms of HIV/AIDS, but you can't rely on them to know</td>
<td>Tuesday, December 2nd, 2014 at 9:00 AM</td>
<td>#TestingTuesday#WAD2014</td>
<td><a href="http://www.aids.gov">www.aids.gov</a></td>
</tr>
<tr>
<td>whether you have HIV. The only way to know for sure if you are infected</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>is to get #tested.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you learned about the (RED) campaign? When you DO THE (RED) THING,</td>
<td>Wednesday, December 3rd, 2014 at 9:00 AM</td>
<td>#WearREDWednesday#WAD2014</td>
<td><a href="http://www.red.org/en/learn/manifesto">http://www.red.org/en/learn/manifesto</a></td>
</tr>
<tr>
<td>a (RED) partner will give up some of its profits to fight AIDS. Be (RED).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Start the end of AIDS now.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are so many treatment options for HIV Positive Persons. Educate</td>
<td>Thursday, December 4th, 2014 at 9:00 AM</td>
<td>#TreatmentInfoThursday#WAD2014</td>
<td><a href="http://www.aids.gov">www.aids.gov</a></td>
</tr>
<tr>
<td>yourself and learn which is best for you.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“It is bad enough that people are dying of AIDS, but no one should die of</td>
<td>Friday, December 5th, 2014 at 9:00 AM</td>
<td>#FamousAdvocateFriday#WAD2014</td>
<td><a href="http://www.healthline.com/health/hiv-aids/quotes">http://www.healthline.com/health/hiv-aids/quotes</a></td>
</tr>
<tr>
<td>ignorance.”- Elizabeth Taylor</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Promotional Sample Posts for Twitter

<table>
<thead>
<tr>
<th>Post Title</th>
<th>Day/Time</th>
<th>Hashtag</th>
<th>Website Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today is #WorldAIDSDay. Support and motivation is available to help you with health care &amp; understand which #HIV treatment options are best. #HIVTreatmentWorks</td>
<td>Monday, December 1st, 2014 at 10:00 AM</td>
<td>#MotivationalMonday, #WAD2014</td>
<td><a href="http://1.usa.gov/1wss8ci">http://1.usa.gov/1wss8ci</a></td>
</tr>
<tr>
<td>HIV testing helps protect your health. Even if you are HIV negative or HIV positive, protect yourself and your partner.</td>
<td>Tuesday, December 2nd, 2014 at 10:00 AM</td>
<td>#TestingTuesday, #WAD2014</td>
<td><a href="http://1.usa.gov/1v8fgfQ">http://1.usa.gov/1v8fgfQ</a></td>
</tr>
<tr>
<td>Every generation is known for something. Let’s be the one to deliver an AIDS FREE GENERATION. Check out the (RED) Campaign.</td>
<td>Wednesday, December 3rd, 2014 at 10:00 AM</td>
<td>#WearREDWednesday, #WAD2014</td>
<td><a href="http://www.red.org/en/">http://www.red.org/en/</a></td>
</tr>
<tr>
<td>What to expect when you're on #PrEP? Learn more to prepare for or inform on the PrEP experience.</td>
<td>Thursday, December 4th, 2014 at 10:00 AM</td>
<td>#TreatmentInfoThursday, #WAD2014</td>
<td><a href="http://bit.ly/1v8f1lc">http://bit.ly/1v8f1lc</a></td>
</tr>
<tr>
<td>Every story &amp; voice makes an impact - read stories about #HIV and share your own with us!</td>
<td>Friday, December 5th, 2014 at 10:00 AM</td>
<td>#FamousAdvocateFriday, #WAD2014</td>
<td><a href="http://1.usa.gov/1wXl2QR">http://1.usa.gov/1wXl2QR</a></td>
</tr>
</tbody>
</table>
Sample Hashtags for Twitter and Facebook

Use these helpful hashtags for each day of the week to promote your knowledge and awareness of World AIDS Day 2014.

Suggested everyday hashtags for the week of December 1st, 2014- #WAD2014

- **Monday- #MotivationalMonday**
  - (Posts that help motivate others to get tested for/or learn about HIV/AIDS.)

- **Tuesday- #TestingTuesday or #TakedownAIDSTuesday**
  - (How to get tested, how to prevent HIV/AIDS)

- **Wednesday- #WearREDWednesday**
  - (Why the color RED is important for World AID's Day and HIV/AIDS in general, encourage others to post a picture of themselves wearing RED)

- **Thursday- #TreatmentInfoThursday**
  - (Treatment Options for HIV Positive persons or for Providers to inform)

- **Friday- #FamousAdvocateFriday**
  - (Post about HIV/AIDS advocates, survivors, celebrities who support HIV/AIDS and individual stories)
Sample “Copy and Paste” Graphics/Photos to Use in Posts:
*Don’t forget to incorporate your own organization’s photos to your campaign.
Sources (URLs) for “Copy and Paste” Graphics/Photos

2. wallpaper.krishoonetwork.com
3. gigahertzzz.deviantart.com
4. www.pinterest.com
5. www.danadamsgh.com
6. www.unaids.org
7. www.aidsmap.com
8. www.cdc.gov
9. www.renegadebroadcasting.com
10. www.quickenloans.com
11. www.drjosephcohen.com
12. www.google.com
13. hivtest.cdc.gov
14. www.customizedgirl.com
15. www.aids.gov
16. www.sknclt.com
17. atlantablackstar.com
18. www.thebody.com
19. www.bacchusnetworkstore.org

Resource List

1.) www.aids.gov [AIDS.gov]
2.) http://hab.hrsa.gov/ (U.S. Department of Health and Human Services)
3.) http://www.who.int/hiv/en/ (World Health Organization)
4.) http://www.unaids.org/ (UNAIDS)
5.) www.cdc.gov (Centers for Disease Control)

Centers for Disease Control (CDC) Social Media Tools

1.) http://www.cdc.gov/actagainstaids/about/index.html Act Against AIDS (CDC)
2.) http://aids.gov/using-new-media/ (Using New Media) (AIDS.gov)
3.) http://www.cdc.gov/hiv/library/socialmedia/ (CDC) (Social Media)
4.) http://www.cdc.gov/socialmedia/ (Social Media at CDC)

List of campaigns below:

6a. HIV Treatment Works - http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/
   i. Target Audience/Message: Individuals living with HIV. Discussing how sticking with care and treatment helps them to stay healthy, protect others, and live longer, healthier lives.

6b. We can Stop HIV One Conversation at a Time / Podemos Detener el VIH Una Conversación a la Vez (Available in Spanish)
   http://www.cdc.gov/actagainstaids/campaigns/oneconversation/index.html
   ii. Target Audience/ Message: Hispanic/Latino men and women. This campaign encourages Hispanics/Latinos to develop an open communication about HIV/AIDS with their loved ones and communities.

6c. Let’s Stop HIV Together (Available in Spanish)
   http://www.cdc.gov/actagainstaids/campaigns/lsht/index.html
   iii. Target Audience/ Message: An HIV Awareness Campaign open to the public about HIV's impact and to help fight the stigma of the disease by showing individuals who have HIV are real people.

6d. Start Talking. Stop HIV.
   http://www.cdc.gov/actagainstaids/campaigns/starttalking/index.html
   iv. Target Audience/ Message: Gay and bisexual men. This campaign helps reduce new HIV infections among gay and bisexual men by helping them to develop open communication about multiple HIV prevention strategies and related sexual health issues.
   
   v. **Target Audience/Message**: To encourage Latino gay and bisexual men to get tested for HIV.

6f. **Take Charge. Take the Test** - http://gettested.cdc.gov/takecharge/
   
   vi. **Target Audience/Message**: To increase HIV testing for all African American women.

   
   vii. **Target Audience/Message**: African American or black gay and bisexual men to get tested for HIV.


List of campaigns below:

7a. **HIV Screening. Standard Care.**
   
   
   i. **Target Audience/Message**: To help encourage primary/health care providers, and gynecologists to promote routine HIV testing during patient visits.

   
   ii. **Target Audience/Message**: Infectious Disease Specialists and Primary Care Providers who treat HIV to screen for risky transmission behaviors, and reiterate to those patients the importance of protecting themselves and others.

   
   iii. **Target Audience/Message**: For OB/GYNs, Certified Nurse Midwives to increase the testing in pregnant women for HIV infection. Also, to help decrease the number of infants born with HIV.
PROCEED, Inc., NCTSTA Contact Information

**Organization:** PROCEED, INC. 1122 E. Grand Street Elizabeth, NJ 07201

**Website:** [www.proceedinc.com](http://www.proceedinc.com)

**Email Address:** CBASolutions@proceedinc.com

**Phone Number:** (908) 351-7727

**Facebook Page:** ProceedNCTSTA

**Twitter Site:** ProceedNCTSTA

**How to request Capacity Building Assistance:**

Please follow the link provided to fill out the appropriate form:


**NCTSTA Staff Directory**

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