

PROJECT:

AIDS.gov

CLIENT:

U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES

RELEVANT SERVICES:

SOCIAL MEDIA STRATEGY
DEVELOPMENT AND IMPLEMENTATION

AIDS.gov

Looking to sharpen your social media skills?

VISIT THE AIDS.GOV & APHA

SOCIAL MEDIA LAB

LOCATION
FIRST FLOOR,
OUTSIDE THE GREAT HALL

MONDAY, NOVEMBER 17th &
TUESDAY, NOVEMBER 18th

10am to 6pm

JSI conceptualized and has implemented social media labs to provide training and technical assistance at conferences.

FACEBOOK

FACING AIDS

for World AIDS Day
December 1, 2012

write. snap. share.
facing.AIDS.gov

In 2008, JSI staff developed and launched the Facing AIDS for World AIDS Day photo initiative, which has generated 4,000 photo submissions. The campaign is promoted on Facebook as well as on other AIDS.gov social media channels.

AIDS.gov @AIDSgov

Vote for your future! Learn where you can take an #HIV test nearby:
1.usa.gov/1xZ6TAS #ElectionDay #GoVote2014

JSI maintains an editorial calendar for AIDS.gov and has sent more than 7,000 tweets. Tweets include calls to action and are coordinated with timely events.

blog.AIDS.gov

JSI launched the AIDS.gov blog in January 2008. JSI has helped AIDS.gov to build a reliable brand that has garnered 168,000 blog subscribers.

HIGHLIGHT

300,000+ FOLLOWERS

YouTube

AIDS.gov

0:46 / 1:13

JSI has produced more than 218 videos for AIDS.gov, including ones that promote AIDS.gov apps, coverage at conferences and events, and interviews with HIV community leaders.

WE SALUTE THOSE
WHO RAISE AWARENESS OF HIV/AIDS
THROUGH FILM & VIDEO

#OSCARs

JSI launched AIDS.gov's Instagram account and regularly posts content that is related to trending topics and events.