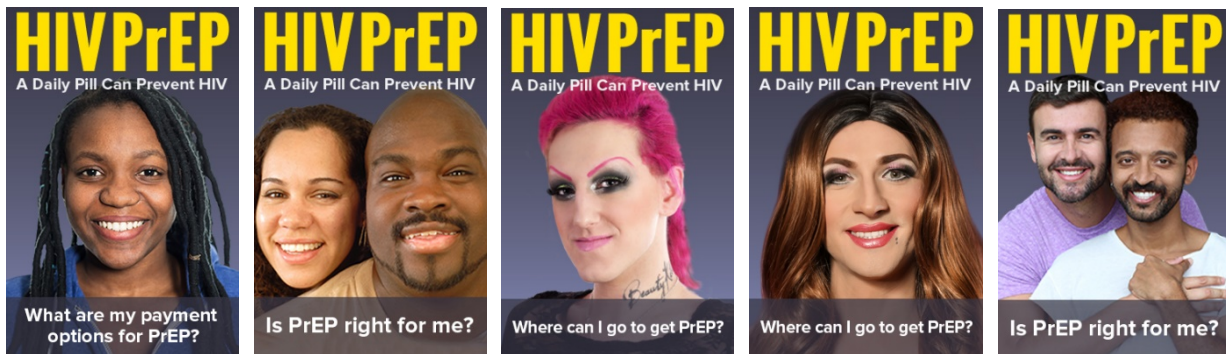


HIVPrEP

A Daily Pill Can Prevent HIV

Social Media Toolkit
May 2019



Promoting Access to PrEP for all Eligible Individuals



AIDS Institute PrEP Social Media Toolkit and Campaign

The AIDS Institute is seeking to mount a grassroots PrEP campaign by engaging stakeholders to disseminate New York State Department of Health (NYSDOH) AIDS Institute consumer educational materials. We will provide a PrEP Social Media Toolkit that partners who voluntarily opt in can use to promote PrEP. A webinar will be offered to prepare partners to utilize the social media toolkit and a post-campaign Debriefing Session will provide an opportunity for participating agencies to provide feedback to help guide future AIDS Institute campaign efforts.

PrEP Toolkit: HIV PrEP: A Daily Pill That Can Prevent HIV

- Features a diverse panel of models and addresses three key topics related to accessing PrEP
- Provides digital formats of NYSDOH consumer education materials in English and Spanish
- Will be shared with AIDS Institute funded PrEP and prevention services providers and other community stakeholders who have strong ties to community members and the general public.
- Will be disseminated via participating partner's Facebook, Twitter, Instagram and other social media platforms.

Who: The purpose is to promote access to PrEP to all eligible individuals and priority populations. The AIDS Institute hopes to engage a minimum of twenty AIDS Institute funded programs and other partners across NYS to participate in this campaign.

PrEP Social Media Campaign will encompass 3 key messages:

- Is PrEP Right For Me?
- Where Can I Go to Get PrEP?
- What Are My Payment Options for PrEP?

Customizable Options:

Participating agencies are encouraged to select the models and messages from the toolkit that best reflect their community. Partners may:

- Customize links to direct people to local service organization websites, event calendars, etc.
- Engage with community members, clients, peers and staff to learn what messages they feel are most important to them.
- Modify models to best reflect your community and highlight community spaces where new and existing clients can receive services in a stigma-free, friendly environment.
- Modify hashtags to reflect agency social media efforts as well as local events.

What it Means to Participate:

Agencies that participate in this grassroots campaign will be asked to:

- Carefully select the campaign materials that best reflect your community.
- Dedicate a staff person's time to post campaign materials on agency Facebook, Twitter, Instagram or other social media platforms at least three times a week for minimum of two weeks.
- Dedicate staff time to respond to comments and shares related to the campaign.
- Consider dedicating a small amount of funding to boost posts or purchase paid ads.
- Participate in a post-campaign Debriefing Session.

Timeline:

- The Information/ Technical Assistance Webinar will be conducted June 13th from 12-1:30 pm
- Campaign Launch – Anytime from June 13th through September 30th
- Post-campaign Debriefing Session – October

If you have questions or would like to sign up to participate, please contact: Mike Clifford, HIV Education and Training Programs by calling 518-473-2764 or emailing michael.clifford@health.ny.gov

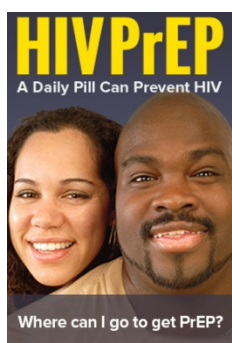
PrEP Campaign Digital Files

Three sets of photos will offer a variety of models and will include one of the three campaign PrEP questions. The interchangeable campaign images will be available in both English and Spanish.



“Where can I get PrEP?” links to the AIDS Institute Voluntary PrEP/PEP Provider Directory at: <https://providerdirectory.aidsinstituteny.org/>

Photo also available with the questions: “Is PrEP right for me?” and “What are my payment options for PrEP?”



“Is PrEP right for me?” links to NYSDOH PrEP Campaign website at: www.prepforsex.org

Photo also available with the questions: “Where can I go to get PrEP?” and “What are my payment options for PrEP?”



“What are my payment options?” links to NYSDOH PrEP Payment options at:

https://www.health.ny.gov/diseases/aids/general/prep/docs/prep_payment_options.pdf

Photo also available with the questions: “Is PrEP right for me?” and “Where can I go to get PrEP?”

PrEP Campaign Twitter, Facebook and Instagram cover photos available in different file sizes to match platforms.



Agencies are also encouraged to use their own photos/videos/graphics or agency-purchased stock photography in conjunction with the written messages.

Sample Posts for Facebook, Instagram and Twitter

Agencies are encouraged to customize the web links and phone numbers to their PrEP program services.

Is PrEP right for me?

- #Transgender Sexual Health Matters. Protect yourself by taking #PrEP, a daily pill that can prevent #HIV. To learn more visit <https://www.prepforsex.org>
- Taking the pill to prevent pregnancy? You can also take #PrEP, a daily pill to prevent #HIV. To learn more visit <https://www.prepforsex.org/women.php>.
- If you don't know their #HIV status, get on #PrEP. To learn more visit <https://www.prepforsex.org>
- No matter who or how many you love, get PrEPed for sex by taking a daily pill that can prevent #HIV. To learn more visit <https://www.prepforsex.org> #PrEP
- Protect yourself from getting HIV when you use. #PrEP is effective even while you are high. To learn more visit <https://www.prepforsex.org>
- No matter what your partner is doing, you can protect yourself against HIV by taking #PrEP. To learn more visit <https://www.prepforsex.org>.
- #PrEP can prevent HIV for anyone under the rainbow. If you are #LGBTQ and having sex, PrEP may be right for you. To learn more visit <https://www.prepforsex.org>
- Update your dating profile by getting on #PrEP. To learn more about PrEP, a daily pill that can prevent #HIV visit <https://www.prepforsex.org>

Where can I go to get PrEP?

- Looking for a safe space to get PrEP? Find a #trans friendly PrEP provider in your area by visiting <https://providerdirectory.aidsinstituteny.org> . #transgender #queer
- You can choose a local #PrEP provider who is right for you. For a list of local providers visit <https://providerdirectory.aidsinstituteny.org> . #Women #womenshealth #HIV
- Find a local #LGBTQ friendly #PrEP provider by visiting <https://providerdirectory.aidsinstituteny.org>.
- Find a #PrEP provider who understands you. For local providers visit <https://providerdirectory.aidsinstituteny.org> or call (xxx) xxx-xxxx
- You can party and still prevent getting HIV. Find a supportive #PrEP provider who understands your choices. For local providers call (xxx) xxx-xxxx or visit <https://providerdirectory.aidsinstituteny.org>
- PrEP Together, to prevent both you and your partner from getting HIV. Find a local #PrEP provider by visiting <https://providerdirectory.aidsinstituteny.org> or call (xxx) xxx-xxxx

What are my payment options for PrEP?

- Protect yourself against #HIV for little to no cost to you. To learn about #PrEP visit <https://on.ny.gov/2JuOjAw>

- #PrEP, a daily pill to prevent HIV can be affordable with, or without insurance. To learn more visit <https://on.ny.gov/2JuOjAw>
- Taking #PrEP will protect you from HIV without emptying your pockets. To learn more about #PrEP payment options visit <https://on.ny.gov/2JuOjAw>
- How do I pay for #PrEP? To speak to a PrEP Specialist for low-cost payment options call (xxx) xxx-xxxx.
- #PrEP is an affordable method for HIV prevention. For information visit <https://on.ny.gov/2JuOjAw>

Note: These messages have been designed for Twitter, recognizing the 140-character limit¹. However, if you have a URL and that is what makes you go over the limit, Twitter will automatically shorten it for you. *Each social media platform has its own specific limits for characters allowed. The rule of thumb for all Social media post and paid ads is less is more².*

#Hashtags

Hashtags (#) are words and phrases that can be used to index and search for similar posts on a social media platform. There are 2 basic purposes for a #hashtag:

- To highlight and provide a searchable keyword for your post’s topic, or
- To provide a searchable keyword for your specific event, organization or geographic area.

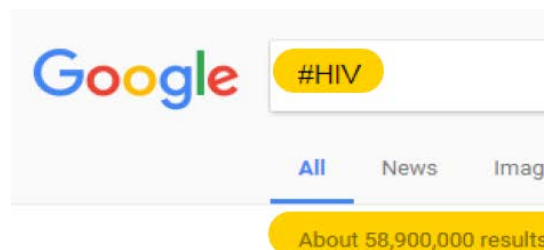
Hashtags should be short, easy to understand, and shareable. Community members may be less likely to use hashtags based on acronyms they don’t use (i.e., MSM, TG/GNC, SOGI), or hashtags that are too long.

Some sample hashtags to consider:

#PrEP #HIV #LGBTQ

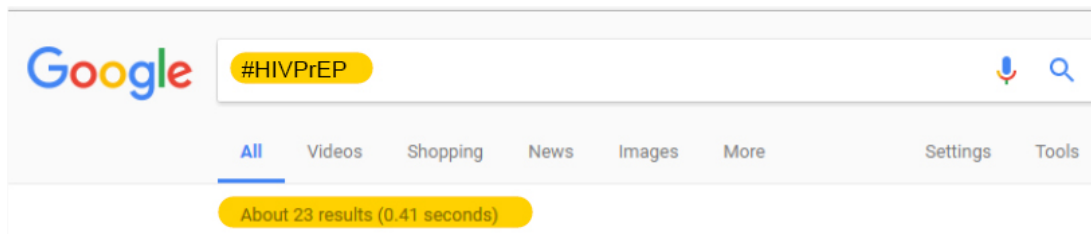
#Women #Transgender #Trans

Although tailored hashtag like #HIVPrEP may be found with posts specifically related to your agency’s content, it can limit the amount of searchable reach. Hash tags that are more common but are still relevant such as #HIV, #PrEP or #Women will cast a wider searchable net and connect others to your content. See example below.



¹ Or 280-character limit, if your agency account is part of Twitter’s expanded tweet pilot launched Sept 2017

² Posts with 80 characters or less receive 66% higher engagement



Images used for visual representation only. Twitter does not provide a count of how many times a #hashtag is used.

Some social media platforms may count #hashtags as part of a character limit; others don't. If you find your message getting too long, you can split the message into two or more posts, cut down on #hashtags, or incorporate #hashtags into your message text instead of duplicating words at the end. You don't need to have #HIVPrEP at the end of the message if #HIVPrEP is already in the message. Hashtags are incorporated into sample tweets below.

@Mentions

Mentions are a way to tag another user on that social media platform. To mention someone, simply type @ and the username, noting that this may be different from the individual's given name. Some platforms have different requirements on how to use a mention – you may need to follow that user. Other platforms allow you to mention anyone with an account. Agencies are encouraged to tag their collaborative partner agencies, especially if you are referring to services that they provide. Some agencies may wish to mention local elected officials, especially those who support your efforts, attend your events, and so on.

Agencies should be cautious about tagging staff, community members and peers without their consent. Issues related to stigma, discrimination, 'outing' and disclosure may be unanticipated consequences of tagging without permission.

Who should be mentioned? Collaborative local partners are a great place to start, as are supporting officials, sponsors and such. Mentioning others at a regional, state, or national level may not be as useful, depending on the message and that whether/how that agency monitors their social media platform.

Example of a Facebook mention:

Today from 9am to 4pm @agencyname will be offering walk-in #PrEP screening at our downtown office at 123 Main Street. For more information call (xxx) xxx-xxxx.

Resources

Agencies that don't have their own website with resources and information about PrEP can share local/state/federal public health resources, or other trusted websites that are medically accurate and evidence-based. A few additional recommended URLs include:

New York City Department of Health and Mental Hygiene

- [Daily PrEP to Prevent HIV](#)
- [PlaySure Network for HIV Prevention](#)
- [A User's Guide to PrEP](#) (to order copies, call 311 in NYC)
- [PrEP y PEP Nuevas Maneras de Prevenir el VIH](#)

Centers for Disease Control and Prevention (CDC)

- [PrEP 101](#) (January 2018)
- [PrEP Basics](#) (October 2017)
- [Talking To Your Doctor About PrEP](#)

HIV.gov

- [PrEP Questions and Answers](#) (May 2017)

HIV PrEP A Daily Pill Can Prevent HIV poster

<https://www.health.ny.gov/publications/9128.pdf> This digital poster has embedded clickable links.