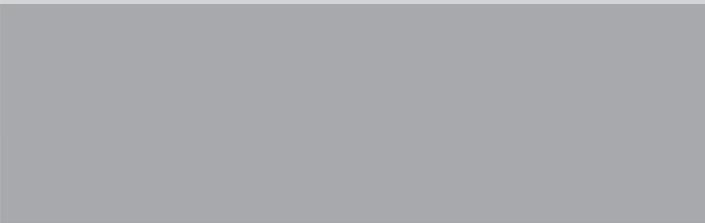
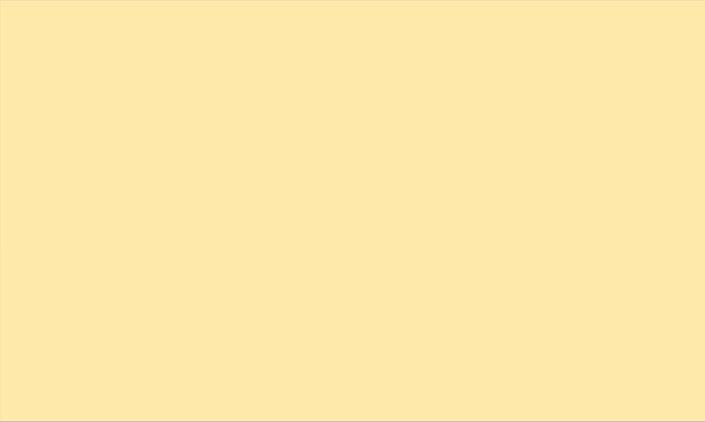


Prepare, Engage, Share



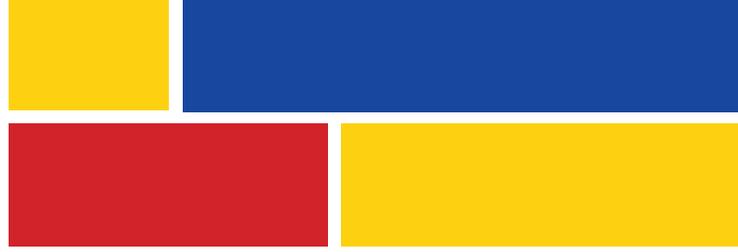
*Reasons to Promote
HIV Testing*

A Social Media Toolkit



Table of Contents

Envision	3
Prepare	5
Engage	8
Share	10



Envision

We all have a reason for getting tested for HIV. Imagine:

If Latinos across the country were talking about the importance of HIV testing and sharing its importance among their friends and families?

If that conversation focused on the love, respect, and pride we have for one another and for our community?

If partners like you were encouraged to help coordinate a greater effort to raise awareness, rally support, and drive action?

You can help make this happen.

We want to provide you with tools to showcase your ability to impact your community—online and across your social media channels—in support of the Centers for Disease Control and Prevention’s (CDC’s) Reasons campaign. CDC developed Reasons to promote HIV testing among Latino gay and bisexual men ages 18–49. We invite you to join us.

You have an important role.

With this toolkit, we hope to help you maximize your use of social media by providing messaging guidance and content and engagement strategies, coupled with creative materials that you can use and share with your community.

We also realize you may have more questions than can fit in a quick guide. This is why we encourage you to visit our Facebook page (<http://www.facebook.com/sharereasons>) where you can connect with others and find support for your efforts.

We thank you for your participation. What you do helps improve the health of our community.

Prepare

Let's get started! Strategic use of social media strikes a balance between planning your approach and making your social media truly social by interacting with others and facilitating new connections and conversations.

Crawl, Walk, Run, Fly



When it comes to social media, all of us enter the discussion with varying levels of comfort and understanding. Think of your social media capacity along the framework of crawl, walk, run, and fly.

Where is your organization?

- **Crawling:** "We hear a lot about social media so we set up a profile or two to tip our toes into the water. But, I'm not sure we remember our passwords or how to access it."
- **Walking:** "We use at least one social media platform and set some initial goals up around it. We're currently working to integrate its use more in line with our communications strategy."
- **Running:** "We've been using social media for a few years now and have a presence on multiple networks. We're working to integrate best practices into our efforts through a more sophisticated content strategy. We are also trying to best measure success, which has us looking into how we can go beyond merely broadcasting information to using social media as a tool for impactful engagement."
- **Flying:** "We have run several social media initiatives that drive multi-channel engagement. We've also gotten pretty good at using advanced measures of success. Now, we're working to bridge social connections and help share our lessons learned with others."

The crawl, walk, run, fly framework is helpful in understanding where your organization is on the social media spectrum, but it is also helpful to shape engagement strategies to meet your followers where they are in terms of readiness for interaction.

Some may not be active on social media platforms and may only be ready to receive campaign information (Crawl), while others may be willing to visit the website or follow you on Facebook and Twitter (Walk). More active members will want to Run and be a part of the conversation by contributing to posts, interacting on social media, and offering their own Reasons for getting tested and involved. Finally, some in your community may be ready to Fly with you and become ambassadors and partners, willing to offer their name or brand to further the cause.

5 Reasons to Go Social

Some people might wonder why you would want to use social media to support your organization's HIV testing efforts. Here are just a few reasons you can share with them:

1. According to Nielsen research, Hispanics are the fastest growing ethnic group on Facebook.
2. Some 68% of Latinos use social networking sites (SNS) like Facebook and Twitter. Zoom in on Latino Internet users ages 18–29, and 84% say they use social networking sites.
3. Among Latinos who use SNS, 60% say they do so mostly or only in English, 29% say they do so mostly or only in Spanish, and 11% say they use both English and Spanish equally.
4. Fully 40% of cell phone owners use SNS on their cellphone, with 28% doing so on a typical day. Young people ages 18–29, African Americans, and Hispanics are more likely to engage in mobile SNS use.
5. Of Latino MSM ages 18–34, 92% are online five or more times every week and 69% carry their cellphones wherever they go. They are also 127% more likely to watch videos on their cell phones and 122% more likely to visit YouTube than other males ages 18–34.



Questions to Consider

As you prepare to either embark into social media for the first time or give your social media a makeover, think through the following questions:

- **What's our strategic framework?** Strategy trumps technology. Many of the same rules of health communications and marketing still apply on social media. We need to know our goals, set measurable objectives, understand our community, and think through how best to connect strategies and tactics for impact. To apply this to social media, use Forrester's POST approach. This approach helps you identify the people you want to engage, your objectives, your strategy, and then, as the last step, connect you with the right tools.
- **Do I have the right community manager?** Great users of social media have a responsive community manager. The community manager serves a variety of roles, including administering the platform; posting and sharing information; listening, facilitating, and responding to the conversation; and building and growing the community and the connections between members of the community. Social media may be "free" to use in some cases, but it's like a garden. It takes great attention and time to keep it alive and growing!

- **What content strategy can help strengthen our efforts?** A core element of social media success revolves around your organization's content strategy. Content strategy is defined as the planning, creation, and development of content that helps you attract and engage people around your cause. Two tools can provide the foundation of a good content strategy:
 - **Compelling creative assets.** Visual content, such as video, is 12 times as likely to be shared on Facebook as a standard post or link, while a photo is twice as likely to be shared. Content that uses storytelling through the use of photos, creative imagery, and video can help give your social media that extra push to attract and engage your community.
 - **A strong editorial calendar.** An editorial calendar outlines your communications channels and ties together your messages and content formats across channels. It helps you determine what content should be posted where, when, and by whom.

Dive in!

These resources can help jumpstart your work:

- CDC's Social Media Works Guide (<https://cdc.orau.gov/healthcommworks/Account/LogOn?signInArea=SocialMediaWorks>)
- CDC's Message Works Guide (<https://cdc.orau.gov/healthcommworks/Account/LogOn?signInArea=MessageWorks#5>)
- CDC's Health Communicator's Social Media Toolkit (http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)
- CDC's Guide to Writing for Social Media (<http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf>)
- HIV Prevention Goes Social: Social Media Toolkit  (<http://nmac.org/wp-content/uploads/2012/10/HIV-Prevention-Goes-Social-Toolkit-Final.pdf>)
- Social Media Strategy Worksheet (<http://blog.aids.gov/downloads/post.pdf>)

¹ Buck, Stephanie. For *Brand Engagement, Visuals Rule*. Mashable, August 24, 2012. Accessed on November 25, 2012 at <http://mashable.com/2012/08/24/visual-storytelling-brands/>.

Message Guidance

Because *Reasons* was designed to encourage testing among Latino gay and bisexual men, we developed the messages below, which can be used to craft social media messages.

Key messages for social media:

- HIV testing is free, fast, and confidential.
- The only way to know if you have HIV is to get tested.
- We all have a reason for getting tested for HIV. Share yours.
- Anyone can become infected with HIV.
- Whether you test positive or negative for HIV, you can use that knowledge to take better care of yourself and your loved ones.
- Knowing your HIV status is important for overall health and well-being.
- In the United States, more than 1.1 million people live with HIV. Almost 1 in 5 is unaware of their infection.

Planning Checklist:

- **Can you justify why you use the social media tools you chose?** Take into account the level of expertise your community manager has, and the level of effort he or she can put forth to maintain and grow your online community. Taking a moment to listen and observe the channels your community is using will help you adopt the lowest risk and most successful tools for your efforts.
- **Are scientific messages accurate?** Messages associated with CDC science and developed for dissemination should be accurate.
- **Is your editorial calendar up to date?** Posting consistently by following a posting schedule or editorial calendar can help keep your community's attention. It can also help you optimize your efforts during special events such as Pride festivals or National HIV Testing Day.
- **Are posts short and simple?** Posts that are shorter in length are easier to read and are more likely to increase engagement among fans. For Twitter aim to keep posts to 120 characters or fewer, which allows for retweets and replies. For Facebook, posts fewer than 250 characters are ideal to keep your fans' attention.

- **Do posts include a call to action?** Posts should be actionable. A great way to make sure your posts are actionable is to connect fans with resources and opportunities to get involved. Point followers to the campaign website and provide them with testing opportunities and locations.
- **Do posts support the Reasons campaign?** The Reasons campaign offers a number of creative resources and supportive calls to action. Use these resources to your advantage.

Social Media Resources

These tools can help!

- AIDS.gov New Media Tools
(<http://aids.gov/using-new-media/tools/>)
- HowTo.Gov: Social Media
(<http://www.howto.gov/social-media>)
- The Case Foundation's Social Media Toolbox for Nonprofits 
(<http://casefoundation.org/topic/social-media>)
- Social Media Sizing Cheat Sheet 
(<http://ijustdid.org/2012/11/social-media-sizing/>)
- Sample Editorial Calendar 
(<http://bit.ly/12IVP0d>)
- Content Idea Generator 
(<http://bit.ly/lsvvac>)
- Social Media Examiner 
(<http://www.socialmediaexaminer.com/>)
- Socialbrite.org 
(<http://www.socialbrite.org/>)

For official campaign creative and promotion materials, please visit:

<http://hivtest.cdc.gov/Reasons>



- **Are you using social media to elevate the exposure of your events?** Uploading event photos soon after an event, and encouraging fans to check in to events, can keep the conversation timely. Allowing fans to tag themselves in images also increases the reach of photos to non-fans as well.
- **Is it easy for your community to share your message?** Using social media sites like Facebook, Twitter, and YouTube makes it easy for fans to share and forward your message. Both Facebook and YouTube have “share” buttons to make the process easy for followers.
- **Are you varying post formats?** Providing posts in different formats like photos and videos can optimize your effort. There are mobile social media apps like Instagram, Tout, and Vine that can help you capture and share compelling moments.
- **Have you identified your metrics of success?** It's important to measure and evaluate your progress. Social media offers a number of data points. Make sure you're choosing the rights ones to gauge progress.

Engage

Now that you have a plan, the next step is to get out in the community and create relationships. Be social!

Content and Engagement Strategies

With the crawl, walk, run, fly framework in mind, this section offers a variety of strategies you can use to attract and engage people in your efforts.

5 Ways to Go Social

1. Link to the campaign website.
2. Follow us on Facebook.
3. Use and promote the campaign hashtag: #sharereasons.
4. Share provided tweets and Facebook posts.
5. Embed one of the campaign videos on your website and post it to your social media.

Crawl

- **Practice by doing.** Realize that what you do today may not work tomorrow. The best way to learn and understand social media is to start using it yourself. Don't be afraid to experiment on your own and apply what you learn.
- **Understand that engagements trump broadcasts.** Many health communicators are tempted to use social media to blast their messages to their audience. This approach misses out on the opportunity of social media. Work to cultivate relationships with your community: ask them questions, encourage their feedback, respond to their comments in a timely manner, invite them to share your content, and find ways for them to get involved.
- **Consider post timing.** Find out what times are best to maximize the life of your post. On Facebook, this may mean posting in the morning, late evening, or on weekends. You can also schedule social media posts in advance using a variety of tools such as Facebook Scheduler, Hootsuite, or Tweetdeck. Remember: Just because a post is scheduled doesn't mean you can forget about it.

Walk

- **Get creative with photos.** Photos get twice as many likes on Facebook as traditional posts. Consider using them when possible. To go further, use the “tagging” feature and provide photo descriptions. Other ideas include using photos to hold “caption contests” or to help evoke a response. For example, you could post an image of a red ribbon and ask: What does this mean to you?
- **Ask questions.** Example: *Knowing my HIV status makes me feel more in control of my health and well-being. Do you agree?* Additionally, you can ask true/false questions, fill-in-the-blank questions, or trivia questions about HIV or safer sex. If you provide HIV testing, share testing hours or testing dates to remind fans and followers that testing is available. If you will be present at special events, such as Pride festivals, remind fans of your hours and location and encourage them to check in at your location.
- **Start a Thunderclap.** Thunderclap  (<https://www.thunderclap.it/>) is a tool you can use to mobilize your audience to support your efforts. Using Thunderclap, input a social media message of your choosing and fans will sign up to automatically tweet it or share it on Facebook on the date and time of your choosing. Ask organizations to join you in participating.

Run

- **Use social video.** Vine, Tout, Viddy, and SocialCam are all apps you can download to capture video on the go. For example, using Tout, you can ask people to share their reason for getting tested for HIV and then upload the videos to your Tout feed—and invite others to share their reasons for getting tested. Remember: Be sure to use the campaign hashtag!
- **Encourage cross-promotion and collaboration.** If you have a blog or know of others who have a blog, invite guest posts by partners and community members. Ask them to share their reasons for supporting HIV testing and how they are getting involved in the campaign.
- **Make video FAQs.** Ask members of your community to submit their questions about getting tested for HIV. Create 1- to 2-minute video responses and post them to your social media channels. Before long, you'll have a library of responses you can use at events and on your website.

Fly

- **Host an HIV testing event.** Work with others in your area to provide free, fast, and confidential HIV testing. As people wait to get tested, share the Reasons campaign with them and ask if they'd be willing to share their reasons for getting tested. You could ask them to write down their reasons and take a picture of it if they prefer to be anonymous. You could also capture their reason on video using one of the social video apps mentioned above.
- **Consider promoting posts.** Work to understand Facebook Edgerank , (<http://edgerankchecker.com/>) the algorithm Facebook uses to determine what shows up in a fan's newsfeed. Because of changes in Edgerank and increasing competition, it is increasingly difficult for organizations to get their content in their fans' newsfeeds. If you have a post that you want to be sure your fans see, consider promoting posts, which will increase their visibility by making them appear higher in the newsfeed. Refer to your page's Facebook Insights to see if it has had an impact.



- **Recruit fellow partners.** Hold a social media training for organizations that you work with—introduce them to the Reasons campaign and walk them through this toolkit. If they want to get more involved, invite them to join the partners-only Facebook group to connect with others working on the campaign who share their support for HIV testing.

Facebook Feature: 22 Reasons 22 Days

If you haven't noticed, we encourage the use of photos and videos when talking about social media! And starting with the campaign launch, we're putting them to work as part of a Facebook effort called **22 Reasons 22 Days**. The number "22" helps remind us that in 2010, Latinos accounted for an estimated 22% of the new HIV infections among gay and bisexual men.

There also happens to be 22 days between the launch of the campaign on June 6, 2013 and National HIV Testing Day (June 27, 2013). Each day during this time, we'll share a visual post that communicates a different reason for getting tested for HIV. One day might be "family" while another day might be "future" or "pride."

We invite you to participate as we share 22 reasons to get tested in 22 days. Encourage your community to "like," "share," and "tag" themselves in the reasons they relate to and to share their own reasons for getting tested. As the campaign continues, you could even host your own **22 Reasons 22 Days** effort. If you do, be sure to let us know on our Facebook page.

ACT
against
AIDS

Share

To help get you going, we've provided sample posts for you—along with added creative assets you can use on your own social media.

Go Visual.

- **Videos.** We have videos you can use in both Spanish and English—you choose what works best for you
- **Conversation Starters.** Want to jumpstart the conversation? Encourage fans to share their reasons for getting tested.
- **Images.** The *Reasons* campaign features powerful, bold images. Use them to make a statement and promote HIV testing.

Sample Facebook Posts:

- We all have a reason for getting tested. Share your reason and find free, fast, and confidential HIV testing near you: <http://go.usa.gov/bKye>. #sharereasons
- In the United States, more than 1.1 million people live with HIV. Almost 1 in 5 is unaware of their infection. We all have a reason for getting tested. Share yours! <http://go.usa.gov/bKye> #sharereasons
- "Like" if you support HIV testing for you and your friends. #sharereasons
- When you know your HIV status, you can take care of yourself, and you are less likely to pass the virus to others. "Like" if this sounds like a good reason to you. #sharereasons
- The only way to know if you have HIV is to get tested. Join us today and pledge to get tested: <http://go.usa.gov/bKVj>. #sharereasons

Sample Tweets:

- We all have a reason for getting tested: <http://go.usa.gov/bKye> What's yours? RT and show your support. #sharereasons
- We all have a reason for getting tested. Join us and show your support: <http://go.usa.gov/bKye> #sharereasons
- You could have HIV and still feel healthy. Find an HIV testing site near you: <http://go.usa.gov/bKye> #sharereasons
- HIV testing is free, fast and confidential. Find an HIV testing



site near you: <http://go.usa.gov/bKye> #sharereasons

- Knowing your HIV status is a source of strength. Find an HIV testing site near you: <http://go.usa.gov/bKye> #sharereasons
- June 27 is National HIV Testing Day. Join us and #sharereasons to get tested: <http://go.usa.gov/bKVj>
- Getting tested for HIV helps us protect the people we love. Join us and pledge to get tested: <http://go.usa.gov/bKVj> #sharereasons

Campaign Hashtag: #sharereasons

Remember to use the official campaign hashtag to promote the campaign. Hashtags can be used across social media platforms, especially Twitter and Instagram.

Helpful Content and Tools:

Consider using and sharing these content resources and additional tools with your online communities

Get the facts:

- Latino HIV/AIDS Facts (<http://www.cdc.gov/hiv/risk/raciaethnic/hispaniclatinos/index.html>)
- HIV/AIDS Facts (<http://www.cdc.gov/hiv/>)
- CDC Vital Signs: HIV Among Youth in the United States (<http://m.cdc.gov/en/VitalSigns/hiv-among-youth-in-the-us>)

Find a testing site:

- Visit [HIVtest.cdc.gov](http://hivtest.cdc.gov) (<http://hivtest.cdc.gov/>)
- Text your zipcode to "KNOWIT" (566948)

Try these tools:

- Act Against AIDS Initiative and Resources (<http://www.cdc.gov/actagainstaids/>)
- HIV Testing and Locator App (<https://itunes.apple.com/us/app/hiv-testing-care-services/id560141508?mt=8>)
- National HIV Testing Day Toolkit (<http://healthfinder.gov/NHO/JuneToolkit.aspx>)
- HIV Testing: Questions for The Doctor (<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/hiv-testingquestions-for-the-doctor>)
- Event Guide: HIV/AIDS Awareness Days (<http://www.aids.gov/news-and-events/awareness-days/event-planning-guide/>)
- AIDS.gov's Facing AIDS Mobile App (<http://facing.aids.gov/>)
- National HIV/AIDS Strategy (<http://aids.gov/federal-resources/national-hiv-aids-strategy/overview/>)

Stay Connected:

hivtest.cdc.gov/reasons

cdc.gov/actagainstaids



@talkHIV

(<https://twitter.com/talkHIV>)



facebook.com/sharereasons

(<https://www.facebook.com/sharereasons>)