

take
control
of your
HIV

HIV Social Media Campaign

Family Health Council of Central Pennsylvania

The Concept

- Social media campaign for those who have already been diagnosed but may not be in care
- Provider survey May 2019
- Client feedback June 2019
- Focus on decreasing stigma, removing fear, providing relatable messages
- Core audiences:
 - Ages 18-30
 - Low-income
 - Blend of urban, rural, suburban
- Roll out June 27, 2019, end date December 31, 2019



Overview



Website

- 20,717 page views
- 0.34% bounce rate
- 2.17 pages per session
- 10 contacts

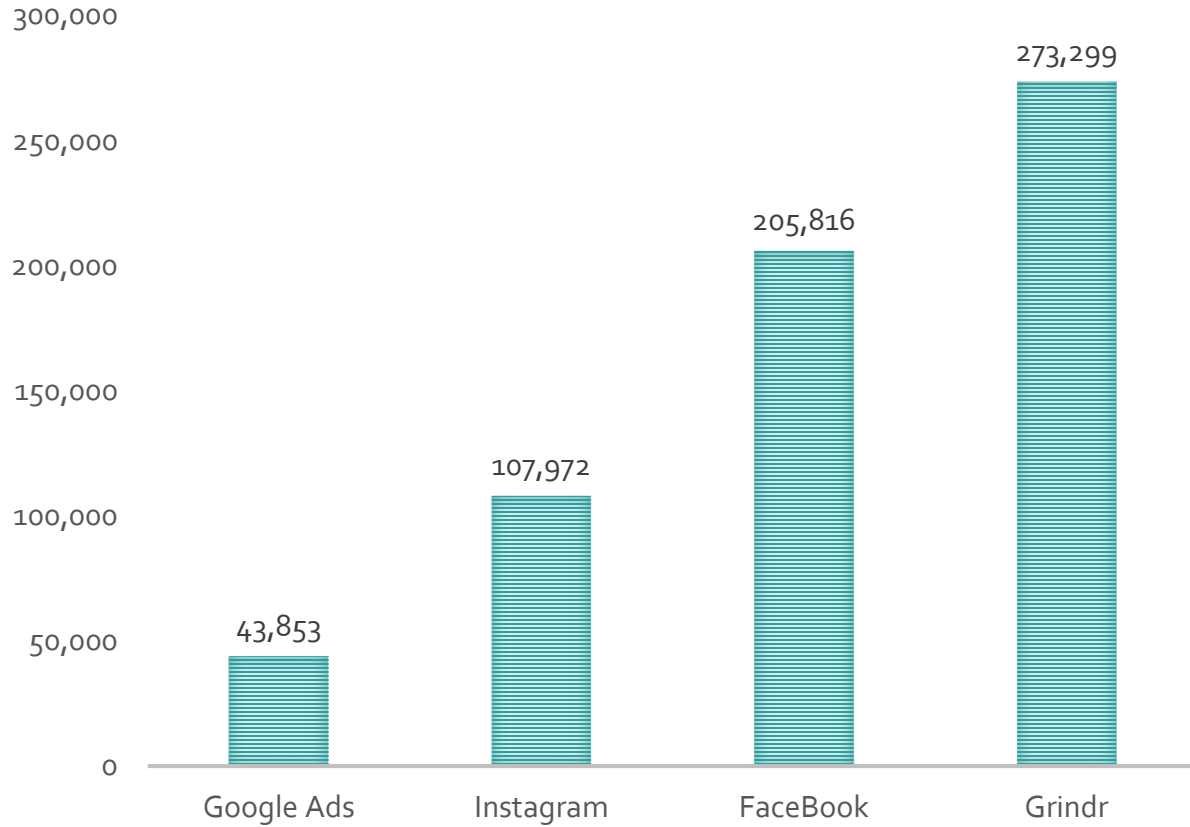
Public Relations

- 6 engagements
- Mix of print and radio
- 525,874 impressions

Blogs

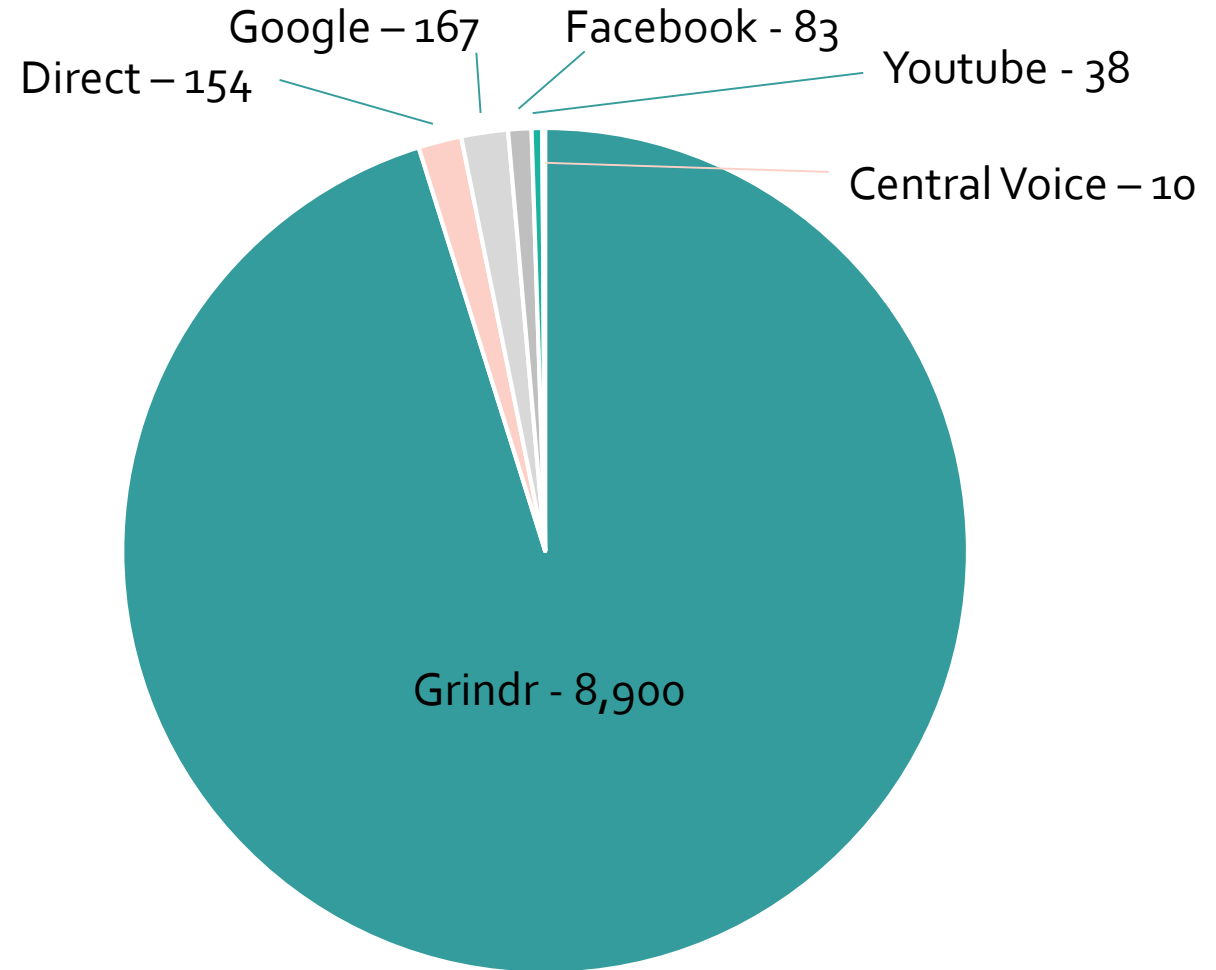
- 16 pieces
- Stigma the most popular with 155 page views
- Least popular blogs were tobacco and mental health with 14 views

TOTAL IMPRESSIONS – 515,204



This represents the total number of times digital ads and social posts have been shown to users.

WEBSITE TRAFFIC SOURCES



take on life.
TakeControlHIV.com



#TakeControlofYourHIV
#TomeControldetuVIH



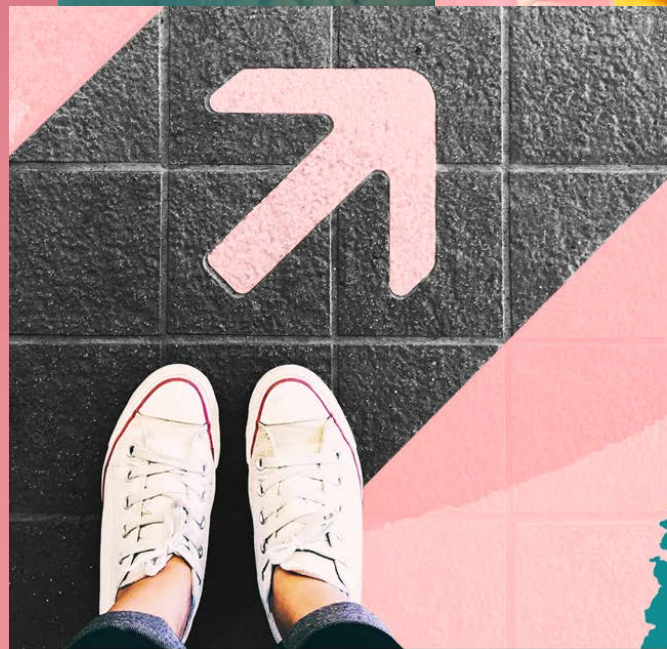
start living
your life



#TakeControlofYourHIV
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#TakeControlofYourHIV
#TomeControldetuVIH



#TakeControlofYourHIV
#TomeControldetuVIH

Where To Go From Here



Lessons Learned

- GRINDR!
 - Grindr ads drove the most users to your landing page and had the highest click-through rate of all mediums used.
- The website required too much information; possibly a turnoff for individuals needing more information.
- Reoccurring themes of stigma, treatment, testing being most popular in blogs and in posts.

Next Steps

- Drill down high risk populations to target
- Expansion of ads on Grindr and similar dating sites
- Chat-bot element on website
- Grassroots signage
- Spanish translations
- Client inclusion
 - Client written blogs and posts
 - Integrate client feedback into regional activities