



Facebook, Twitter, YouTube, and Blogs, Oh My!:

Developing and Implementing a New Media Strategy
to Reach, Recruit, and Retain Your Clients

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AIDS.gov/John Snow Inc.

August 25, 2010





Blog



Podcasts

HOME

FEDERAL RESOURCES

HIV/AIDS BASICS

USING NEW MEDIA

Find an HIV test site

Enter Zip Code



President Obama Encourages Everyone to Learn Their HIV Status On National HIV Testing Day This June 27

One in five Americans currently living with HIV doesn't know it. If our President and First Lady can get tested -- you can too. [Read more>>](#)

▶ [2009 National HIV Prevention Conference](#)

▶ [H1N1 and HIV](#)



What's New

AIDS.gov Blog

AIDS.gov Podcasts

Federal Resources



U.S. President's
Emergency Plan for
AIDS Relief

Peace Corps Volunteers
Return to Rwanda

HIV/AIDS
Programs

Policies/
Issues

Funding
Opportunities

Around
The World

HIV/AIDS Basics



What does testing HIV
positive mean?
What treatment options
are available?
How do I tell others
I am HIV positive?

HIV/AIDS
101

Prevention

Just
Diagnosed

Staying
Healthy

Using New Media

New Media
Basics

Getting
Started With
New Media

New Media
Tools



HIV/AIDS Awareness Days

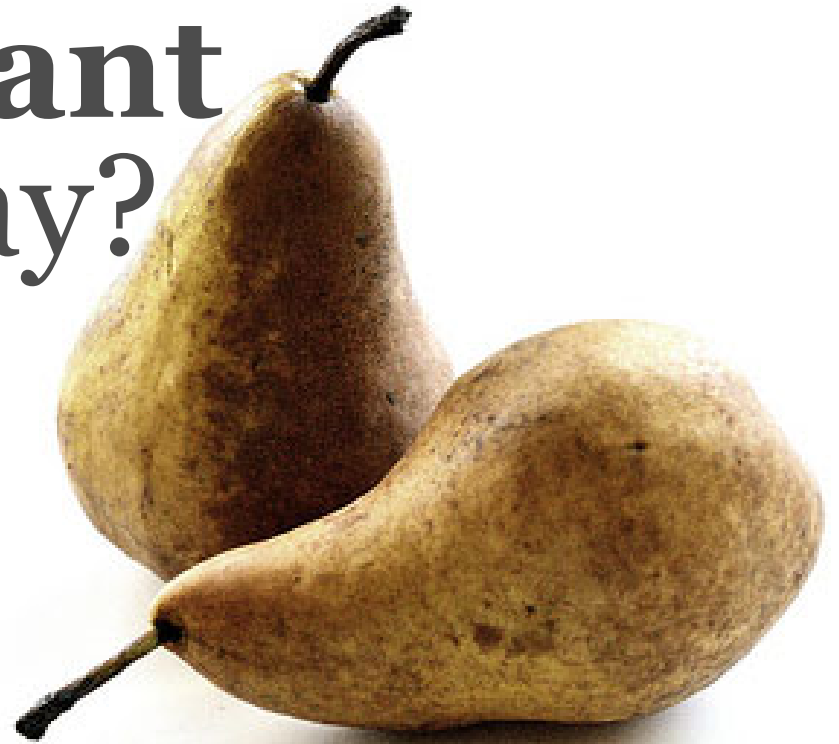
HIV/AIDS News Feed (AIDS.gov and CDC)

New Media in Response to HIV



SHARE PAIR

**What's one
thing you want
to learn today?**



LEARNING OBJECTIVE 1:

Define how Ryan
White Programs
can use new media.

LEARNING OBJECTIVE 2:

Describe the steps for developing a new media strategy.

LEARNING OBJECTIVE 3:

Identify strategies to monitor and evaluate new media activities.

Agenda

- New media in response to HIV
- What we know about new media & health
- Examples from AIDS.gov
- Developing a new media strategy
- Monitoring and evaluation

What is new media?



Some of the many (and ever-changing) tools...



RSS



Podcasts



Blogs



Widgets



Mobile



Twitter



Facebook



MySpace



YouTube

Connect. Create.
Collaborate. Engage.
Listen.

A first-person perspective shot of a person's feet wearing brown leather shoes with black laces, sitting on concrete steps. A bright yellow horizontal stripe runs across the top of the image, behind the text.

Stand up if...

<http://flickr.com/photos/tompagenet/423921086>

8 in 10

adults in the U.S.
use the Internet.

92%

of 18-29 year olds

42%

Adults 65+ years

56%

Latinos

67%

African Americans



“Demographics of Internet Users.” Pew Internet & American Life Project, April 2009. Available at: <http://www.pewinternet.org/Static-Pages/Trend-Data/Whos-Online.aspx>. Accessed 8/21/09.

48%

African Americans

and

47%

English-speaking
Hispanics

go online using
a mobile device

28%

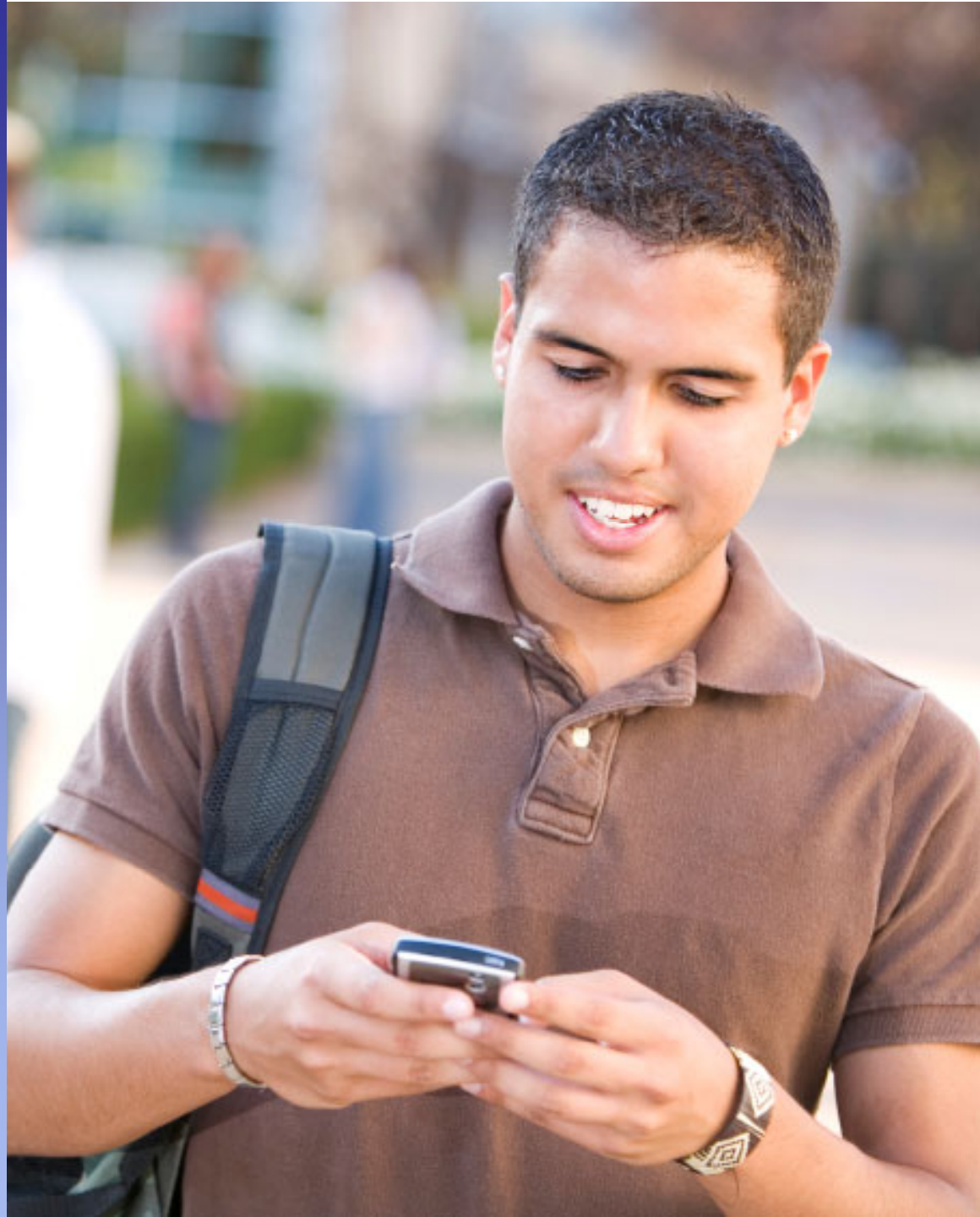
White Americans do



Horrigan, John. "Wireless Internet Use." Pew Internet and American Life Project, 2009. Available at: <http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use.aspx>. Accessed 8/21/09

19

The average
number of
**hours per
day**
mobile phones
are within
arm's reach.



60% of e-patients access **user-generated content** related to health.

53% of e-patients consult **Wikipedia**.

20% of e-patients **post or share** content.



Fox, Susannah. "The Social Life of Health Information." Pew Internet and American Life Project, 2009. Available at: <http://www.pewinternet.org/Reports/2009/8-The-Social-Life-of-Health-Information.aspx?r=1>. Accessed 8/21/09

Patients Sharing & Learning

patientslikeme™

Share your experiences, learn from others, and connect with patients just like you.

Join Now! (It's free!)

Already a member? [Log In](#)

[Patients](#) | [Treatments](#) | [Symptoms](#) | [Research](#)

Search this site

Search

[Help](#)

[Crisis](#)

Select a community

HIV ▾

[Home](#) > [HIV Community](#)

ShareThis

The PatientsLikeMe HIV Community



Find Patients Just Like You

Join Now! (It's free!)

Patient Spotlight

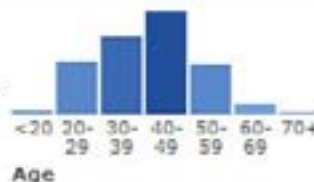
HIV, the human immunodeficiency virus that causes AIDS, is one of the largest pandemics in recorded history. According to the United Nations Program on HIV/AIDS and the World Health Organization (WHO), there is an estimated 33 million people living with HIV. Imagine knowing what treatments work for people just like you — and having the ability to easily connect with those people. That's what makes PatientsLikeMe different. By sharing your symptoms, treatments and more, you can gain insight into what affects your condition while helping others learn from your experiences. Together, we can achieve more. [Begin making a difference today!](#)

Who Will You Find?

2,388 total patients

74 Profiles updated this week

52 New patients this month



27% Females
73% Males
Gender

What Can You Learn?

Your Health Profile

By creating and sharing your health profile with the community, you can learn more about how your condition affects you and help others learn from your experience.



Patient Learning in Action

I'd say a quick look at my profile will give you enough info on what

SHARE PAIR:

- Who are you trying to reach?
- How are they using new media?



Let's look at **an example** of how these tools can be used in the response to HIV...

Join AIDS.gov in

Facing AIDS

WORLD AIDS DAY

December 1, 2009

I'm
Facing AIDS
to end stigma



STEP
1

Take a Photo.

Download a Facing AIDS sign from AIDS.gov and tell us why you choose to Face AIDS.

Then take a photo of yourself wearing a red ribbon and holding your sign.

Upload it to our Flickr group:
www.flickr.com/groups/facingaids
or our Facebook fan page album:
www.facebook.com/AIDSgov

STEP
2

Change Your Social Network Profile Status.

On December 1 change your status to:

"[Your Name] is Facing AIDS for World AIDS Day. To find an HIV test site, text your ZIP to "KNOWIT" (566948), or visit www.HIVtest.org. Join me and post this to your status today."

STEP
3

Share It.

Ask your family, friends, colleagues, and neighbors to join the Facing AIDS campaign.

Visit AIDS.gov to get a Facing AIDS web badge that you can add to your profile, blog or website.

 **AIDS.gov**
twitter.com/AIDSgov
myspace.com/AIDSgov
facebook.com/AIDSgov
youtube.com/AIDSgov



Your link to U.S. government
HIV/AIDS and new media
information

AIDS.gov

Great first day of the #NCHCMM09 conference, hope you can join us tomorrow at 10:15 am for Miguel's talk on developing new media strategies!

6:13 PM Aug 11th from TweetDeck

Thanks for the retweets & ideas for World AIDS Day 09. Hope you'll keep them coming! Look forward to building momentum for #WAD09 together.

1:47 PM Aug 11th from TweetDeck

Heading to CDC's Health Comm & Marketing Conf #NCHCMM09. Hope to see you there!

4:38 PM Aug 10th from TweetDeck

Starting to plan for World AIDS Day 09 (#WAD09). Thoughts? Suggestions? Send them our way!

10:30 AM Aug 10th from TweetDeck

¿Sabía usted que el Pres. Obama hizo la prueba del VIH? ¡Puede ser visto con subtítulos en español! <http://bit.ly/QIGd2>

12:24 PM Aug 7th from TweetDeck

Did you know Pres Obama's HIV testing video can be viewed with Spanish captions? Just hover over the arrow by "CC"! <http://bit.ly/QIGd2>

12:21 PM Aug 7th from TweetDeck

Also on today's 1pm ET Health Reform Webcast is Dr. Wakefield, Administrator of the Health Resources & Services Admin:

<http://bit.ly/9SI3z>

11:52 AM Aug 7th from TweetDeck





200 of Alabama A& M Students in this Mosaic.
We are all Facing AIDS Together.



New Media Strategy

~~Plan A~~

Plan B

Approach to New Media Strategy

People

Objectives

Strategy

Technology

PEOPLE:

Who are you trying
to reach?

(How is your audience using new media?)

People: Who is AIDS.gov trying to reach?

AIDS.gov's Audiences

At AIDS.gov, our audiences include (but are not limited to):

- Federal HIV programs and domestic and international colleagues/employees;
- health departments, national organizations, community-based organizations (CBOs), and AIDS service organizations (ASOs);
- people living with HIV/AIDS (PLWH), people at-risk for HIV (in particular men who have sex with men, injection drug users, and communities of color), and caregivers of PLWH; and
- new media leaders and the media (focusing on health, government, and technology outlets).

Across these audiences, AIDS.gov is particularly focused on reaching minority leadership, and programs reaching minority communities.

Information/Unmet Needs of

AIDS.gov's Audiences

Based on feedback from AIDS.gov audiences, we know they have the following information needs (as well as some unmet needs) related to HIV:

- HIV and AIDS “news” (for example, policy changes, new campaigns, etc.);
- up-to-date, timely, and accurate HIV information;
- strategies for reaching individuals at-risk for HIV through new media;
- access to HIV/AIDS experts, particularly with a human interest angle; and
- how to have a voice, take action, and personalize content.



OBJECTIVES:

What do you
want to accomplish?

(Decide on your objective before you decide on technology. Then figure out how to measure it.)

Objectives: What is AIDS.gov trying to accomplish?

AIDS.gov's Mission

The overall mission of AIDS.gov is to: "Provide access to Federal HIV/AIDS information through a variety of new media channels, and support the use of new media tools by Federal and community partners to improve HIV programs serving minority and other communities most at-risk for, or living with, HIV."

The website and new media tools provide quick and ready access to real-time national HIV policy and research updates, HIV content, and links to Federal partners' HIV policies, programs, and resources. Forming partnerships is crucial to the development and implementation of communication planning for World AIDS Day, National HIV Testing Day, and new media training and technical assistance activities. (See page six and table 3 for details)

Table 1 illustrates short and long-term AIDS.gov outcomes from the AIDS.gov's Logic Model.

Short-Term Outcomes

Among Federal and community partners, minority communities, and others living with affected by, or at risk for HIV/AIDS:

1. Increase use and ease of access to Federal HIV/AIDS resources.
2. Increase knowledge about HIV/AIDS prevention, testing, treatment and support services.
3. Increase knowledge, access, and use of new media tools in the response to HIV/AIDS.

Long-Term Outcomes

Among Federal and community partners, minority communities, and others living with affected by, or at risk for HIV/AIDS:

1. Increase knowledge about HIV/AIDS epidemic.
2. Increase routine HIV/AIDS testing and increased knowledge of status.
3. Increase HIV/AIDS treatment and care seeking.
4. Implementation of new media tools to deliver HIV/AIDS information and services.
5. Enhance coordination of HIV/AIDS information among Federal partners.

Table 1: Short- and Long-term objectives from AIDS.gov logic model

STRATEGY:

How will your objectives be met?

(Consider your overall communications plan, organizational culture, and capacity.)

Strategy: How do new/traditional media support AIDS.gov's objectives?

AIDS.gov's Strategy

In order to best meet our audiences' information needs and objectives we use the following strategies:

- **Share** our innovative work and select channels that can reach a critical mass of people in our target audiences and have strong content so people trust us and come back for more
- **Learn** from our Federal, national, state and local partners and identify opportunities to cross-promote each others' work
- **Connect** people and respond to their information needs for HIV and AIDS resources, programs, and policies, from across the Federal government and beyond
- **Engage** our audiences in a conversation, encourage participation, and make it easy for people to share information
- **Repurpose** content using a variety of new and traditional media channels to reach our audiences when they want HIV information, how they want it, and in whatever format they want it
- **Model** use of new media and other tools for community and Federal public health programs
- **Train** individuals and organizations about strategy development and tools so they can implement their own communication plans including new and traditional media

TECHNOLOGY:

What's an appropriate technology?

(A wiki? A blog? A widget? Once you've defined your audience, objectives, and strategy, you can decide. And a built-in evaluation plan will help you tweak or alter your approach as you go.)

Tool/media channel

Why we use it.

Critical mass	Responds to information need(s)	Opportunity to engage	Used for campaign or event	Reaches a select audience
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How we use it

Primary Media Focus/Presence

Website:
www.aids.gov

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

- Provide information and resources about HIV/AIDS basics, federal resources, new media
- Highlight news and events
- Link to new media sites
- Link to our blog post

Blog:
http://blog.aids.gov

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

- Weekly blog posts about new media, research, PEPFAR, and policy
- Monitor and respond to comments
- Incorporate guest bloggers and community examples
- Promote Awareness Days

Twitter:
www.Twitter.com/AIDSgov

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

- Provide at least daily tweets about HIV/AIDS basics, federal resources, new media
- Respond to direct tweets
- Monitor hashtags and mentions
- Promote Awareness Days

Facebook:
www.Facebook.com/AIDSgov

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

- Post links to AIDS.gov blog posts and other HIV/AIDS news
- Monitor comments, likes
- Promote Awareness Days

MySpace:
www.myspace.com/AIDSgov

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------

- Post links to AIDS.gov blog posts and other HIV/AIDS news
- Monitor comments, likes
- Promote Awareness Days

Let's strategize!



**What did you learn
from this exercise?**

MONITORING & EVALUATION:

What would success
look like?

Listen. Learn. Adapt.

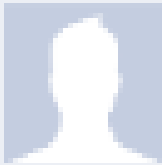
Before	After
<ul style="list-style-type: none">▪ What did you plan to do?▪ What did you think would be the result?	<ul style="list-style-type: none">▪ What actually happened?▪ How could your results have been improved?▪ What did your audience think?▪ What will you do differently in the next iteration?

A Facebook Conversation



AIDS.gov

 8 people like this.



Hurdley Freemantle This site is about spreading HIV/AIDS awareness. There are millions of people dying from this dreaded disease including heterosexuals, homosexuals, transgenders, bisexuals, MSM, old, young, rich, poor, men, women, all races. People need to stop being JUDGEMENTAL and get down to the bussiness of spreading the word about awareness and the need for individuals to be tested early and treated in an effort to prolong life.

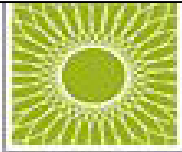
September 22 at 7:40pm · [Delete](#) · [Report](#)

we make house call, PARKING LOTS, HEALTH FAIRS, CHURCHES, COLLEGES. CALL: 334-324-4338 REV W. J. SMITH

September 26 at 1:48pm · [Delete](#) · [Report](#)

Write a comment...

Blog Comments



Great entry -- appreciate all of the links.

To me, "participation powers prevention" means that the more people who are engaged with the cause, the more people who will be spreading the message about prevention. Once they are aware of the facts surrounding the issue, they can no longer ignore them and are more likely to share what they know with friends and family, etc.

For example, those who learn more about the details surrounding HIV transmission are more likely to promote safer sex/needle use than those who have not been educated about the facts. Engaging more people = increasing prevention.

Posted by: [Cathy Kujala](#) | [August 18, 2009 at 04:52 PM](#)

Posted by: [Ricky Davis/Ricken Flow](#) | [August 18, 2009 at 08:53 PM](#)



To me--simply--it means, roll up those sleeves and get involved. Nice post Jennie, and it was great seeing the AIDS.gov team at the conference.

As a side, I just watched Miguel's video on the side about HIV Testing, and again, I just think it's a wonderful testimony to matching the mission to the media. As a bride to be, I too encourage couples to get tested as a routine part of the checklist to getting married--right next to picking out the party favors. ;)

Facebook Insights



YouTube Insights


YouTube [Browse](#) [Upload](#) aidsgov ▾ [Sign Out](#)

My Account
[Videos](#) | [Insight](#) | [Messages](#) | [Settings](#)


All Videos
Summary
Views
Discovery
Demographics
Community
Subscribers

Total views of all videos: 10,811 in the selected range and region: 523

Show previous: 1d 7d 1m 3m 6m 1y Max



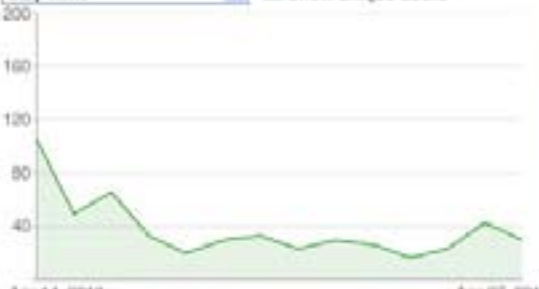
Show region: All USA Asia Africa Europe Middle East South America




1/2/08 4/14/10 - 4/27/10 Selected region: all

Views How many views are my videos getting?

Daily views Show unique users



Apr 14, 2010 Apr 27, 2010



0 345

Top videos **% of total views**

Conversations at the 2010 NTC	41.7	<div style="width: 41.7%;"></div>
Conversations at the 2010 NTC	8.2	<div style="width: 8.2%;"></div>
Conversations at the 2010 NTC	4.2	<div style="width: 4.2%;"></div>



What's happening?





140

New! Add a location to your tweets. [Turn it on](#) - No thanks

Tweet

Latest: Check out our new blog post for an update on the New York State AIDS Institute's Clinical Education Initiative Widget: <http://go.usa.gov/iPG> about 14 hours ago

- Retweets By Others
- Retweets By You
- Your Tweets, Retweeted**

- 
AIDSgov Check out our new blog post for an update on the New York State AIDS Institute's Clinical Education Initiative Widget: <http://go.usa.gov/iPG> about 14 hours ago via TweetDeck
Retweeted by 6 people
- 
AIDSgov We are welcoming our Federal colleagues @GovNewMedia to Twitter! about 20 hours ago via TweetDeck
Retweeted by 6 people
- 
AIDSgov Office of Ntl AIDS Policy to hold Ntl HIV/AIDS Strategy community meeting & conf call on 5/14. Learn more & register: <http://bit.ly/d5luED> 12:30 PM Apr 26th via TweetDeck
Retweeted by 7 people
- 
AIDSgov The Presidential Advisory Council on HIV/AIDS meets on Monday, 4/26. Check out the agenda & learn more about PACHA: <http://bit.ly/9rL1fH>



AIDSgov
982 tweets

944 following 18,808 followers 507 listed

blip.fm
n. a easy way to share music on Twitter.

- Home
- @AIDSgov
- Direct Messages **169**
- Favorites

Retweets

- Lists
- new-media
- healthcarejournalistspubs
- government
- hiv-and-aids
- New list View all

Trending: Worldwide
Change

- #nowplaying
- #dearsomeone
- Gordon Brown

Lessons Learned

- Have a plan
- Know what's realistic
- Coordination is key
- Experiment
- Adapt as you go...



Stay connected to AIDS.gov!

www.AIDS.gov

Blog.AIDS.gov



[Twitter.com/aidsgov](https://twitter.com/aidsgov)



[Facebook.com/aidsgov](https://facebook.com/aidsgov)



[Myspace.com/aidsgov](https://myspace.com/aidsgov)



[Flickr.com/aidsgov](https://flickr.com/aidsgov)



YouTube.com/aidsgov