

Disseminating Culturally Relevant Social Media Messages

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Disclaimer

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Agenda

- **Overview**
 - HIV Surveillance
 - Let's Stop HIV Together Campaign
- **Social Media Approach**
- **Social Media Personas**
- **National HIV Awareness Days**
- **Recommendations**





HIV Surveillance in the U.S.

New Diagnoses of HIV among Adults and Adolescents in the US and Dependent Areas, 2018

OF THE 37,832 NEW HIV DIAGNOSES IN THE UNITED STATES (US) AND DEPENDENT AREAS IN 2018:

69% WERE
AMONG GAY,
BISEXUAL, AND OTHER
MEN WHO HAVE
SEX WITH MEN



24% WERE AMONG
HETEROSEXUALS

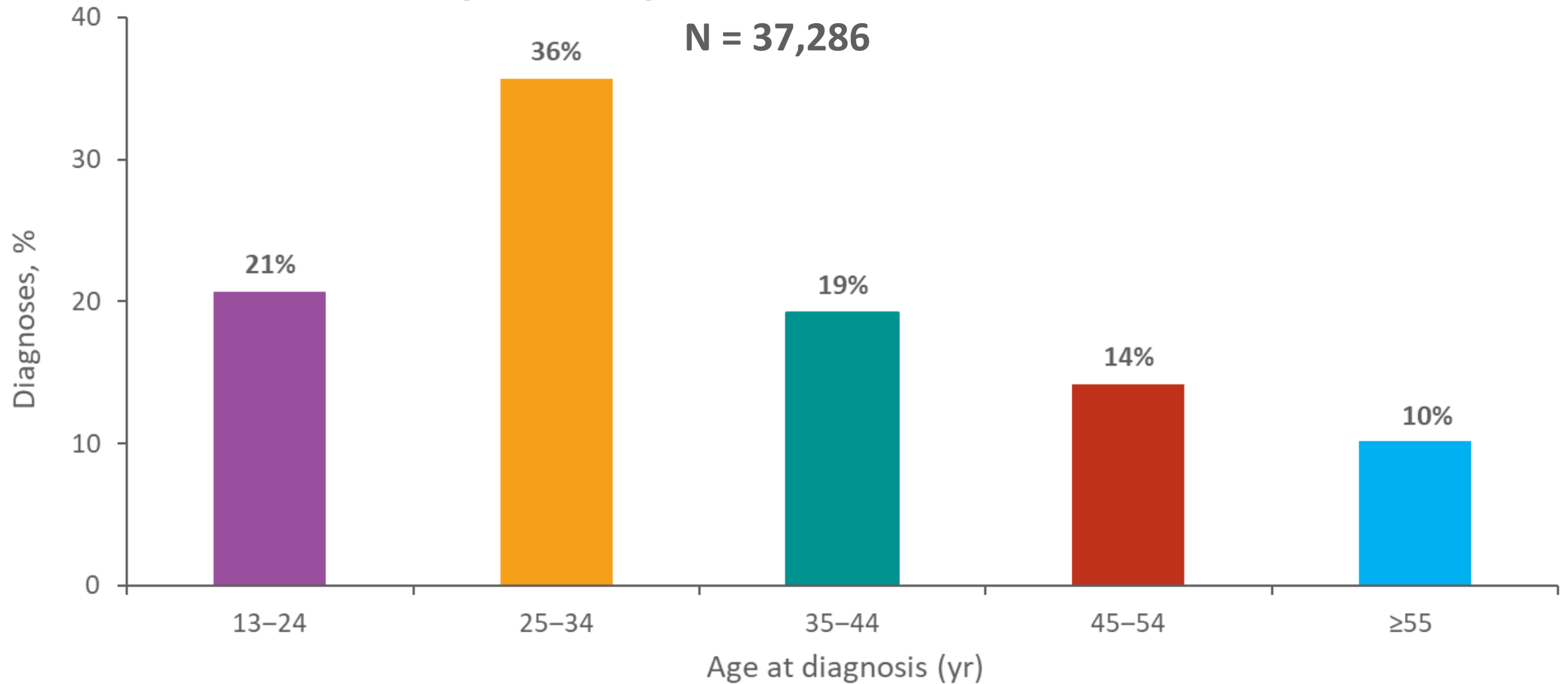


7% WERE AMONG
PEOPLE WHO
INJECT DRUGS



Diagnoses of HIV Infection among Adults and Adolescents by Age at Diagnosis, 2018—United States

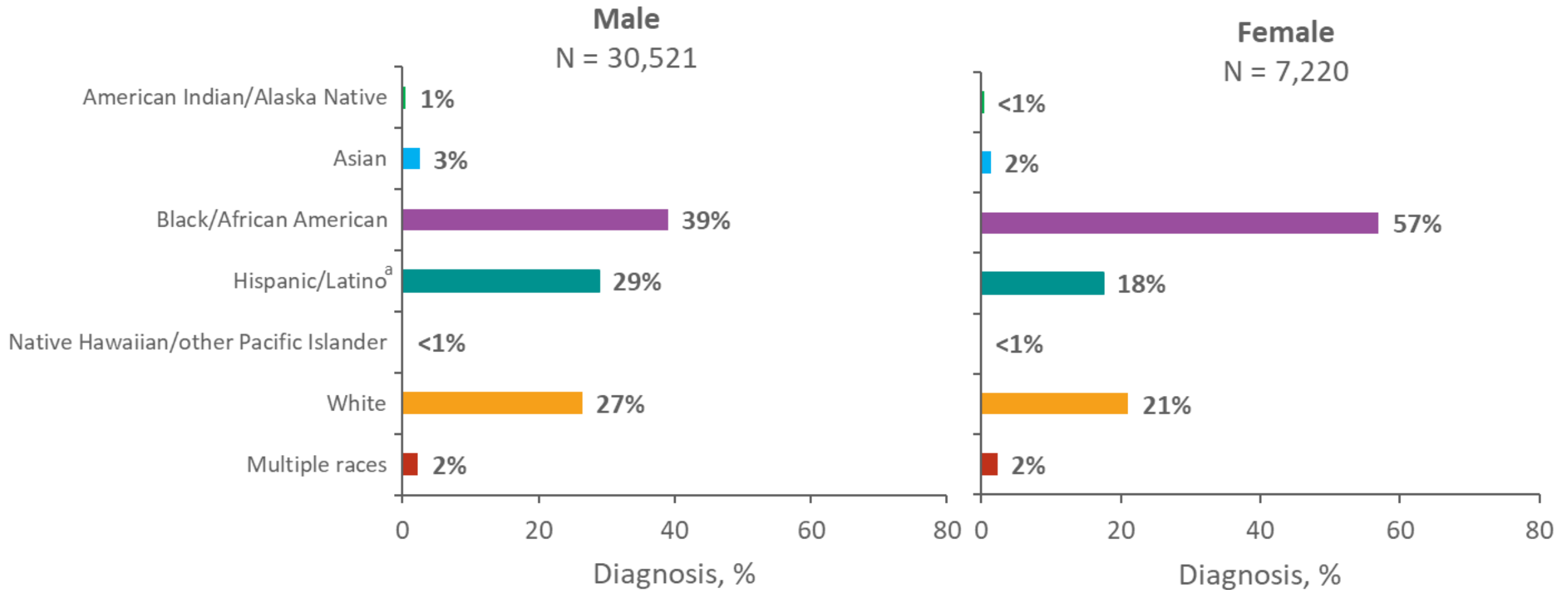
N = 37,286



Note. Data for the year 2018 are considered preliminary and based on 6 months reporting delay.



Diagnoses of HIV Infection among Adults and Adolescents by Sex and Race/Ethnicity, 2018—United States and 6 Dependent Areas

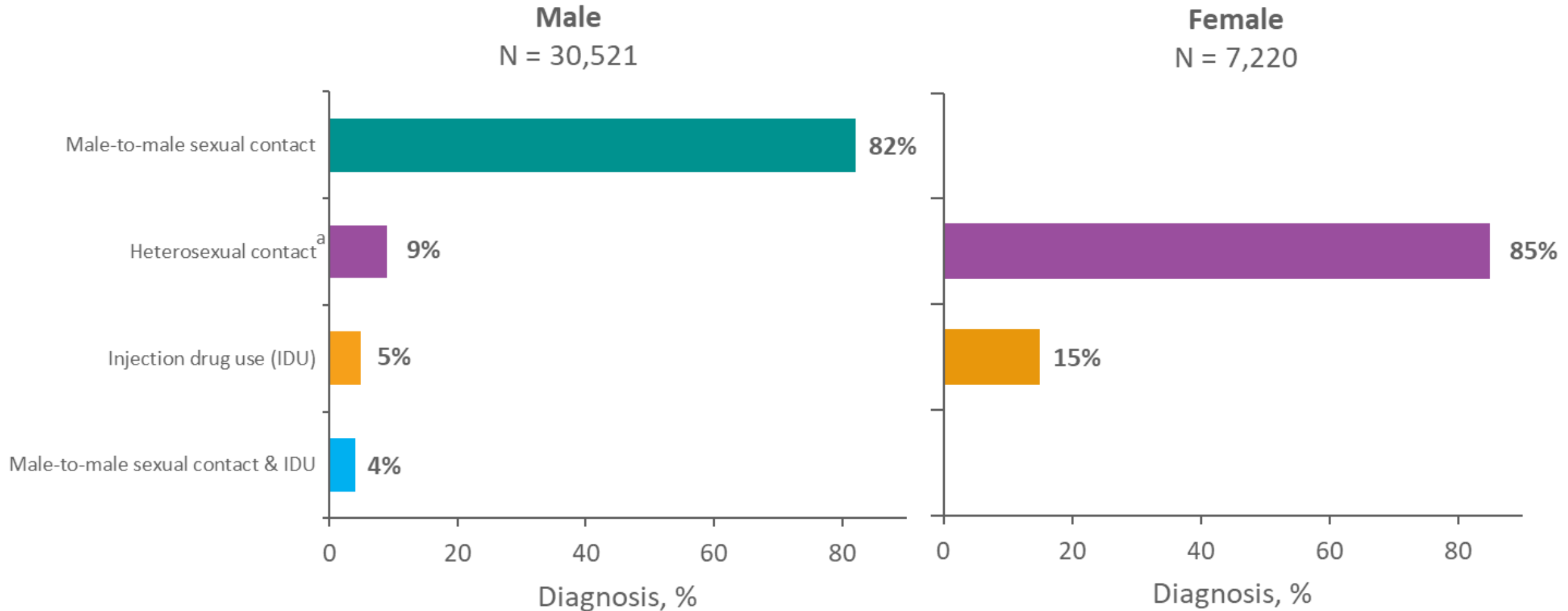


Note. Data for the year 2018 are considered preliminary and based on 6 months reporting delay.

^a Hispanics/Latinos can be of any race.



Diagnoses of HIV Infection among Adults and Adolescents, by Sex and Transmission Category, 2018—United States and 6 Dependent Areas



Note. Data for the year 2018 are considered preliminary and based on 6 months reporting delay. Data have been statistically adjusted to account for missing transmission category. "Other" transmission category not displayed as it comprises **less than 1%** of cases.

^a Heterosexual contact with a person known to have, or to be at high risk for, HIV infection.



Ending the HIV Epidemic: A Plan for America Remains an Administration Priority

Ending
the
HIV
Epidemic

Federal EHE implementing agencies will maintain a balanced approach—continuing critical HIV operations while responding to the emerging needs resulting from COVID-19.



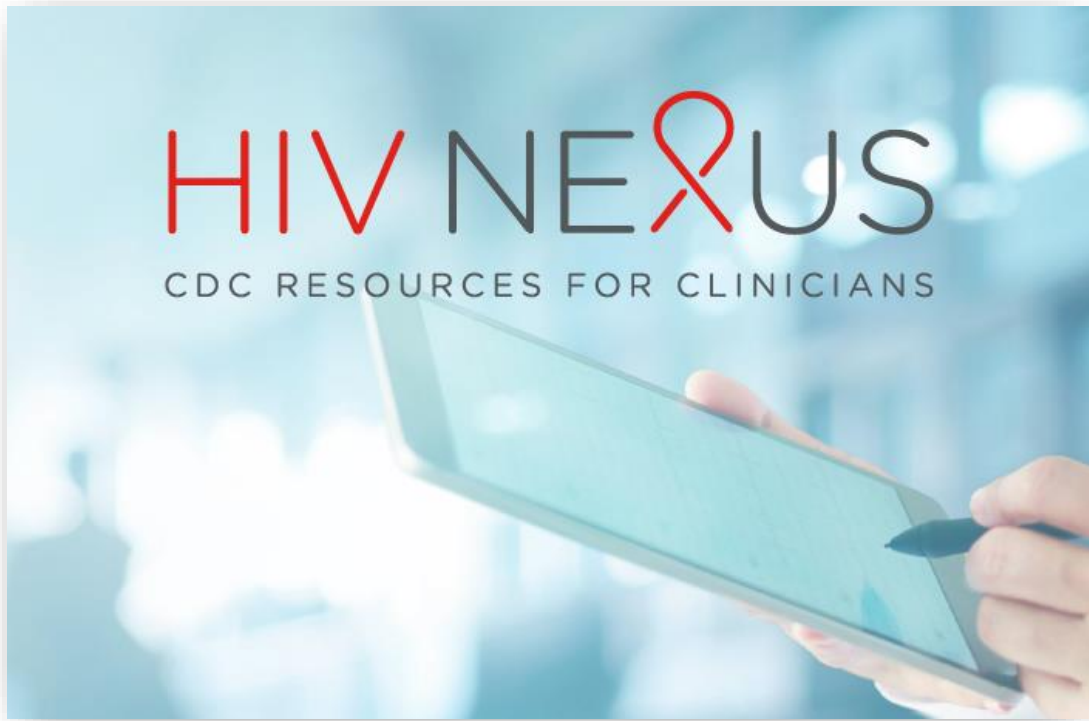
The Let's Stop HIV Together Campaign

Let's Stop HIV Together

- *The Let's Stop HIV Together* campaign (Together) includes resources and partnerships aimed at stopping HIV stigma and promoting HIV testing, prevention, and treatment.



HIV Nexus: CDC resources for clinicians

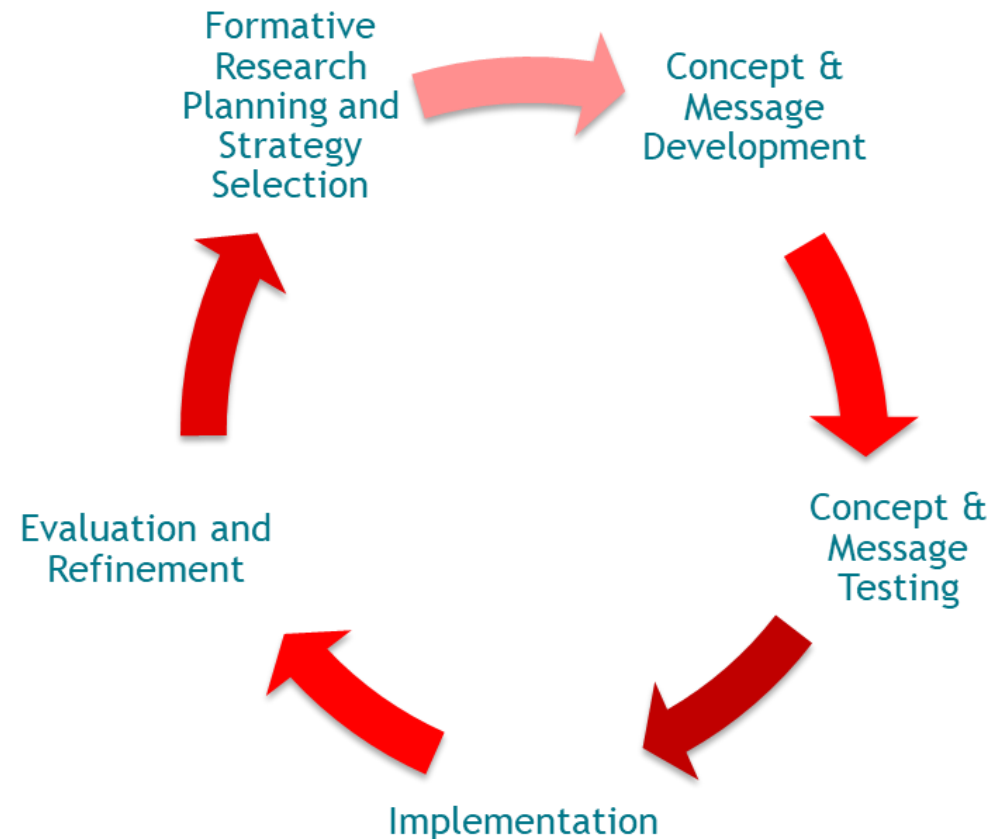


www.cdc.gov/HIVNexus

- Serves as a one-stop hub for resources designed to support clinicians
- Includes latest research & information on HIV prevention, screening, & treatment
- Access to free continuing medical education programs
- CDC Guidelines & Recommendations
- Patient education materials

Systematic Approach to Health Communication

- **Formative Research**
 - Advisory work group
 - Literature review
 - Environmental scans
 - Engagement of intended audiences
- **Concept and Message Development**
 - Theory-driven
 - Segmented audiences
- **Concept and Message Testing**
- **Media Strategy Development**
- **Launch and Implementation**
 - Effective channels
- **Evaluation**





Social Media Approach

JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%



we
are
social



KEPIOS

Social Media Channels



@CDCHIV



@StartTalkingHIV



@CDC_HIVAIDS



@StopHIVTogether



@StartTalkingHIV

Social Networking Sites and HIV Prevention

- **Digital platforms present opportunities for HIV prevention activities**
 - Platform types vary
 - Popular social media channels (e.g., Facebook, Twitter, Instagram)
 - Geosocial networking sites (e.g., Grindr, Jack'd, other gay dating sites)
 - Online communities developed to deliver interventions
- **HIV prevention literature includes multiple examples of activities conducted through social networking platforms**
 - Study recruitment through ads or within online communities (e.g., Facebook groups)
 - Promotion of HIV-related services, often in combination with in-person events
 - Promotion of HIV prevention messaging through social marketing campaigns or other communication efforts
 - Delivery of peer-to-peer or health educator implemented interventions



Overarching Strategy

Getting the **right message**
to the **right audience**
at the **right time**
via the **right channels**
is critical to *changing behavior*



Terminology

Organic Reach

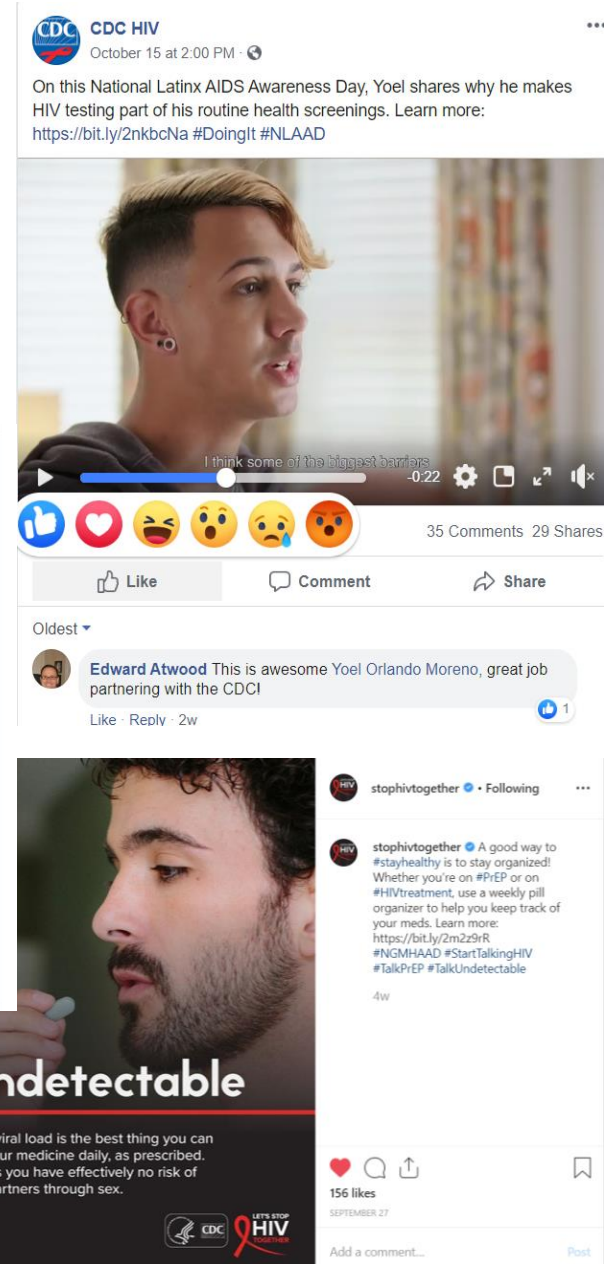
The number of unique users who see your content without using any paid strategies

Paid Reach

The number of unique users who saw your content as a result of paid tactic like boosting

Engagement

Total interactions with a post (likes, comments, shares, reactions) on each platform. Engagement options vary by platform.



Best Practices for Social Media

- **Learn about you audience**
- **Determine the best channels for the dissemination**
- **Create a social media strategy**
- **Understand similar social media channels and with a similar audience**
- **A/B Test your messages**
- **Social media monitoring and social listening**
- **Create Visually Engaging Content**
 - Animation
 - Videos
- **Time Your Content**
- **Utilize paid media**



Social Media Personas

Together Social Media Personas Approach

- **Develop social personas to help illustrate the Together campaign audiences.**
- **Objectives:**
 - To personify members from our key audiences including their respective digital and social media preferences.
 - To serve as a content tool for developing high-value social media editorial for our audiences.
 - To support the audience-focused approach across all digital strategies and campaign tactics.

Methodology

- **Developing personas requires a balanced mix of art and science built on a foundation of quantitative and qualitative research.**
- **Social personas are audience personas with an additional layer of insights, specifically around digital and social media behaviors:**
 - Online Research. An online review through scientific journals, marketing research, census reports, video interviews, and audience data from the social media platforms themselves.
 - Social Listening. A manual scrub through LSHT social media feeds and HIV-related social media feeds to find individuals that matched one of our initial personas.

CARLOS

25 | GAY LATINO M | SAN JUAN, PR

Barista | Trainer

Over-thinking, Charming, and Image-Conscious.
Dog daddy to a rescue beagle.

ABOUT CARLOS

Active in local gay night life, as there's always a special party at a bar or club on any given weekend night. He and his friends are familiar with the owners and promoters.

Enjoys **staying fit and eating right**. But despite being in great shape and attractive, **he struggles with low self-esteem**.

Is considering a move to NYC as many friends and even some family have done so. However, he is reluctant to leave home and his immediate family.

DIGITAL + SOCIAL MEDIA PROFILE

ACTIVITY SCORES

POSTING FREQUENCY
TIME SPENT



OTHER DIGITAL MEDIA



ENGAGEMENT PERSONALITY

Critic
Narcissist
Promoter

- **FB** is used for presenting his social activities and local experiences. It's also used to coordinate social outings with **FB** events and group messages.
- Leverages digital (websites, smartwatch, and social media) to learn, track, and share his fitness progress.
- Responds to visual content online such as funny or inspirational memes, infographics, and videos. Often posts/shares content of same format as well.

DEVICES



“ I can't have sex with an HIV positive guy and not feel anxious. So I just completely avoid it.”

SEXUAL and OVERALL HEALTH

RELATIONSHIP: Single.

HIV STATUS: Unaware.

TESTING: Irregularly. Last negative test was 2 years ago after having STI symptoms.

PrEP: No, but aware.

RISKS: Has condomless sex. Believes he's at low risk because he "only tops."

Finds it awkward and difficult to talk openly about HIV with friends, other sexual partners, and doctors.

Therefore, **he has not received nor sought information about PrEP usage** including how to access it, the cost, and whether you need insurance or not.

Currently not on any health insurance. Because he is only part-time, he must work towards eligibility from his employer.

SABRINA

30 | HETERO BLACK F | BALTIMORE, MD

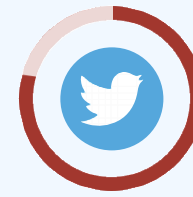
Freelance Writer
and Photographer



DIGITAL + SOCIAL MEDIA PROFILE

ACTIVITY SCORES

POSTING FREQUENCY
TIME SPENT



OTHER DIGITAL MEDIA



ENGAGEMENT PERSONALITY

Critic
Activist
Influencer

- Enjoys live-tweeting during key events incl. politics, news, award shows usually at home on a tablet or when in attendance, from phone.
- Very active in consuming media across other platforms including blogs and radio. Is likely to share or critique the content or subject matter on her social media.
- Subscribes to many YT channels and is considering starting one of her own.

DEVICES



Passionate, Loyal, and Guarded (particularly with men).

Self-proclaimed Influencer.



As much as I love seeing black people portrayed on TV, I'm highly offended. Stop showing me happy minorities running with #HIV. It's another form of oppression. Why none of the commercials have white women?! [#Blacktwitter](#) [#Resist](#) [#ThisIsAmerica](#)

ABOUT SABRINA

Is very active in her **church community** with her close girlfriends.

Avid fan of pop culture. Listens to a lot of radio and 90s hip hop. Loves guilty-pleasure TV shows such as the *Real Housewives* franchises and *Scandal*.

Has "given up" on dating. Tried online dating and apps but found the experience discouraging, offensive, and problematic.

SEXUAL and OVERALL HEALTH

RELATIONSHIP: Single

HIV STATUS: Negative

TESTING: Irregularly

PrEP: No. Has some awareness

RISKS: Since on the pill, she doesn't use condoms with men she is dating.

Believes she is not at risk of HIV because she is straight. She believes PrEP is a gay men-only treatment.

Has not ever had a direct conversation about HIV or PrEP with her doctor, nor have they ever raised the subject.



**Case Study: National Black HIV/AIDS
Awareness Day**

National HIV Awareness Days

- CDC supports national events like these awareness days that focus on HIV and AIDS among specific populations and provide information about HIV prevention, testing, and treatment.

MARCH 10

NATIONAL
WOMEN & GIRLS
HIV/AIDS
AWARENESS DAY



MARCH 20

NATIONAL
NATIVE
HIV/AIDS
AWARENESS DAY



OCTOBER 15

NATIONAL
LATINX AIDS
AWARENESS DAY










SEPTEMBER 27

NATIONAL
GAY MEN'S
HIV/AIDS
AWARENESS DAY



The Days

Awareness Day	Logo	Community/Topic Highlighted	Date
National Black HIV/AIDS Awareness Day		African American/Black Communities	February 7
National Women & Girls HIV/AIDS Awareness Day		Women & Girls	March 10
National Native HIV/AIDS Awareness Day		Native/Indigenous Communities	March 20
National Youth HIV/AIDS Awareness Day		Young People	April 10
National Transgender HIV/AIDS Awareness Day		Transgender People	April 18
National Asian & Pacific Islanders HIV/AIDS Awareness Day		Asians & Pacific Islander Communities	May 19
National Gay Men's HIV/AIDS Awareness Day		Gay and Bisexual Men	September 27
National Latinx HIV/AIDS Awareness Day		Hispanic & Latino Communities	October 15

National Black HIV/AIDS Awareness Day: February 7

■ Partner Resources:

- A total of 21 social media resources were posted on the NBHAAD 2020 webpage for download.
- The total downloads across these various resources was 1,607, averaging 76.5 downloads per resource.

■ Social Media Promotion:

- Information on NBHAAD 2020 was disseminated via posts on CDC's three HIV-focused social media channels, CDC-HIV Facebook handle (n=7), CDC-HIV Twitter (n=6), and the Let's Stop HIV Together Instagram handle (n=2).
- These posts yielded a total of 70,646 impressions, 161 clicks, and 1,210 engagements, averaging 80.7 engagements per post.

- **Social media posts on Instagram resulted in higher engagement; however, Twitter posts had higher exposure.**



Metrics February 2020



#1

#2

#3

#4

#5



- Likes: 447
- Comments: 238
- Total: 494

- Topic: Undetectable

- Likes: 195
- Comments: 15
- Total: 213

- Topic: Stigma

- Likes: 200
- Comments: 9
- Total: 212

- Topic: Testing

- Likes: 167
- Comments: 19
- Total: 188

- Topic: Casting

- Likes: 161
- Comments: 18
- Total: 182

- Topic: Awareness



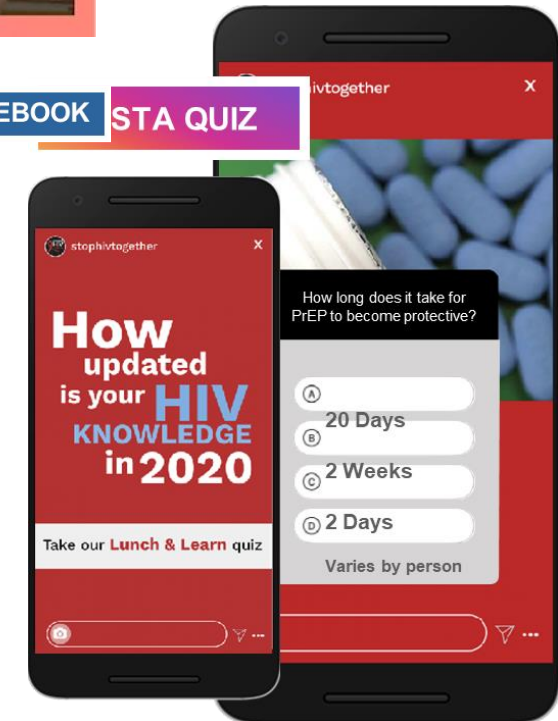
Recommendations

What can you do?

- Establish trust with the audience
- Share personal Stories
- Time is EVERYTHING!
- Engaging content
- Create a paid media strategy



FACEBOOK STA QUIZ





Facebook: [@cdcHIV](#)



Twitter: [@cdc_HIVAIDS](#)



Instagram: [@stopHIVtogether](#)



Email us at: StopHIVTogether@cdc.gov

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of HIV/AIDS Prevention

