PROJECT:

AIDS.gov

CLIENT:

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

RELEVANT SERVICES:

SOCIAL MEDIA STRATEGY DEVELOPMENT AND IMPLEMENTATION



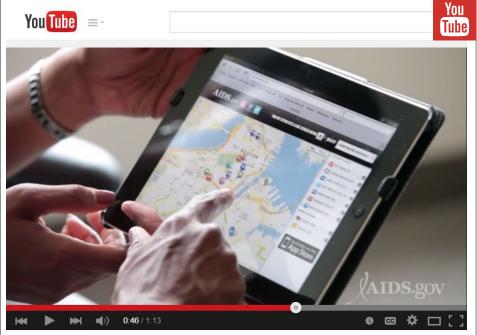
JSI conceptualized and has implemented social media labs to provide training and technical assistance at conferences.



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.



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.



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.





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.





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