The Power of HIV Treatment and Prevention Content Across Multiple Platforms

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STAR PROGRAM

30 YEARS

VIRTUAL
2020 NATIONAL RYAN WHITE CONFERENCE ON HIV CARE & TREATMENT

Disclosures

Dr. Jameela J. Yusuff, Jose Iorio and Magna Robinson have no financial interest to disclose.

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Learning Objectives

At the conclusion of this activity, the participant will be able to:

1. How to use actual resources to develop compelling content that resonates to their communities generating engagement.
2. How to create a creative social media strategy that speaks and connects to your audience.
3. Tools to develop a consistent Look & feel and, brand awareness and creative campaigns to inform and educate the community that generates a call to action beyond the digital platforms.
4. How to disseminate content and adjust it to the different social media platforms and distribute to partners.
5. How to integrate S.M. content to benefit outreach efforts.
6. Adapting to post COVID-19, use of QR codes and cross-promotional efforts.
7. Geotargeting multilingual content with effective CTAs (Call To Action) for HIV treatment and prevention

STAR Health Center, Brooklyn

- Established in 1991, RW Part C funding
- PCMH Level 3, one-stop shop for all medical/behavioral health needs
- HIV primary care and prevention (PrEP/PEP)
- HCV services including Fibroscan
- LGBTQ+ care (HRA), Hormone therapy
- Women's health—Colposcopy and Prenatal
- Integrated MH/SA counselors, trauma informed Care, Seeking Safety
- Medical CM, clinical pharmacist, outreach, CAG, social media, and nutrition services
- Opioid Prevention Program, AETC site, SBIRT trained staff

Scan me

THE POWER OF HIV TREATMENT & PREVENTION CONTENT ACROSS MULTIPLE PLATFORMS

Social Media has become a mainstream platform to disseminate health information. Very few health organizations offer health promotion on a consistent basis via television broadcast and various social media platforms. STAR Program, a Ryan White Part C program initiated a 30 minute weekly televised TV health magazine which engages the community across multiple platforms.
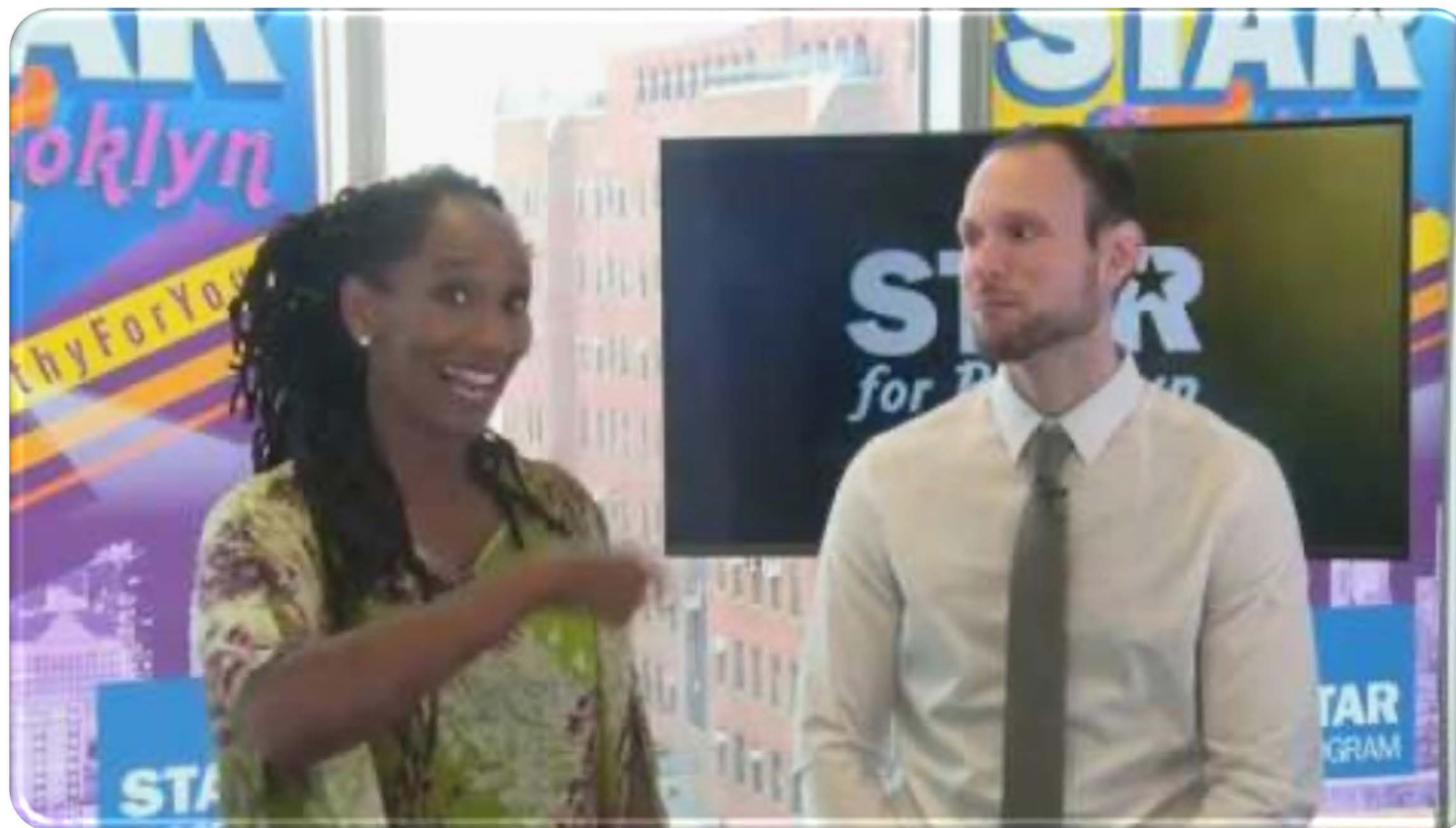
U=U
#BeHealthyForYou

GETTING TESTED IS...
FASTER THAN *THINKING ABOUT IT*

WATCH NOW

STAR *for Brooklyn*

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85% of all internet users in the United States watched online video content monthly on any of their devices.

WATCH NOW

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GEOTARGETING MULTILINGUAL CONTENT WITH EFFECTIVE **CTAs** FOR HIV TREATMENT AND PREVENTION

What is Geotargeting?

in geomarketing and internet marketing is the method of determining the geolocation of a website visitor and delivering different content to that visitor based on their location. This includes country, region/state, city, metro code/zip code, organization, IP address, ISP or other criteria.
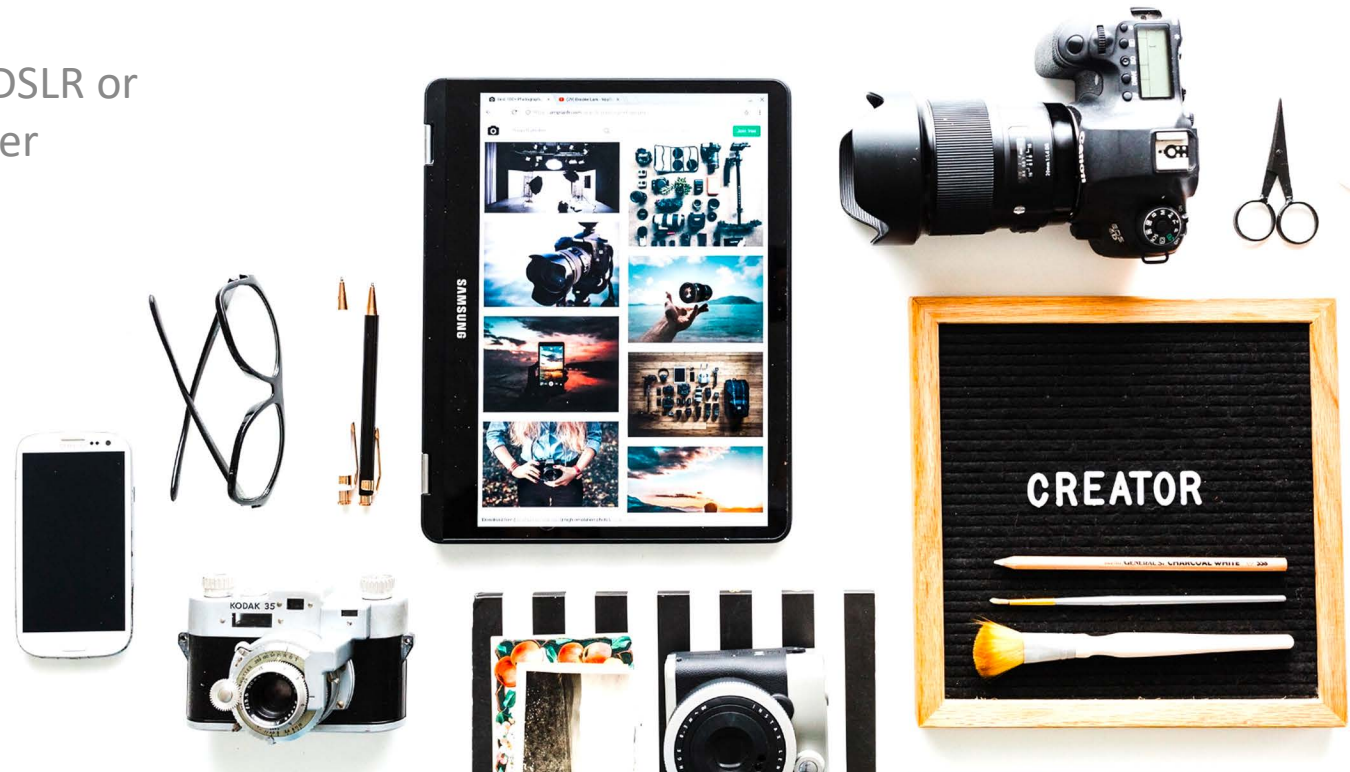

Personal Stories!

Getting tested safe lives!

What tools or equipment to I need for content creation?

- Camera. If you're making a video, you need a good camera or smart phones.
- Highly portable camera. If you have a DSLR or video camera, why do you need another camera?
- Tripod.
- External microphone.
- Lighting.
- Gimbal.
- Editing/production software.
- Lavalier mic.

Essential Initial Steps for Digital Content Creation:
Steps to Success

1. Define your goal. Trigger emotions. Determine the purpose. Different types of content have different purposes. Keep your audience in mind.
2. Create useful, quality content. This seems like the most obvious point, and it is, but it's also forgotten too often.
3. Promote content on social media
4. Utilize photos and multimedia.
5. Engage your staff for day to day content.
6. Implement an SEO (Search Engine Optimization) program
7. Track and analyze content. **Create** Infographics. Use smart structuring

1. Setting Objectives

2. Customer Profiling

3. Content Creation

4. Distribution

5. Review & Repeat

How to generate Community Engagement With Content: Things You Must Do

1. Define your audience. It's one thing to develop content, but you really need to develop the strategy around your content.
2. Plan a calendar of content in both video and images.
3. Optimize & promote your content.
4. Tell them what you do, over and over again, but differently.
5. Use of Ads and geotargeting.
6. **Content** upgrade.
7. Define your audience persona.
8. **Create** a **content** segmentation grid.
9. Ensure all your **content** has a Call-To-Action.

Comunity Engagement Cicle

1. Identity

2. Trust

3. Participation

4. Reward
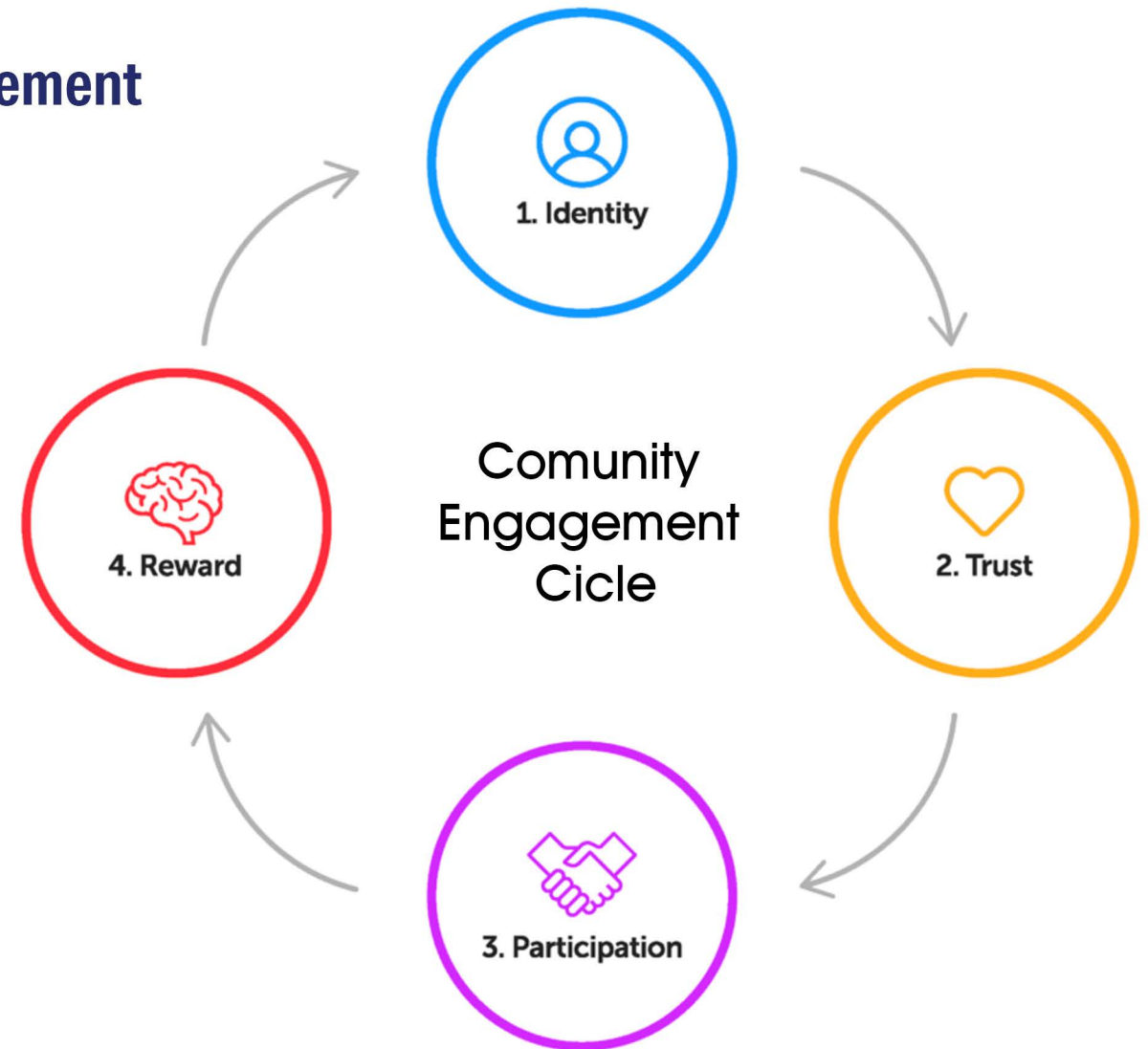
How to disseminate content and adjust it to the different social media platforms, cross-promote, joint ventures and distribute to partners.

Think about it. **People remember...**

20%
20% of what they hear

30%
30% of what they see

70%
An amazing 70% of what they see & hear!

How to integrate S.M. content to benefit outreach efforts inside and outside the digital platforms.


Advertise on MetroCard®

Quantity: 50,000 cards - Advertise in Back of the Metrocard

Standard 4-color Back Rates		
Card Quantity	Retail Rate Per Card	Example Retail Costs
50,000 +	$0.61	50,000 cards = $30,500

Subway stations to distribute:
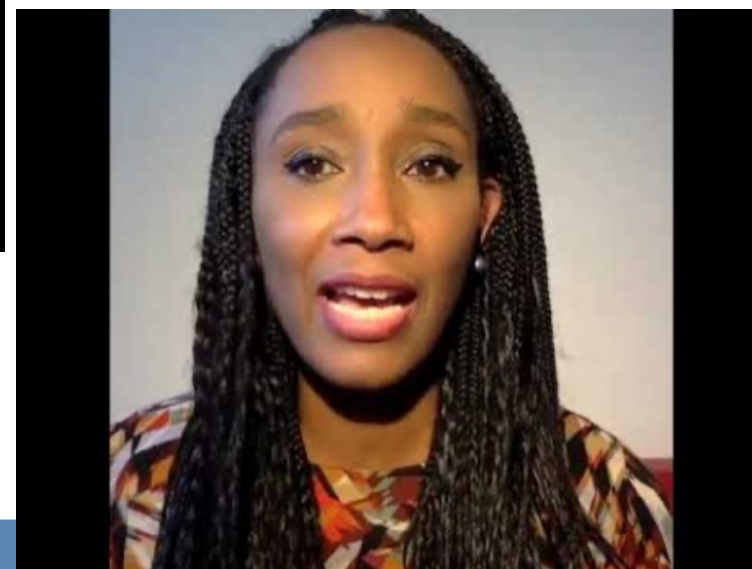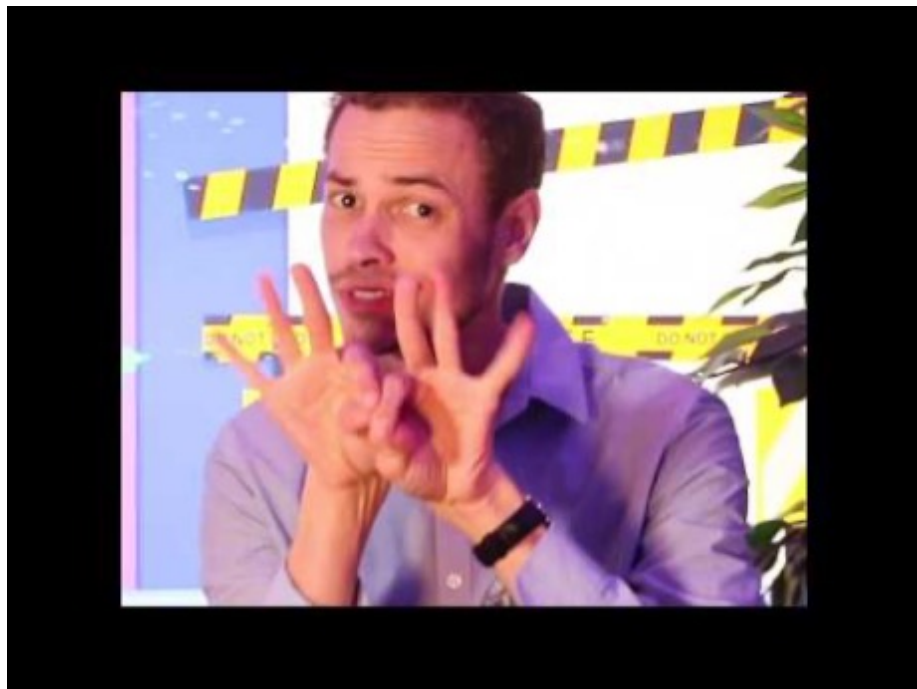
BROOKLYN

Utica Ave (3,4)
Franklin Ave (2,5)
Winthrop Street (2,5)
Flatbush Ave/Brooklyn College (2,5)
Atlantic Ave/Barclays Ctr. (B,D,N,Q,R,2,3,4,5)
Dekalb Ave (B,D,Q,R, N)
Borough Hall/ Court St (2,3,4,5,R)
Prospect Park (B,Q)
Parkside Ave (Q)
Church Ave (2,5)
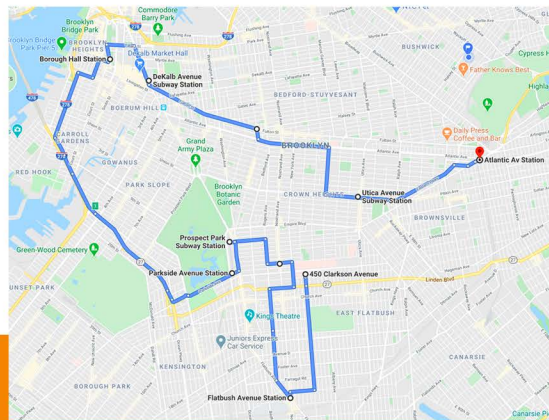
Adapting to COVID-19

Effective Uses For a QR Code

If you are going to create QR code for a marketing strategy, you need to make sure it's easy to scan. It also needs to make sense as part of your campaign and not simply take up visual space. The most effective uses for QR codes are those that embody their true purpose; to connect the offline world to the online world, and do it in a way which is enjoyable and appealing to the user. An effective QR code should always have a minimal call to action next to it so that people know what it's for.

A QR code looks like a square pixelated version of a barcode. It is scanned with a smartphone as a way to connect to URLs or undertake actions like connecting to wifi, get directions, or get a discount coupon. QR codes are generally black and white, but can be customized with color to a certain extent.

The power of content relies on the emotion it generates. This emotion is translated by a variation of symbols, words and even sounds that, when well executed, are able to convey your message to the audience.
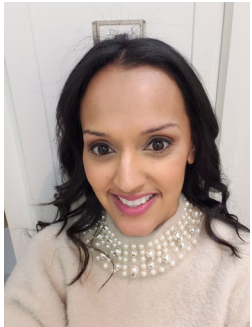
STAR SURVIVORS QUILT

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STAR WEBSITE

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THANK YOU! ☺

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