

Digital Marketing Strategies to End the HIV Epidemic

October 12, 2023

2:00 PM – 3:00 PM EST

1:00 PM – 2:00 PM CST

12:00 PM – 1:00 PM MST

11:00 AM – 12:00 PM PST

Ending
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Strengthen & support the implementation of jurisdiction
Ending the HIV Epidemic in the U.S. (EHE) plans to
contribute to the reduction of new HIV cases to less
than 3,000 per year.

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Tip: Get TAP-in TA and Training by Contacting TAP-in@caiglobal.org

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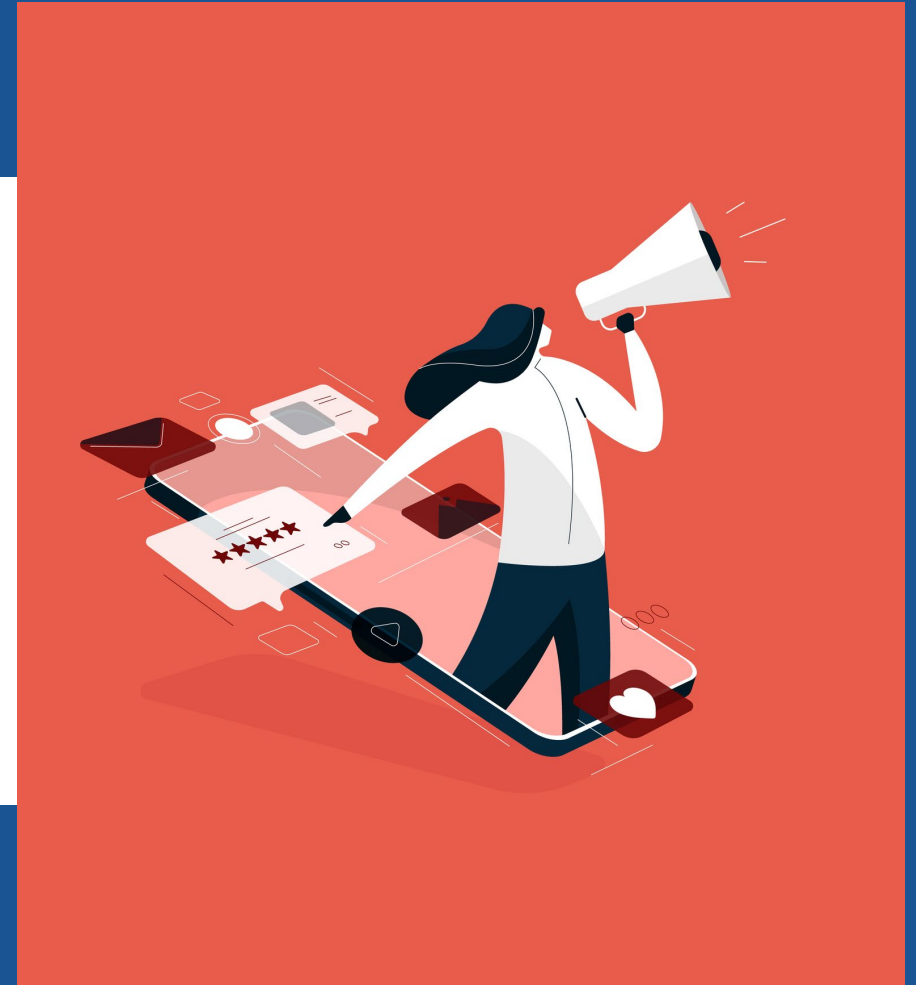
TAP-in Deputy Director, CAI

Learning Objectives

1. Explain the difference between social media and digital marketing;
2. Discuss the importance of digital marketing as a strategy to ending the HIV epidemic;
3. Describe how digital media platforms can be used to reach specific audiences with HIV care information and resources;
4. Understand the options and considerations for strategic utilization of funds.

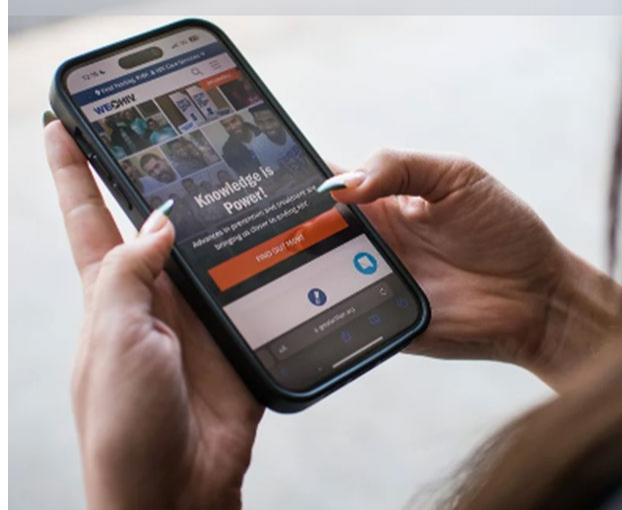
Social Marketing vs. Social Media

Robbyn Kistler (She/Her/Hers)
Senior Consultant, Social Impact Media KFF



Social Marketing

Use of marketing theory, skills, and practice to achieve social change, promote general health, raise awareness, and induce changes in behavior.



Social Media

Websites and applications that enable users to create and share content or to participate in social networking.



Digital Media Platforms

Media that use electronic devices (computer, smartphone, or connected TV, etc.) for creation, distribution, viewing, and storage.



Social Media & Other Digital Media Platforms

Organic Posts vs. Paid Ads



DIGITAL MARKETING is PAYING for ads on these platforms OR placements through a digital ad network that may run paid placements on a wide array of websites and mobile apps

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Why Use Digital Marketing?

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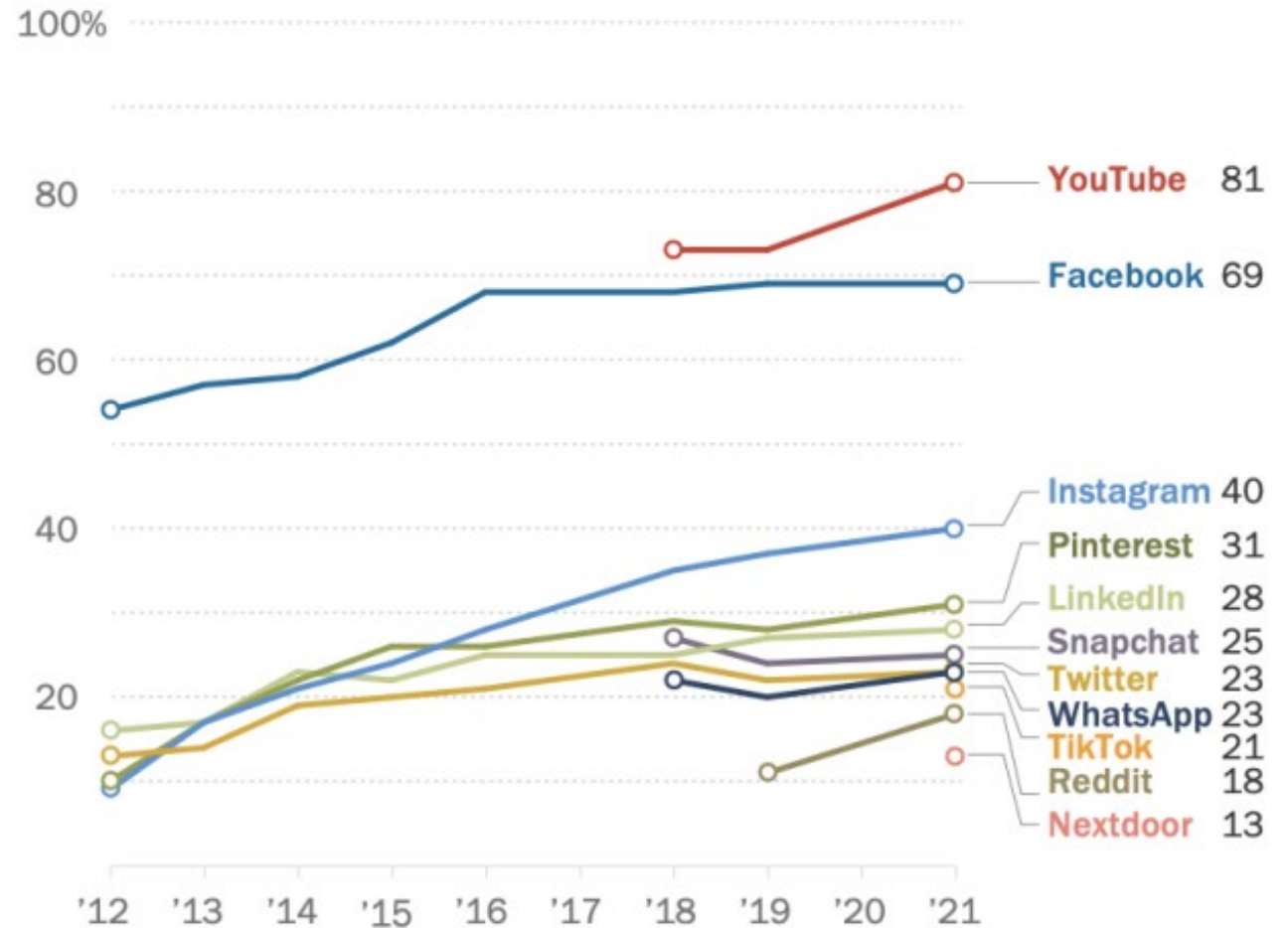
Why Use Digital Marketing?

1. Reach
2. Measurable metrics
3. **VERY** low cost
4. Scalable and flexible
5. Connect people to all the services
6. Address key barriers to ending the HIV epidemic

A growing share of Americans say they use YouTube.

Facebook remains one of the most widely used platforms among U.S. adults.

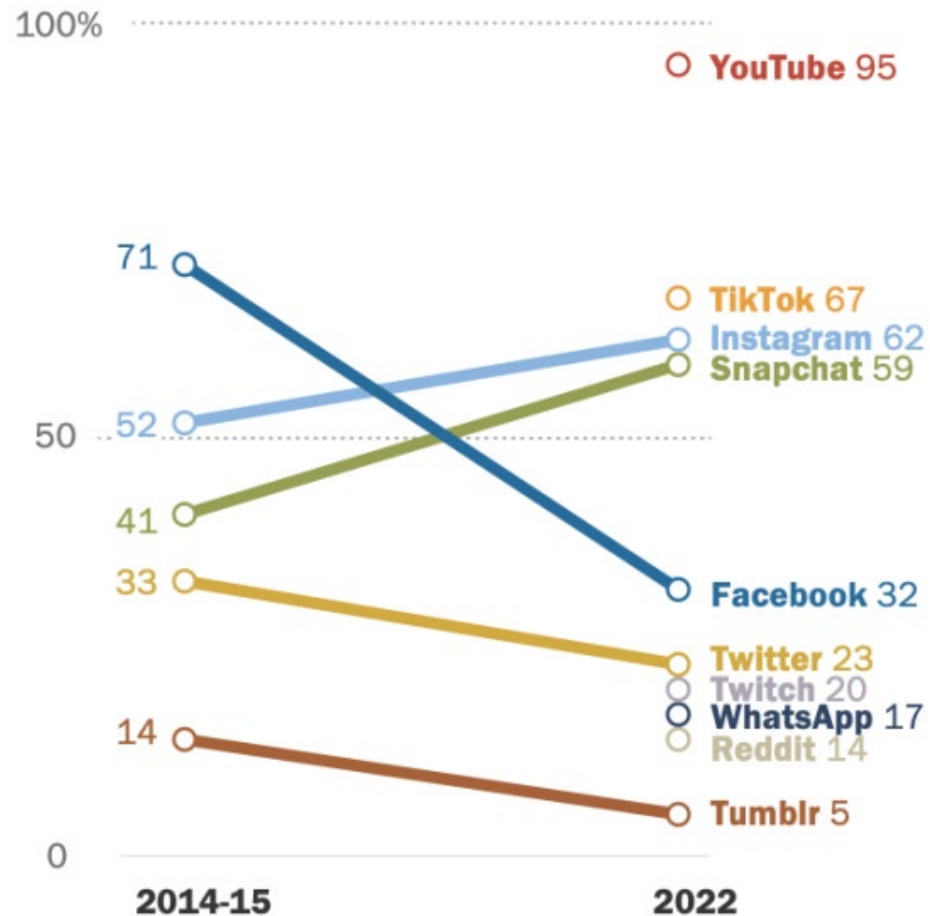
Percent of U.S. adults who say they ever use...



PEW RESEARCH CENTER: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021

YouTube is the most used platform among teens ages 13-17.

Percent of U.S. teens who say they ever use any of the following apps or sites...



PEW RESEARCH CENTER: Survey of U.S. teens ages 13 to 17 conducted April 14-May 4, 2022

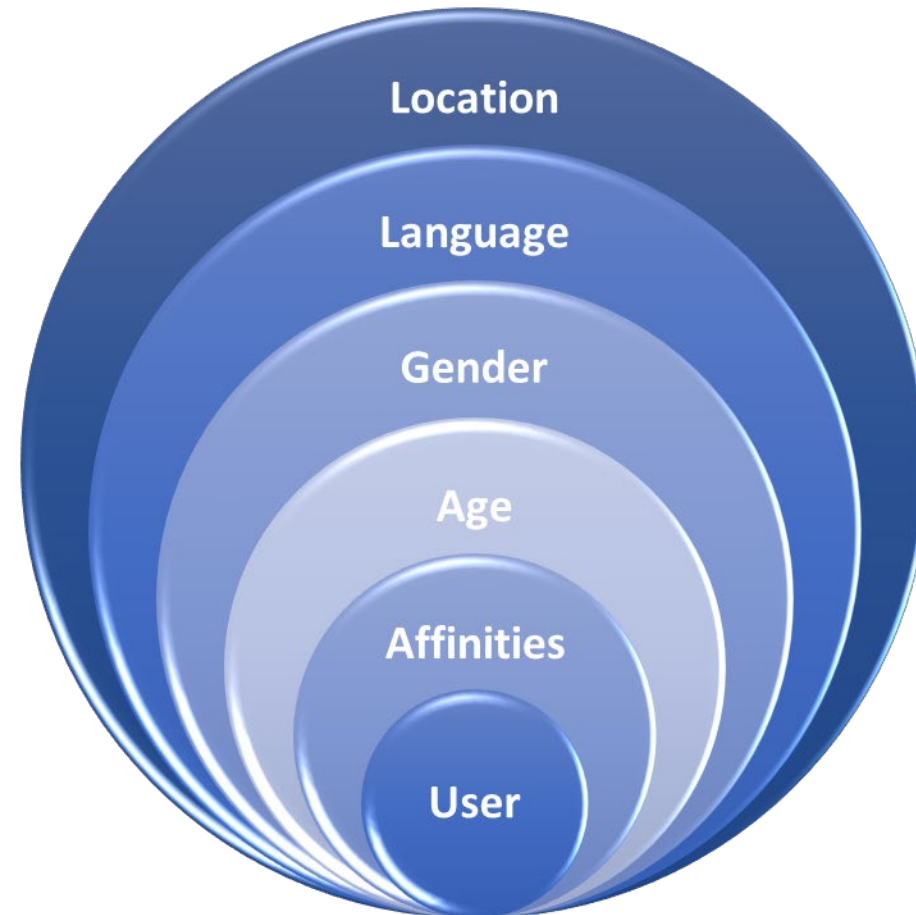
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Digital Ads Can Focus on Priority Populations



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Poll 1

Does your jurisdiction currently conduct digital marketing to support your HAB EHE and/or Ryan White HIV/AIDS Programs?

If yes, check all that apply.



Facebook



TikTok



Instagram



X (formally Twitter)



YouTube



Dating Apps



No, We Don't



Other, please type answer in chat

Poll 2

What do you feel are the top challenges to increasing the use of digital marketing in your jurisdiction?

Limited or no staff experience with paying for digital marketing.

Difficulties with the procurement process.

Approval of content internally.

Bad experiences in the past.

Not a priority currently.

Other (Please type answer in the chat)



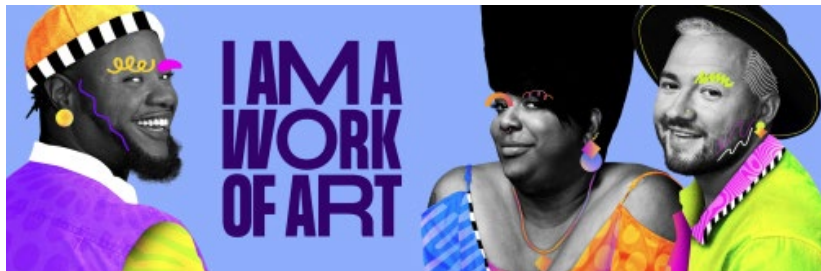
Planning Considerations

Planning Considerations for Digital Marketing

- **Clearly define audiences**
 - Geography, language, age, gender, interests/affinities
- **Clearly define goal**
 - Clicks to website, video views, max impressions (# times ads displayed), max reach (# users)
- **Select digital media platforms that best match audiences and goals**
- **Budget and scale of the campaign**
- **Cost of message development**
- **DIY or Contract for services**



Use existing messages to maximize resources for visibility



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Knowledge is Power!

Advances in prevention and treatment are bringing us closer to ending HIV.

FIND OUT HOW



EN ESPAÑOL

- X
- Find Services
- TEST
- PREP
- TREAT
- STDs
- FAQs
- News
- MpoX
- Stories
- Digital Graphics & Banners
- Campaigns
- National HIV Community Partnership
- Join Us
- En Español



 Find Testing, PrEP & HIV Care Services Near You

Real People. Real Stories.

From diagnosis to disclosure, to finding love and staying healthy regardless of status, these videos inspire, educate and show what is possible. Watch. Share. Be Inspired.

[GreaterThan.org/Stories](https://www.GreaterThan.org/Stories)

By Topic



"She makes sure I'm taking my meds."



"HIV medications have come a long way."



"We added an extra layer of protection."



"HIV is a chronic, manageable illness."



"HIV undetectable isn't a cure, but it means you're healthy."



"We've been silent too long."



Digital Graphics & Other Outreach Materials

Greater Than HIV offers an array of free downloadable digital graphics and other outreach materials. Share the graphics on your web and social platforms. Other materials include printed flyers, infoguides and more. Use the search tools below to find resources on HIV testing, prevention (including PrEP) and treatment.

[GreaterThan.org/Materials](https://www.greatertan.org/materials)

Filter by Type

Any

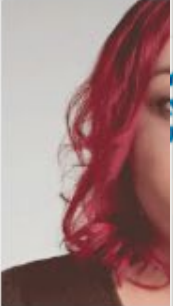
Filter by Campaign or Topic

Any

Filter by Language

Spanish

RESET FILTERS




HOW HIV IS AND CONTR

HIV Myths: M

Video (multiple)

DOWNLOAD



YOU'RE NOT ALONE.

HIV Support: Charles

Video (multiple sizes, MP4)

DOWNLOAD MORE

- Any
- By Topic
 - HIV General
 - HIV Testing
 - HIV PrEP
 - HIV Undetectable
 - Ryan White HIV Care Services
 - STDs
 - Mpox
- National HIV Community Partnership
- Awareness Days & Holidays
 - National Black HIV / AIDS Awareness Day (Feb. 7)
 - Valentine's Day (Feb. 14)
 - National Women & Girls HIV / AIDS Awareness Day (March 10)
 - National Youth HIV / AIDS Awareness Day (April 10)
 - National HIV Testing Day (June 27)
 - National Southern HIV / AIDS Awareness Day (Aug. 20)
 - National Gay Men's HIV / AIDS Awareness Day (Sept. 27)
 - National Latinx HIV / AIDS Awareness Day (Oct. 15)
 - World AIDS Day (Dec. 1)



EHE Jurisdictions Digital Marketing Case Studies

Increasing Linkage to Care in Atlanta

Tiffany Lawrence, MPH (She/Her/Hers)
Program Administrator, Ending the HIV Epidemic
Department for HIV Elimination



Ending HIV Together in Greater Atlanta



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Ending HIV Together in Greater Atlanta

Goal: To increase awareness of and linking to Ryan White HIV/AIDS Program (RWHAP) services in Metro Atlanta

Message Topics: RWHAP services, including AIDS Drug Assistance Program (ADAP); HIV treatment; HIV undetectable; and Mpox

Media Buy: \$214,662



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Ending HIV Together in Greater Atlanta

Media Platforms: Google Display Network, Google Search, Grindr, Twitter, YouTube

Priority Focus: Higher HIV incidence ZIP codes, HIV and / or LGBTQ interests, Black / Latino affinities and Spanish speakers in the Ending the HIV Epidemic (EHE) counties (Fulton, DeKalb, Cobb and Gwinnett)

Referral Resources:

- GreaterThan.org/Atlanta-Ryan-White
- GreaterThan.org/Atlanta-Ryan-White-ES
- GreaterThan.org/Mpox



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Sample Messages

Video can be accessed at:
[The GreaterThan.org website](http://TheGreaterThan.org)
[in Spanish](#)

The Ryan White HIV Care Program

If you don't have insurance or need financial assistance with HIV medical care and treatment, help is available.

Find out more →



Get more information at:

[The GreaterThan.org/Materials](http://TheGreaterThan.org/Materials)
[website](#)



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Sample Messages

**THE
RYAN WHITE
HIV CARE
PROGRAM
BASICALLY
SAVED MY
LIFE.**

To see and/or hear the video visit:
[Ryan White HIV Care: Kneeshe Newly Diagnosed](#) on YouTube



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Year 3 Results - Digital Placements

81.7+ million impressions
(# times ad displayed)

3+ million video views
(15+ seconds)

2.6+ million minutes watched
(YouTube only)

698,000+ clicks to online resources
(action to connect to more info)



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Ryan White **HIV** Care Providers & AIDS Drug Assistance Program

If you do not have insurance or need financial assistance with your HIV care and insurance costs, there are programs that can help, regardless of immigration status.

[CLICK TO GET CONNECTED TO HIV CARE & SERVICES THROUGH POSITIVE IMPACT HEALTH CENTERS →](#)

The **Ryan White HIV/AIDS Program** works with health departments and community-based organizations to provide HIV-related medical care and prescription drugs for people living with HIV who have no insurance, need services their insurance doesn't cover, or need help with insurance costs.


The program also provides **other essential support services for people living with HIV** including transportation, housing assistance, dental and mental health, substance abuse and more.


GreaterThan.org/Atlanta-Ryan-White


Find a Ryan White HIV Care Provider in Metro Atlanta


Same-day appointments may be available. Open early mornings, evenings and weekends in some locations. **Request help through POSITIVE IMPACT HEALTH CENTERS.**


FIND
PROVIDERS

How do I get connected? 

Am I eligible? 

What services are included? 

What happens when I seek care and treatment? 

About the Ryan White HIV / AIDS Program 



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Year 3 Results - Web Traffic to GreaterThan.org/Atlanta

536,000+
sessions

539,000+
pageviews

2,800+ clicks
to local
providers

2,000+ opens
of Ryan White
FAQs

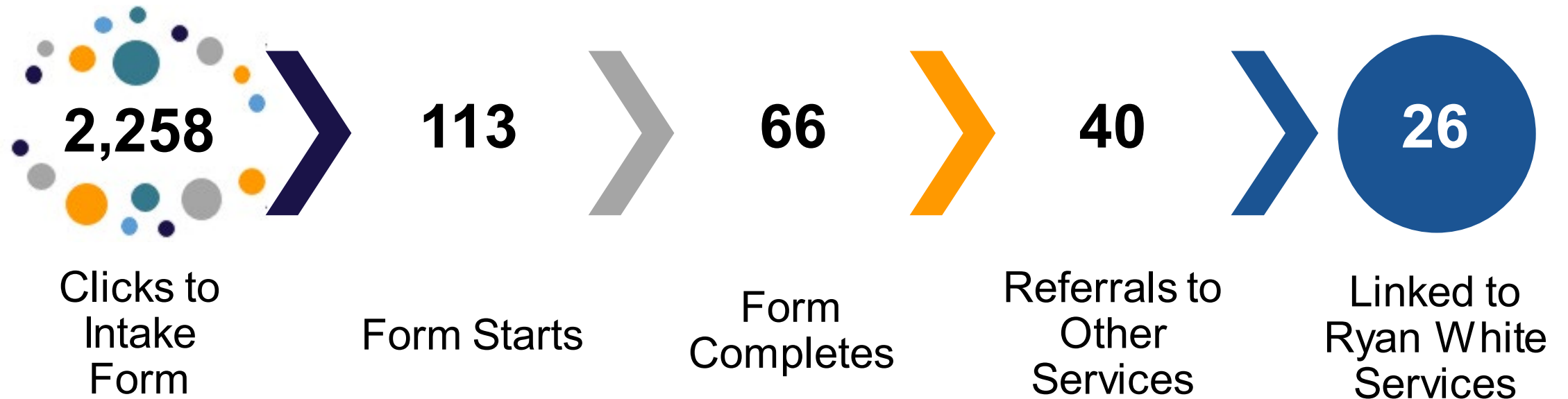


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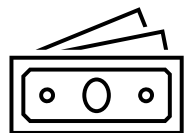
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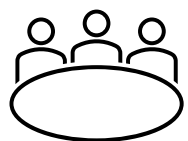
Year 3 Results- Linkages



Key Takeaways



Use of existing campaign extends your \$\$\$



Have regular meetings/communication

Have an end-of-year recap meeting

Begin year with a strategy meeting



Understand how your campaign relates to behavior change



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Ending the HIV Epidemic in Missouri

Rebecca Bax (She/Her/Hers)
Coordinator, Ending the HIV Epidemic Grants

Dustin Hampton, M.Ed. (He/Him/His)
Chief of the Bureau of HIV, STD, and Hepatitis



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

Ending the HIV Epidemic in Missouri

- Two-pronged campaign
 - General public
 - Medical providers and personnel
- Budget: **\$750,000**
- Total impressions: **43,337,820**
- Designated landing pages
- Use of QR codes

**SPEAK
UP
AGAINST
HIV STIGMA**

#StopHIVTogether



Visit speakuphiv.com/mo or scan the QR code to learn more!



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Social Media Reach

General Public Reach

- **471,552** Missourians on average **6** times through FB/IG (Facebook/Instagram)
- **574,841** Missourians on average **7** times through Snapchat
- YouTube, PulsePoint, Pandora, and Hulu

Medical Personnel Reach

Missouri Academy of Family Physicians

- 15,000 impressions
- Reached 3,600 individuals

Medscape

- **1,293,971** impressions
- **1,190** clicks

PulsePoint

- **2,650,552** impressions
- **3,231** clicks

HIV Stigma and Discrimination General Public

- CDC.gov syndicated page
- **22,500** unique users per month
- **12** minutes per visit



The screenshot shows the Missouri Department of Health & Senior Services website. At the top, there is a navigation bar with the department's logo and name, along with links for 'MO.gov', 'Governor Parson', and 'Find an Agency'. Below this is a secondary navigation bar with categories: 'Healthy Living', 'Senior & Disability Services', 'Licensing & Regulations', and 'Disaster &'. The main content area features a red banner with the text 'YOU CAN END HIV STIGMA. #STOPHIVTOGETHER' and a photo of hands clasped together. Below the banner is a link for 'Español (Spanish)'. A black banner contains the text 'Get Tested' and 'National HIV, STD, and Hepatitis Testing', with a button for 'FIND TESTING LOCATIONS'. A blue banner features a 'STIGMA' icon and the text 'HIV STIGMA AND DISCRIMINATION'. Below this, the text reads 'What is HIV stigma?' followed by a definition: 'HIV stigma is negative attitudes and beliefs about people with HIV. It is the prejudice that comes with labeling an individual as part of a group that is believed to be socially unacceptable.' The text concludes with 'Here are a few examples:'.

Medical Provider Webpage

MISSOURI DEPARTMENT OF
HEALTH & SENIOR SERVICES

MO.gov Governor Parson Find an Agency

Healthy Living Senior & Disability Services Licensing & Regulations Disaster & Emergency Services

HIV, STD and Hepatitis Prevention and Treatment Resources for Health Care Providers

SILENCE THE STIGMA OF HIV
#STOPHIVTOGETHER

HIV STIGMA

HIV Stigma is negative attitudes and beliefs about people with HIV. When people with HIV are supported, it is easier to lead a healthy life. [More information about HIV Stigma and Discrimination](#)

- Homegrown page
- Linked to campaign by banner
- **2,050** unique users per month
- 1/3 of users spent almost **20 minutes** on the webpage

I AM A WORK OF ART

Antiretroviral therapy (ART) helps me and others born with HIV stay healthy and undetectable so we can protect those we care about the most.



Living with HIV
for 28 years



I am a Work of ART!

- Co-brand with HIV.gov
 - New images
 - Reuse copy
 - Use syndicated web pages
- Use PrEP campaign research to drive placement decisions



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***Imagine.
Ending HIV. It's Possible.
Campaign***

Imagine
**Ending HIV.
It's Possible.**



**Make EHE a reality.
TARGETHIV.ORG/IMAGINE**

#ImagineEndingHIV

Toolkit Resources

#ImagineEndingHIV



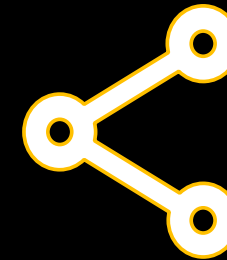
Video Testimonials
of Successful
HIV Interventions



Fact Sheets on
Small Wins &
Using Data



EHE Talking Points



Shareable Social
Media Graphics
and Posts

#ImagineEndingHIV

Imagine

Ending HIV.
It's Possible.



WE HAVE THE **SCIENCE.**
THE **TOOLS.**
THE **RESOURCES.**
THE **PEOPLE.**

LEARN MORE:
[TARGETHIV.ORG/IMAGINE](https://targethiv.org/imagine)



When we showed the campaign video to our leadership and partner organizations, they immediately felt involved in our EHE goals.

It's a powerful message to send that we are on the front lines working to make change.

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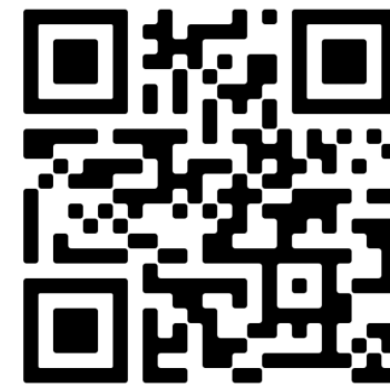
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Imagine

Ending HIV.
It's Possible.



Scan the QR Code
TargetHIV.org/imagine



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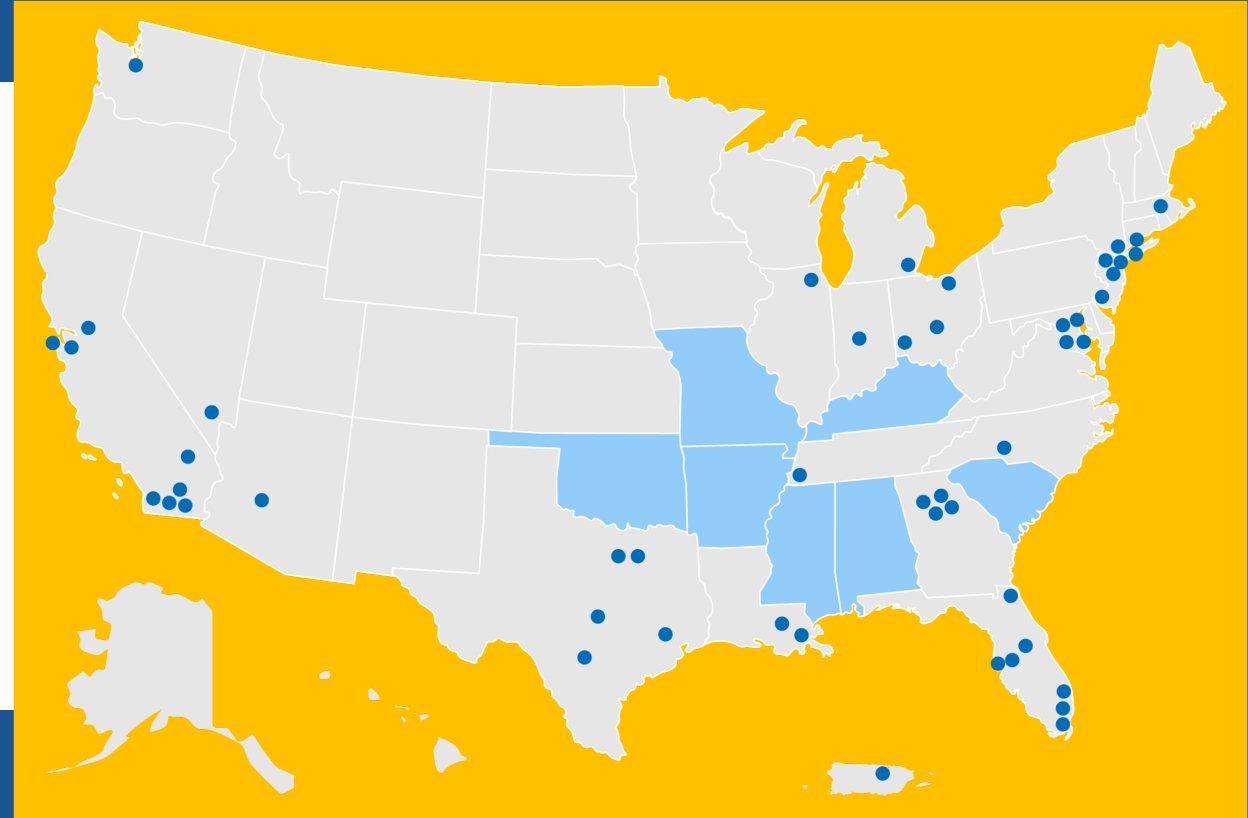
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Questions?

TAP-in

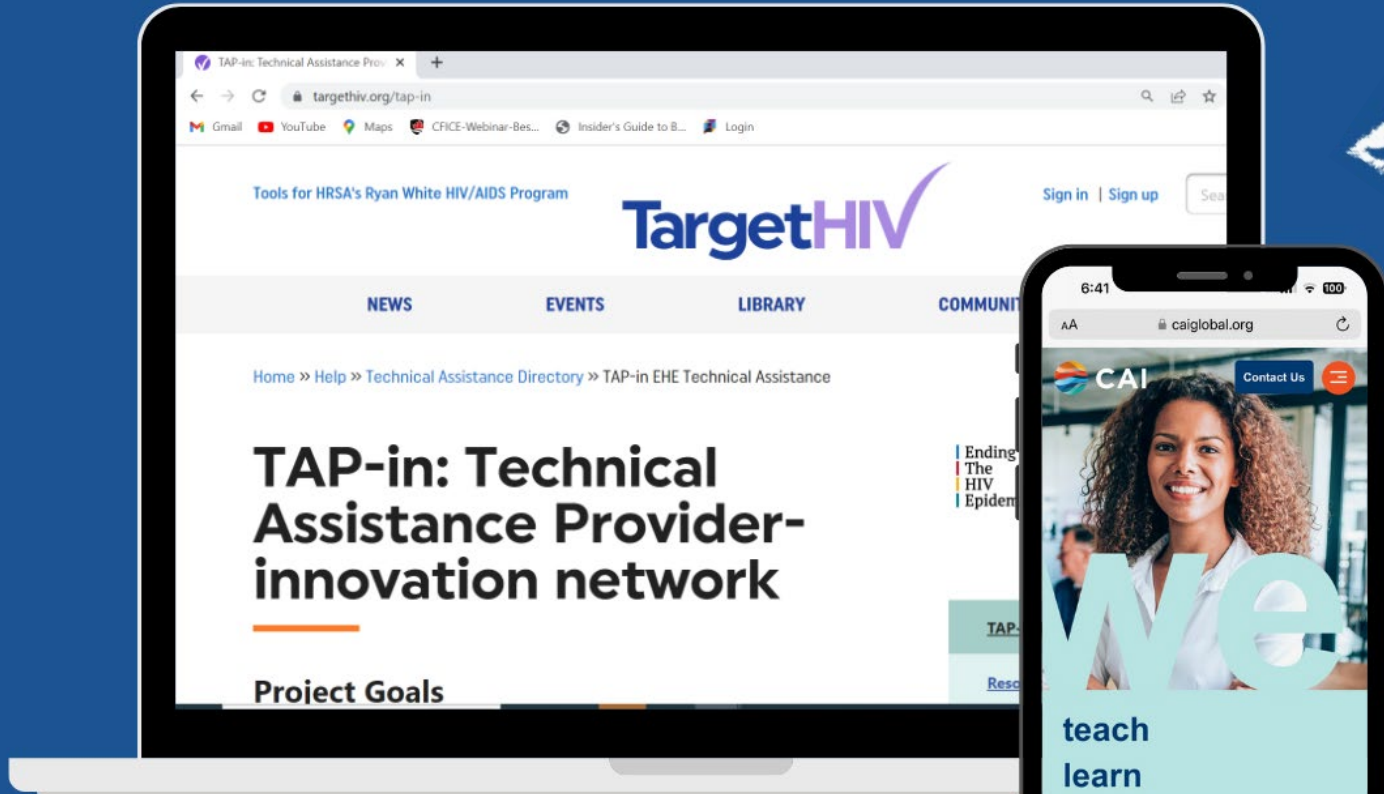
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What We Can Do For You!

- Providing on-demand technical assistance
- Tailoring the *Imagine* campaign toolkit
- Developing social media/media evaluation strategies
 - See TAP-in's Social Media Evaluation Toolkit on TargetHIV
- Facilitating peer-to-peer consultation; and
- Linking to regional and national resources



Check us out!

How to Request TA

Email: TAP-in@caiglobal.org

Thank You

Your feedback is important to us!

To complete our evaluation, you must be registered for this webinar.

If you have not registered, please register using the link in the chat.