



HIV PREVENTION GOES SOCIAL

USING SOCIAL MEDIA TO CREATE,
CONNECT, AND COME TOGETHER

About NMAC

The National Minority AIDS Council (NMAC) was founded in 1987 by a small group of minority leaders alarmed by the fast-growing incidence of AIDS in communities of color. Today, NMAC is an experienced coalition of more than 4,000 community-based organizations, health departments, and community planning groups across the U.S. and its territories. NMAC's formal mission is to "develop leadership within communities of color to address the challenges of HIV/AIDS." To achieve this goal, NMAC provides education, training, technical assistance, and other capacity building services to thousands of our constituents. We also advocate for Federal policies to improve access to HIV prevention, treatment, and care, and host the nation's largest annual community-based AIDS meeting, the United States Conference on AIDS (USCA).

Learn more at www.nmac.org.

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Why a Social Media Toolkit?

At NMAC, we have a deep-rooted belief in the importance of not only sharing good information, but also being heard. Our history reflects this point: when we were not included in mainstream discussions on HIV/AIDS, we found ways to be heard – even if it meant we had to do a bit of shouting. We had something important to say, and we made others listen until they heard us.

Today, we still have something important to say, and we still listen to those that we serve to help us do our work effectively. Increasingly, online communication via social media is facilitating these interactions and reshaping the way we deliver health information as well as the expectations of how information is received.

Why should *you* consider social media? For one thing, over half of all Americans over the age of 12 use online social networks, most of which is driven by mobile access. Many of them are going online to research health questions or find support from a community.

As social media becomes more and more prominent, it is important to become better versed in these tools as a means of observing everyday conversations, understanding what's being talked about, who's doing the talking, and expanding ways to engage with specific communities.

This toolkit is a part of that effort, aimed at introducing the concepts that underlie social media, as well as major types of tools that are used. In addition, we consider how to take a strategic approach to integrating social media into existing efforts.

Reading this toolkit and working through the corresponding activities won't answer every question you have. It should, however, provide some basic information on how social media is being used, as well as ideas to consider as you start to dive in. Our hope is that ultimately it provides you with a foundation for your own work in helping to address the challenges presented by HIV/AIDS within communities of color.

“Just like a location in the city, you have to look to see where people congregate.”

VENTON JONES, NATIONAL
BLACK GAY MEN'S
ADVOCACY COALITION



Strategy First

Tools will come, and tools will go. One of the fascinating aspects of social media is that it is constantly evolving. Knowing the basic types of social media is a start, but no one knows your organization and audience like you do.

More important than using the hottest new social media toy is establishing a programmatic purpose and then making plans to strategically support your goals. This should include defining measurable goals so you can see what is working, what needs to be adjusted, and what can be left behind. At the same time, it is important to remember that failure can be an instructive tool and can, in fact, be a good outcome. We can learn from what went wrong to make adjustments in the future. As the playwright Samuel Beckett wrote, “No matter. Try again. Fail again. Fail better.”

This document starts with a focus on overall strategy before diving into specific tools. Two activities are provided here to help you think through your larger goals and develop a social strategy. Keep the work you do on these strategy-focused activities in mind as you move into the tools section. Your strategy and choice of social tools will go hand in hand.

Activity 1: Questions to Consider When Setting a Social Media Goal

For this activity, it may be easiest to pick one goal to start, and work through the questions. Your goal can be something very specific and time dependent (encourage people to participate in World AIDS Day, for example), or it can be more long term (providing resources on where and how to get tested for HIV, for example). You can always come back to this brief set of questions for other goals you wish to achieve.

What are you trying to achieve?	
Who needs to be involved in determining strategy?	
Are you trying to monitor what others are saying about your organization ? Share information? Create a conversation?	
What are your peers and similar organizations doing?	

Setting goals is a critical task and something that we do on a daily basis whether informally (think of your daily to do list) or formally (think of an annual retreat for staff). Turning this into a strategy that leverages social media can seem like an overwhelming task. But it can be done!

Forrester Research’s POST method is a useful approach to thinking through how to incorporate social media into both new and ongoing efforts. We think it’s worth considering because a) it provides a step-by-step approach to turn goals into strategy, and b) it underscores the importance of putting people before technology. If you like, you can read more about the POST approach online at <http://bit.ly/pTp4R2>.

Activity 2: Creating a Social Strategy

Use the following worksheet to consider goals specific to your interests. Like the previous activity, pick one goal to start, and work it through. This is a good time to brainstorm and get creative – you can always adjust any of your responses later, but it never hurts to think big.

Goal:		
P	P = People. This is where it all begins. Who are you looking to reach? Who is your primary audience? Where can they be found online?	
O	O = Objective(s). What are you trying to accomplish? Are you trying to build followers? Create on-site engagement? Develop a sense of community? Raise funds? Create a call to action?	
S	S = Strategy. Ask yourself: What will change if this effort is a success? Will more interaction be desired or expected? Will people promote an event or service on your behalf?	
T	T = Technology. Based on all of the above, what tools make sense? A single blog? A hundred blogs? A social networking profile? A combination of things?	

Organizational Considerations

Ok – you have an idea and a strategy. Now ask yourself: is your organization ready to engage in social media? Successful use of social media requires a certain level of openness and transparency, not to mention the possibility that you may lose some control of your message, since being social means listening as much as talking. Be honest when thinking through how to integrate social media into organizational planning. The worksheet on the following page is provided to help you think through some questions, including:

- What can be learned from other new initiatives
- Involving the right people from the start
- Addressing concerns over using social media in general
- Anticipating how you will respond to both positive and negative feedback, if at all

One mechanism to help address the above questions is to create a social media policy to define how employees can and should use social media in the workplace. Having clarity in how social media should and should not be used can help protect employees, clients, and the organization as a whole. To see an example of a good operational policy explained, take a look at the guide created by the American Red Cross, which is available online at <http://bit.ly/mYthoP>. This guide is useful because it provides a clear explanation of their philosophy using plain language and simple ways to take part, including step-by-step descriptions of how to use specific tools.

If you aren't sure exactly where to start in creating an internal policy, a policy generator tool located at www.socialmedia.policytool.net can help. All you need to do is answer a few basic questions and a generic tool will be created. From there you can tweak it to reflect your specific needs.

“Sometimes when things are too put together, it doesn't resonate for our community. When it is more authentic, more homemade, that has an impact.”

BRIAN BURTON, SOUTHERN
LOUISIANA AREA HEALTH
EDUCATION CENTER

Activity 3: Determining Your Organizational Considerations

Take a moment to think through your responses to the questions below. It’s a good idea to work with a colleague (or two, or three...) to get different perspectives.

Other new initiatives have been <i>embraced</i> internally. Examples of these and what can be learned from that experience include...	
Other new initiatives have been <i>rejected</i> internally. Examples of these and what can be learned from that experience include...	
Internal concerns regarding the use of social media can be addressed by...	
People who need to be involved in the planning effort include...	
Formal approval required (if any), includes...	
Ways that both positive and negative comments that may appear from outside participants include...	

Managing Time

Does it cost anything to set up a Twitter account or a Facebook page? No. But that doesn't mean that it's free... Social media is free in the same way that a free puppy is free. Making the time to oversee these efforts takes one of your most valuable commodities: time. Indeed, one of the most frequently cited hesitations when considering when or how to implement social media efforts is, simply stated, "I don't have the time." The intensity of resources (human and otherwise) depends in large part on what you are looking to accomplish.

There is no trick or magic solution; rather, it underscores the importance of being strategic in planning out programmatic activities and building an approach that makes the most sense for what you are trying to achieve. For example, what if you learned of a new resource for mothers living with HIV/AIDS, and wanted to quickly share it with a wide group? Twitter might be one way to spread the word amongst peers and clients, and it may be a very worthwhile use of time.

making it real

How much time does it take to create, sustain, and nourish your connections using social media? The answer is, "It depends." Your goals, strategy, and familiarity with tools all make a difference. Below are some estimations:

Facebook:

2.5 to 3.5 hours per week

Twitter:

1.5 to 2 hours per week

Blogs:

5 to 10 hours per week, minimum

Photos:

2 to 3 hours a week, on average

Videos:

5 to 7 hours per video, on average

Activity 4: Questions to Consider In Managing Your Time

These questions will help you think about your familiarity with social media tools, staffing considerations, and your level of engagement.

What social media tools are people already familiar with (even if only for personal use)?	
Can one or more staff be tasked to learn a specific tool and teach others?	
Who will curate and moderate any social channels being used?	
Are you looking to be more observational (monitoring) or active (creating conversations, spurring others to take action), or both?	

Measuring Success

In the business world, ROI, or return on investment, is an important metric. That is to say, for every dollar *invested* in a product, how many dollars are *generated* from that product? A similar approach can be designed for social media efforts. It's good practice to set goals that are meaningful for your organization or specific program, and then review on a regular basis if the resources you are investing are helping you accomplish your goals. This is often referred to as the return on engagement (ROE). It's a traditional concept, adapted for a new approach.

Key indicators of success depend on your goals and strategy. If you are trying to increase awareness about your organization, you might focus on growth of followers or website traffic. If you are looking to influence a specific behavior or outcome, however, you might focus on metrics such as increase in HIV tests or condom use.

Some possibilities for measuring ROE include:

- Influencing people to take a specific action
- Increasing fans or followers on one or more social sites
- The number of two-way conversations in a given period of time
- Website traffic trends
- Raising a certain amount of funds

Some of this data is available from the sites themselves. For example, the person who runs your organization's Facebook Page can use the built-in Insights tool to track page likes, active users, post views, post feedback, post likes, and more. In Twitter, it's pretty simple to see your number of tweets and followers by glancing at the main web page; determining other metrics is more time consuming.

This data can also be collected manually. Creating a simple Excel spreadsheet to track and analyze the metrics above is often helpful. To help get you started, a sample metrics worksheet is included at the end of this document in Appendix 1.

making it real

There are various social media monitoring tools available for free or at a low cost that let you manage your entire social media presence in one spot. Some of these dashboard sites also allow you to post to multiple social media sites at the same time. Hoot Suite (www.hootsuite.com) and TwentyFeet (www.twentyfeet.com) are two tools that can help get you started. See Appendix 2 for a HootSuite overview.

Activity 5: Questions to Consider In Measuring Success

Work through these questions to help you think about the process of evaluating your social media activities.

How often do you want to collect data? Daily, weekly, monthly, etc.	
Who will be responsible for collecting the information? This task can fall to multiple people.	
How will you track the details you are interested in? Manually? Using an online analytics program?	
What are your three most important data points? For example, number of Twitter followers, blog subscribers, or weekly Facebook comments.	

So Much Information Where Do I Begin?

It may seem like a lot to take in all at once. New technology, new rules, new content... And just like all the other trusted networks and connections you've built, it takes time and effort to cultivate an online presence. But know this: *you aren't starting from scratch*. In fact, you already have a lot going for you – existing materials, knowledge of the communities you serve, a history of helping people to stay HIV negative or, alternatively, helping those who are living with HIV/AIDS get the support and help they need.

None of this expertise goes away. Rather, it provides a foundation for getting started with social media. The trick is taking what you already have and applying it in different ways. Here are some ideas to get you started:

- Post existing presentations and other resources onto social outlets such as Facebook or SlideShare (more on specific types of tools is in a later section). Or post links to these materials using a service like Twitter. When you post something, encourage others to share it as well.
- Post open-ended questions to invite discussion. If possible, make them provocative to inspire conversation.
- Spend some time watching what others are doing. For example, find people to follow on Twitter, and just listen for a week. If a week isn't enough, listen for more.

“What is surprising, but not so surprising, really, is the diversity of interest. Any one community has a tremendous amount of diversity within.”

VENTON JONES, NATIONAL
BLACK GAY MEN'S
ADVOCACY COALITION

making it real

Here are some ideas for repurposing content:

1. Write a blog post and use Facebook and Twitter to provide a teaser, driving people to your website or blog.
2. Think about how you can adapt an in-person training or presentation into an audio podcast posted to iTunes or a video posted to YouTube.
3. Upload your presentation to SlideShare so others can view it and share the link via Facebook and Twitter.

Repurposing Content

As mentioned above, you can reuse existing content such as presentations, videos, pamphlets, and other printed material when you are working within social media. This is also known as *repurposing* and is not only a time saver, but also a simple way to share what you are already doing with a broader audience. Using social media tools also provides an easier way for others to share your content without you having to do a thing. When content is created either online or offline, think about how you can use it in multiple ways across different social media outlets. This allows you to leverage existing content, maximize your reach, and make the best use of limited time and resources.

For example, say you gave a presentation at a local health center about working with individuals within communities of color living with HIV/AIDS. The audience was small, but very receptive and had lots of great questions and comments. Five years ago that might have been the end of the conversation, but today the conversation can continue. Using an online document sharing service such as SlideShare, you can post a document or presentation. Then, using a sharing service such as Twitter or Facebook, you can let others know that it's available and why they might be interested in it. If they find it useful, they'll share it within their networks as well. Voila! Something that previously would have been a memory has gained new life.

While repurposing content is an expedient and valuable way to build content through social channels, it's also important to present unique content. Reusing content between your blog, Twitter feed, and Facebook page is a great way to increase traffic and followers while maximizing resources, but don't feel that you have to post the same content to all of your social media channels. Think about how your Facebook fans differ from your Twitter followers, for example, and include unique content for each where appropriate.

Getting to Know the Tools

Facebook, Twitter, Flickr, Wikipedia, YouTube, Google+... It can seem like every day brings with it a new social media tool to understand, a task that would be overwhelming to anyone. One example of “the big picture” is shown in Figure 1, displaying what is known as the “Conversation Prism,” a graphic display of the social media universe. While not all encompassing, it does underscore the broad variety of social tools that exist.

Fortunately, you don't need to know or use every individual tool. What is helpful, though, is to have a sense of the variety of tools that exist as well as a sense of what each is generally designed to accomplish. The following section highlights some of the major categories of social media tools.

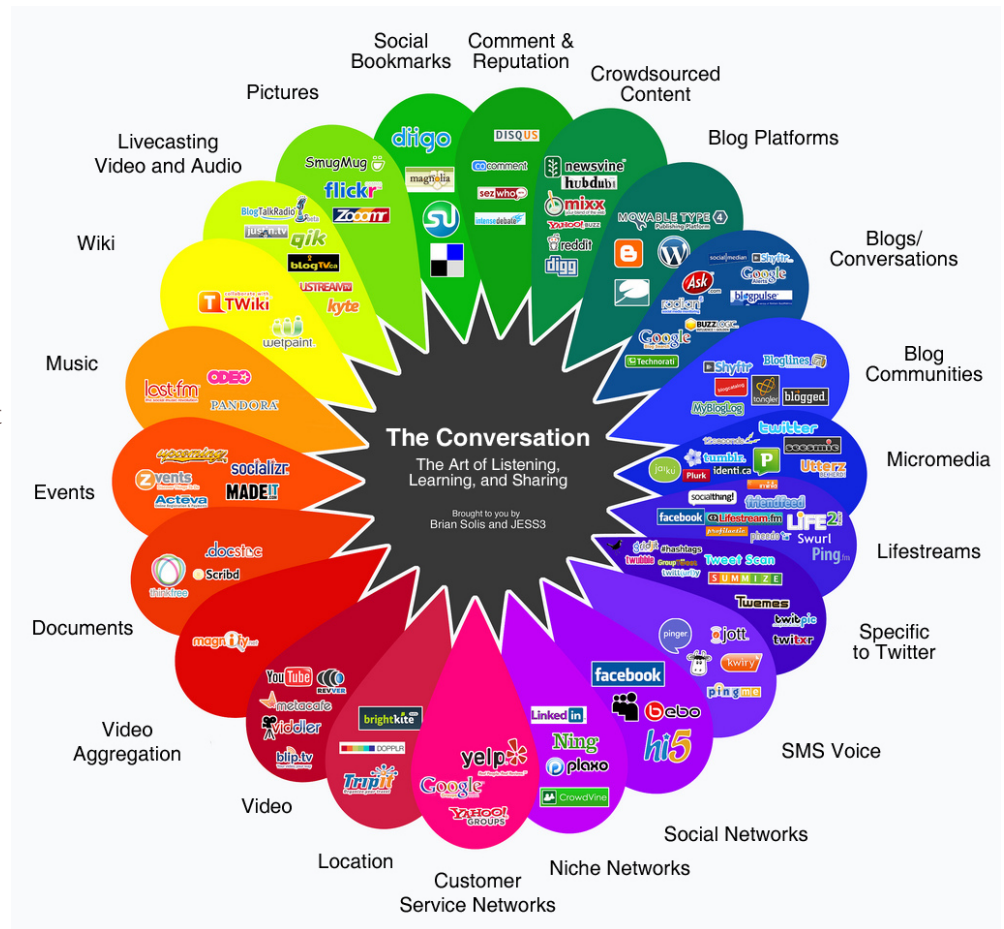


Figure 1: The Conversation Prism

Blogs

(Wordpress, Blogger, Posterous)



A blog is a website that is updated over time, with entries listed in reverse chronological order (e.g., the most recent entry is found at the top of the page). The term blog is drawn from the phrase “web log” and is a popular format for sharing information and starting conversations on any topic. While originally used as online diaries by individuals, blogs have grown exponentially to include both personal and professional interests. In addition to the routinely updated content, information displayed on a blog can encompass static information such as links to other websites of interest.

Example: Social media has ushered in the ability for anyone to easily stake out an online presence and publish content that reaches a global audience. The Black Gay Men’s Blog (www.blackgaymensblog.com) is one example of this. While not associated with a specific organization, it was started to create a positive space where black gay and bisexual men, MSM, and other men of color could come together. Multiple individuals regularly post content on health and lifestyle topics, and over time they have built a community that routinely responds to posts and initiates conversation. This is a good example of a community driven space, created out of a passion for staying healthy (both physically and mentally) as a black gay man. The passion with which it is written draws an equally passionate response.

Tips and Techniques

Writing is like building a muscle – it gets easier the more you do it. Keep it brief. Aim for less than 500 words. Words not coming? Post a photo and write a brief description.

Share the load. Ask others to write a single entry, or perhaps even more, on your blog. Consider not just staff, but clients as well.

Plan ahead. Brainstorm a “big list” of topics you want to cover over time. Revisit this list for inspiration.

Find your voice. Your posts should reflect the personality of your organization. As you begin to write, think about how you want others to perceive your blog. Your tone and writing style will develop over time as you become more comfortable writing posts.

Stay timely. Fresh content gets people to return. Set a schedule and stick to it for three months. At the end of three months, revisit the plan to see if it’s working or make adjustments. Do you want to share an experience from a conference you just attended? Try to post within 48 hours while the information is still fresh in your mind

Create a conversation. Don’t answer all the questions for your readers – invite them to contribute, share their stories, and ask questions. Link to blogs from similar organizations to expand the conversation, build a community of bloggers, and increase readership. Participate by commenting on other people’s blogs.

Share your post using other social sites such as Facebook and Twitter.

File Sharing Services

(SlideShare)



File hosting, or sharing, services are websites that allow anyone with an account to upload (from your personal computer to the Internet) documents such as slideshows, short videos, and word processing documents. Once posted online, others can view, comment upon, and download the files (from the Internet to their personal computer).

Example: AIDS.gov uses SlideShare, a popular file sharing service, to post presentations from conferences and workshops. Their presentation on New Media and Communities of Color is one of the most frequently viewed, with nearly 2,000 views. Additionally, nearly 60 people have downloaded the presentation for their own review and use. This type of distribution has greatly expanded the possibility of both finding and sharing good information. See www.slideshare.net/aidsgov for more.

Tips and Techniques

Repurpose your content. If you post a presentation to SlideShare and you get a lot of positive comments and feedback, think about creating an audio podcast or video on the same topic. Link your files to Facebook, Twitter, a blog, and your website to generate more traffic.

See what others have posted. Search using keywords to see what others have shared. This can be a great research tool, as well as a way to connect with others.

Geolocation

(Foursquare, Gowalla, Facebook Places)



Geolocation software allows anyone to share where they are in the world. As the use of GPS enabled phones has increased (over one third of all Americans own a smartphone, and African Americans and Latinos are more likely than their white counterparts to own one), so has the use of games and services that take advantage of location. Foursquare (www.foursquare.com), Gowalla (www.gowalla.com), and Scavngr (www.scvngr.com) are all examples of this type of social media tool. More recently, social networks have started building geolocation into their system, allowing users to easily share where they are if they choose. Facebook Places is an example of geolocation within social networks – if a user “checks in” to a location, the update will appear on their personal wall, as well as in their friends’ news feed.

Oftentimes, there are rewards associated with “checking in” at a location, such as virtual badges or discounts. While not entirely mainstream at this point, geolocation is gaining steam – Foursquare passed 10 million users in June 2011.



Example: In 2009, MTV, in partnership with the Kaiser Family Foundation, used geolocation as part of its Get Yourself Tested campaign, offering a special badge to those who checked in after getting tested for HIV.

As a further incentive, anyone who received the badge was entered into a contest involving a trip to New York and passes to a show. This example shows how offering incentives online can influence behaviors offline.

Tips and Techniques

Offer incentives for checking in at your location. It doesn’t have to be big or expensive. Just something that has meaning or value. It could even be something you would do anyway, and you are just encouraging people to take advantage of an opportunity. Examples include free condoms, a mug, or even a hug.

Encourage people to leave tips and comments. This allows people to share their own expertise. Examples include sharing which days are the least/most busy, nearby parking or other transit, nearby food locations worth visiting, or giving a shout out to staff that are particularly helpful.

Pay attention to the mayor. Foursquare allows an individual to become the “mayor” of a location. If you want the public to participate, discourage staff from becoming the mayor, and provide special incentives for the mayor. Examples include a discount on something, a t-shirt that only staff would generally have, or a free coffee.

Microblogs

(Twitter)



Similar to blogs and social networks, microblogs are a way to share information and updates. They allow you to connect on common interests and broaden networks. The main difference, as indicated by the term used to describe it, is that they are much more limited in length. Some believe the term “microblog” to be outdated, preferring to call them a real time information service. Indeed, the core question posed by Twitter (the largest service of this type) has shifted from “what are you doing?” to “what is happening?” to reflect changes in user behavior and expectations.

Whichever term you prefer, the concept is still the same: short messages that force you to get to the point in 140 characters or less. Given the space limitations, a hyperlink is often included to lead the recipient to further information.

Example: October 15th is National Latino AIDS Awareness Day (NLAAD). NLAAD is a national community mobilization and social marketing campaign that unites the Hispanic/Latino community in efforts to raise HIV/AIDS awareness, promotion of HIV testing, prevention, and education. NLAAD uses Twitter (@NLAAD) to reach local organizers and others who care about the collective response to the HIV/AIDS epidemic. Beyond promoting the October 15 Awareness Day, NLAAD also shares videos, advocacy opportunities, events, resources, and tweets from other Twitter users with similar interests. This is a good example of using Twitter to both promote a timely event and to share information and connect with followers the rest of the year.

TIP: Aniz, Inc. (www.aniz.org), based in Atlanta, GA, has created a great starter list of HIV/AIDS related organizations and agencies with a presence on Twitter which can be found at www.listorious.com/Aniz_inc/hiv.

Tips and Techniques

Before you say anything, listen. Sign up for Twitter and search for agencies, individuals, and community-based organizations that are talking about HIV/AIDS. What are they saying? What are they sharing? Follow the conversation for a few weeks before you start tweeting.

Create a conversation between you and like-minded organizations. Like something you see? Retweet it to share it with your own network. Like what another organization is doing? Talk about them in your tweet and mention their username to encourage dialogue.

Pay attention to keywords. Use the hashtag (#) to tag keywords or topics in your tweets. This helps users search for keywords and find your tweets. Find out what hashtags others are using to talk about similar topics.

Give gratitude. This can be saying thanks to specific users, or by using a convention called Follow Friday (hashtag #FF), whereby you call out users that you think are worth following on, you guessed it, Fridays.

Leave room to encourage sharing. You have 140 characters, but if you want others to share it, aim for 125 characters max. This leaves space for them to add something, too. Use hyperlinks and shorten where possible. The website <http://bit.ly> converts any long website URL into a shorter, Twitter-friendly URL.

Need a primer on Twitter lingo? See Appendix 3, Twitter Lingo.

Mobile

(Texting, Mobile Web, and Apps)



Mobile technologies involve the use of cellphone and/or other wireless devices (e.g., tablet computer) to view, receive, and/or send information. Mobile is not one technology or approach, but rather it encompasses the mobile web, mobile applications, and text messaging. The majority (85%) of American adults use a mobile phone. More and more of them, particularly African Americans and Latinos, are using their phones and other mobile devices to learn about health information or to manage their health (e.g., health “apps” for a smartphone).

The mobile web allows one to visit websites on your device with a mobile browser. Mobile applications or “apps” are installed on mobile devices to perform specific tasks. While some devices come with apps, one can also download apps from an online app store. Text messaging or “texting” is a way to send and receive messages from your mobile device. Messages can be sent as text (Short Message Service or SMS), pictures, video, or audio (Multimedia Messaging Service or MMS).

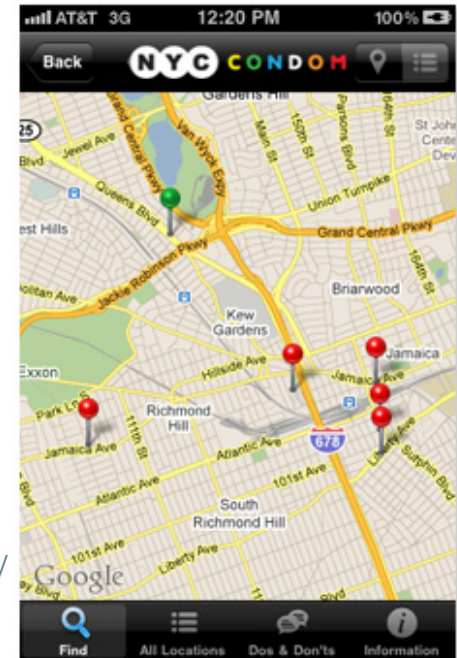
Examples:

Status is Everything HIV Testing Center Locator

The Status is Everything website (www.statusiseverything.org), which is produced by the New Jersey African American Office for Gay Concerns, uses text messages to connect MSM with testing services. To locate a testing center, text ‘NJ’ plus your zip code (e.g. NJ 07102) to the short code (phone number) 36363 to receive a text back with a testing center near your zip code. This example shows how users can access valuable information without going online and for the price of a text message.

Free NYC Condom App

The New York City Department of Health marked National Condom Awareness Day 2011 by releasing a free Condom Finder mobile phone app. This app utilizes a phone’s GPS capabilities to locate and provide walking directions to the five nearest venues that distribute free NYC condoms. It also allows users to enter an alternate address to plan ahead and provides “dos and don’ts” for condom use. To learn more, visit <http://on.nyc.gov/qMzjxn>.



Free NYC Condom App for iPhone

Tips and Techniques

Look to others. Identify mobile phone applications or text messaging campaigns that your clients can use and share them.

Privacy matters. Be careful not to violate HIPPA through texting. Craft your messages appropriately so that they do not reveal personal or sensitive information.

Photo Sharing

(Flickr, Picasa)



A picture is worth a thousand words, and photo sharing sites allow you to upload, organize, and share these images. What makes it social is the ability to comment on photos and create a discussion started by an image. The largest photo sharing site is Facebook, with roughly six million photos uploaded every month. Sites such as Flickr, Picasa, and Photobucket also house billions of images, most of which are publicly visible.

Examples:

AIDS Action Committee Flickr Stream

Photo sites let you easily share a local event with a global audience. AIDS Action Committee in Boston, MA does this on a routine basis, posting photos from community events and meetings. You can engage with your audience by asking for others to contribute photos to a group. People like to see themselves, and this example shows how easily that can be accomplished. Visit www.flickr.com/photos/aac.

AIDS.gov — Facing AIDS for World AIDS Day 2010

For World AIDS Day 2010, AIDS.gov asked people to take a photo of themselves holding a sign with a message about why they're facing AIDS. They encouraged people to upload their photo to the AIDS.gov Flickr stream and share it with friends and family via Facebook, Twitter, and their other social networks. More than 1,200 people shared an image. Visit. <http://www.flickr.com/groups/facingAIDS2010>.

Tips and Techniques

Tag photos with appropriate keywords. Providing key words or phrases (i.e., tagging) helps other interested users find your content. Not sure what tag to use? Consider your intended audience and think about the search terms they would use to find your picture. Search the photo site to find what tags others are using.

Repurpose your photos across other social media outlets.

Link your photo sharing account to your blog. Share your photos via Facebook and Twitter.

Take the time to explore and comment. Be sure to check out other people's photos and leave comments. If you like them, you can add them as a favorite. If someone comments on your photo, check out their photos and leave a comment back. Participating in the community will help you see what's out there and ensure others see you.



Paul Kawata, Executive Director, NMAC

social media in action

Text in the City

USING MOBILE TECHNOLOGY TO ADDRESS SEXUAL HEALTH

Contact: Dr. Katherine Malbon, katherine.malbon@mountsinai.org

It started with an observation: everyone in the waiting room of Dr. Malbon's adolescent clinic, which primarily serves underprivileged youth from East Harlem and the South Bronx in New York City, was on their phone, texting or surfing the web. Knowing that her patients all had cell phones, she gave out her mobile number to a small number of her most vulnerable patients, letting them know she was available if they had any questions about what was discussed in the office. Rather than calls, however, she started to receive text messages. Hundreds of them.

Dr. Malbon recognized there was a gap in how adults wished to communicate with adolescents and how adolescents communicated with one another. This resonated with her sense of what she often sees in the field of health and technology. Says Dr. Malbon, "I think that many times applications or technological services are set up without the developers actually understanding the population that they are aiming at... There are lots of people who have the technology know how, but they don't know the audience." Dr. Malbon knew the audience, and thus was born Text in the City, a service that allows anyone to send an anonymous text message about sexual health to a central service, where it is answered within 24 hours.

In the initial pilot phase, which launched in January 2010, Dr. Malbon received approximately 130 text messages a month. She noticed that often times, messages would be received in quick succession, leading her to believe that groups of friends would be having a conversation, designating one person to send a series of questions. All of which received a response.

As the program grew, she added the option of having reminders for birth control automatically sent by text, with the message received simply stating, "Don't forget. :)" In August 2011 this service is being broadened to anyone taking medication, so that HIV+ youth can opt to receive reminders to take pills, for example. Future plans for this service include appointment reminders and immunization reminders for her teen parents.

For more information on Text in the City, visit www.textinthecity.posterous.com

Social Networking Sites

(Facebook, MySpace, Google+)



Social networking sites allow individuals or organizations to set up a profile and connect with others who have a shared interest. While initially viewed as primarily for young people, today all age groups use social networking sites as a way to connect, share, and collaborate. Examples of general social networking sites include Facebook, MySpace, LinkedIn, and Google+. There are also health specific social networking sites, which include PatientsLikeMe, TuDiabetes, WEGOHealth, and Daily Strength. These sites allow users to post text, photos, and videos that are automatically shared with their connections.

Example: The Hispanic AIDS Awareness Program, located in Miami, FL, maintains an active Facebook presence. In addition to providing general information regarding their mission and contact information, they also frequently post photos from events, meetings, and campaigns. This example is a good illustration of not only documenting a moment in time, but allowing others in their network to feel connected as well. Visit www.facebook.com/pages/Hispanic-AIDS-Awareness-Program for more.

Tips and Techniques

Pay attention to privacy settings. Each individual site has its own rules of how to control who sees what, so it's a good idea to become familiar with the site's privacy settings.

Use social networks to learn more about your audience. Go beyond just telling your social networks what you're doing. Find out what ideas they have for your organization and how they can volunteer, contribute, or even donate!

Use the variety of Facebook tools to generate conversation. Post questions or stories for discussion, share photos, or create a poll.

Be active. It isn't enough to set up a presence on Facebook. Check in at least once a day (more if you have a lot of people making comments), and respond to people who take the time to write on your page.

Deciding how to set up your Facebook presence? See Appendix 4, Facebook Pages vs. Groups.

Video Sharing

(YouTube, Vimeo, UStream)



Video sharing services allow users to upload video in a common location such that they can be viewed by others. The largest provider of this service is YouTube, which sees over 24 hours of video uploaded every hour of the day. However, a number of services exist to host videos, and videos can either be embedded within a customized webpage or kept separate, based on preference.

Example: *I Talk Because...* is a video campaign that strives to raise awareness around HIV/AIDS. It was launched on World AIDS Day in December 2009 by the New York City Council and other HIV/AIDS organizations across the five boroughs of New York City. The campaign includes a YouTube channel where users can upload 30-60 second videos about why they talk about HIV/AIDS. People living with HIV/AIDS, public figures, community leaders, celebrities, and everyday people have all uploaded videos about why it's important to them that we keep talking about HIV/AIDS making it a great resource for stories and inspiration. Visit www.youtube.com/user/Italkbecause to learn more.

“You are using your ears, you are using your eyes, you are using your heart... All those are present when you make a video.”

- BRIAN BURTON, SOUTHERN LOUISIANA AHEC

Tips and Techniques

The YouTube Nonprofit Program provides several benefits for U.S. organizations with a 501(c)(3) status, including: increased uploading capacity, ability to add call-to-action overlays over videos, and listing on YouTube's Nonprofit channels and videos pages. To learn more, visit: www.youtube.com/nonprofits.

YouTube provides the following tips for nonprofits getting started:

Reach Out. Post videos that get YouTube viewers talking, and then stay in the conversation with comments and video responses.

Partner Up. Find other organizations on YouTube who complement your mission, and work together to promote each other.

Keep It Fresh. Put up new videos regularly and keep them short—ideally under 5 minutes.

Spread Your Message. Share links and the embed code for your videos with supporters so they can help get the word out.

Be Genuine. YouTube has a wide demographic, so high view counts come from content that's compelling, rather than what's “hip.”

Widgets



Web widgets are small stand-alone applications that can be embedded within a website, as opposed to desktop widgets that can be installed on your computer. Web widgets can be used to display video or photos, locate and display dynamic information, and display news feeds from other sources. The beauty of a widget is that someone else creates the application for you to repurpose on your website, blog, or Facebook page by copying the application code and placing it on your site. Generally you control where the widget is placed, but not necessarily what it displays.

Examples:

Office of Minority Health HIV/AIDS Prevention Bilingual Glossary Widget

This widget is available in both English and Spanish and provides linguistic support to individuals and organizations working with Spanish-speaking populations in the United States. Learn more at <http://1.usa.gov/r8a5rm>.

AIDS.gov Widgets

AIDS.gov has also developed several widgets, include a HIV/AIDS prevention and service provider locator, a podcast widget, and a blog widget. They are not only useful for sharing information, but also freely available for you to take and use on your own website. Learn more at www.aids.gov/widgets-and-badges.

Tips and Techniques

Search for widgets or build your own. Widgetbox lets you search for free widgets to install on your website or blog, or you can build your own (www.widgetbox.com). Find HIV/AIDS widgets that display relevant Twitter feeds, news, resources, and videos from various sources. Build your own free Twitter widget to display on your website or Facebook page. Learn more at <http://bit.ly/qUm8cD>

Spread the word and promote your widget. Ask other blogs and your peers to embed your widget in their website or blog.



AIDSmeds widget, Widgetbox.com



AIDS.gov widget

social media in action

Opelousas

USING VIDEO TO RESPOND TO A COMMUNITY CRISIS

Contact: Brian Burton, interventions@swlahec.com

In May 2010, a mass text message was being passed around a small but densely populated city in Louisiana accusing someone of intentionally spreading HIV. The message – which also included a photo – read, in part, “This man is passing AIDS around Opelousas and other places. Beware of this man, because a girl died last week after being with him.” The message was spread even further when a local news station picked up the story.

The staff at Southwest Louisiana Area Health Education Center (SWLAHEC) has a long-standing relationship with the surrounding community. Knowing they were a trusted resource, they decided to take action. Rather than voicing an opinion on the story itself, however, they used the window of increased attention to create a community dialogue, underscoring the need for testing and preventive health, and reminding people of the breadth of services they provide both at their office and through their mobile health unit.

Using a handheld video camera and minimal scripting, a video was quickly created and posted onto YouTube. “Using video was able to address multiple literacy levels, which we knew was important,” said Brian Burton, the Program Director. It featured staff members explaining the news story, demonstrating the OraQuick rapid test, and sharing resources that are available through their organization. The video struck a nerve, and went viral in the local community. The local television station came out to cover their response, providing even more visibility.

As a result of the initial story and SWLAHEC’s response, there was an increase in the number of people tested locally. Positive feedback was also received from the community. This example demonstrates that you don’t need a million hits to have an impact.

To view the video, go to <http://bit.ly/nNooHo>

Wikis

(Wikipedia)



Briefly put, a wiki is a website with an edit button. Contributors to a wiki can add and edit pages or documents —and can view changes made by different users or roll back to previous versions. The end result is a website built by a community, rather than a single individual or organization. Wikis can be public (viewable and editable by anyone), protected (viewable by anyone, editable by some), and private.

Example:

Wikipedia (www.wikipedia.com), the world's largest wiki, has entries for a number of topics related to HIV/AIDS, including pages explaining the HIV virus, HIV testing, U.S.-specific information on HIV/AIDS. Head over to these pages and read through them a bit – if you think something is missing, or if you have other edits you would make, sign in and go for it!

Tips and Techniques

Utilize free tools. Use WikiSpaces (www.wikispaces.com) to set up free Wikis for individuals or groups.

Go beyond file storage and sharing. In addition to serving as an online resource directory, you can use Wikis to manage a project, plan an event, or edit a collaborative document.

Make a plan. Sometimes starting with a blank slate can be overwhelming. And while wikis are collaborative tools, if you're the one who's creating the wiki, it's helpful to give the wiki an outline and define some guidelines for engagement.

social media in action

The Positive Project

COMBINING COMMUNICATION CHANNELS TO IMPROVE REACH

Contact: Tony Miles and Dawn Shearer, contact@thepositiveproject.org

When The Positive Project, based in Denver, Colorado, began creating videos of HIV+ across the nation over 10 years ago, social media wasn't widely used. But they knew the power of storytelling, and they knew that the ability to personally identify with someone else could make a big difference in knowing you are not alone. Using video as a medium was chosen because it allowed for body language to become a central part of the narrative.

As the use of social media has expanded, they have used sites such as YouTube, Facebook, and Twitter as outposts for their existing content. Along the way they have picked up some valuable lessons that helped shape their strategy:

1. Focus on what you do best. For The Positive Project, this is helping individuals to tell their unique story. They look to others to assist with distribution.
2. Partnerships are key. It's beneficial to work with other groups and organizations. Cross promotion through social tools helps to reach a wider audience.
3. Know where your audience is, and go there. Dawn, one of the co-founders of the project, puts it this way: "We can push out all the content we want; if people can't get to it, though, it just goes into thin air."
4. Remember to allocate time for managing social tools. How much time is dependent upon the scope of your efforts.

For more information on The Positive Project, visit www.thepositiveproject.org

So What Happens Now?

Congrats! You've made it this far in the document. You are now an expert on using social media, right? Well, not quite... But you are on your way to becoming more strategic in how you might use social media to support and grow the work you are already doing. Like any other skill, it develops over time if you stick with it. This guide can help get you started, but it's up to you to take it to the next level. Reiterating what we said at the start of this document: knowing the basic types of social media is a start, but no one knows your organization and your audience like you do.

Refer back to this document as often as needed to work through goals and objectives. Visit the examples referenced to see what others are doing. Reach out to others – including staff, friends, and clients – to see how they are using social media, and if they have advice or experience to offer. Remember: this is **social** media. We encourage you to get social!

Appendix 1: Sample Social Media Metrics Spreadsheet

Once you’ve dipped your toes into boosting your social media presence, use this spreadsheet to begin tracking some simple metrics. Make sure to consider the **three most important metrics** you want to measure. Try tracking data for one month. Use this information to identify points of strength, areas you’d like to improve, and lessons learned. Next, set goals and objectives for increasing these metrics.

TWITTER WORKSHEET

Week	New Followers	Total Followers	Original tweets	Your RTs	@ Replies	RTs	Notes & Lessons Learned
1							
2							
3							

FACEBOOK WORKSHEET

Week	New Page Likes	Total Page Likes	Post Views	Content Likes	Posts from Staff	Post from Fans	Notes & Lessons Learned
1							
2							
3							

What Else Can You Measure?

Here is a sample of some of the data you can measure from your Twitter account and Facebook page.

Twitter	Facebook Page
New Followers	New Page Likes <i>How many new users like your page?</i>
Your Retweets	Post Views <i>How many times users have viewed a News Feed story on your page?</i>
@ Replies <i>How many users replied to your tweets?</i>	Content Likes <i>How many users liked a wall post?</i>
RTs <i>How many users retweeted your content?</i>	Comments <i>How many users commented on a wall post?</i>
Links to Your Content <i>How many times did you link to your website?</i>	Posts from Staff <i>How many wall posts came from you?</i>
Links to Other Content <i>How many times did you link to content on other sites?</i>	Posts from Community <i>How many wall posts came from other Facebook members?</i>
New Following <i>How many users did you start to follow?</i>	Visits <i>How many people visited your website from a Facebook link?</i>
Original tweets <i>How many tweets did develop and post to your feed?</i>	Lifetime Likes <i>How many users overall like your page?</i>

Appendix 2: Sample Tool for Organizing Social Streams HootSuite

This is a screenshot of HootSuite, which allows you to go to one place to monitor different social streams including Twitter, Facebook, LinkedIn, and Foursquare. There are similar tools (notably TweetDeck and Seesmic) that perform similar functions.



HootSuite.com

Appendix 3: Twitter Lingo

Don't let the Twitter lingo intimidate you. Here's a quick overview of some common Twitter speak.



Handle

This is your Twitter username. For example, NMACCommunity. It is generally referenced as @NMACCommunity.

@Mention

Using the @username convention, you can “call out” specific users within your own feed. Use the “@” symbol followed by a Twitter username (@NMACCommunity) to mention another user in your tweet. Other people can use this to reference you as well. Use the mention feature to start a conversation and highlight the good work of others.

#Hashtag

The “#” symbol is also called a hashtag and is used to identify key words (#AIDS). Tagging your tweets with hashtags that others are using helps people to find your tweets in a search and allows users to click on the hashtag and find similar tweets.

Retweet

Retweet means to forward on a message to your own network. If you see another tweet that would be interesting to your Twitter followers, click the Retweet button below the tweet to share it via your feed.

Reply

To reply is to respond. Hit the Reply button below a tweet to reply. Your reply will always begin with @username (the user you are responding to). If someone replies to your tweet, this is also considered an @ mention.

Direct Message

You can send messages that go to specific users and no one else, similar to sending a text message via your mobile phone. Send a private message to another Twitter user who follows you by adding D before their username.

#FF

This hashtag stands for “Follow Friday.” Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

Appendix 4: Facebook Pages vs. Facebook Groups

Facebook Pages and Groups serve different functions though they have many overlapping features. Either is a reasonable option; it just depends on what you are using it for. How do you decide what's best for you?

Pages

- Intended to allow organizations and businesses to engage with fans and customers.
- Created and managed by authorized users from your organization.
- Page information and posts are public and viewable by anyone on Facebook.
- Anyone on Facebook can like your Page.
- People who like your Page will see your updates in their News Feed.

Groups

- Intended as a closed space for a group of people to communicate around a shared interest.
- Allows for additional privacy settings for closed groups.
- Group members must be approved or added by other group members.
- Group members can participate in updating the Group page.
- Mass messaging (sent using Facebook's email system) is possible if group is 5,000 people or less.

	Groups	Pages
Mass Messaging	✓*	✗
Indexed By Google	✓	✓
Stream Publishing	✓	✓
Targeted Stream Posts	✗	✓
Targeted Updates	✗	✓
Support For Applications	✗	✓
Membership Restrictions	✓	✗
Event Inbox Messaging	✓	✗
Engagement Metrics	✗	✓
Promotional Widgets	✗	✓
Vanity URLs	✗	✓

* messaging is restricted once a group grows past 5,000 members
Source: AllFacebook.com

Facebook Pages vs. Groups. Source: All Facebook.com

To help you decide which choice makes sense for your needs, the website [AllFacebook.com](http://bit.ly/rlqf4K) created the chart above to compare features between Groups and Pages. For more information, visit <http://bit.ly/rlqf4K>

Organizations and Groups Utilizing Social Media Referenced by this Toolkit

AIDS.gov
www.aids.gov

AIDS Action Committee
www.aac.org

Aniz, Inc.
www.aniz.org

Black Gay Men's Blog
www.blackgaymensblog.com

The Hispanic AIDS Awareness Program
www.hispanicaids.org

I Talk Because...
www.youtube.com/user/Italkbecause

Kaiser Family Foundation
www.kff.org

National Latino AIDS Awareness Day
www.nlaad.org

National Minority AIDS Council
www.nmac.org

The Positive Project
www.thepositiveproject.org

Southwest Louisiana AHEC
<http://swlahec.com>

Status is Everything
www.statusiseverything.org

Text in the City
www.textinthecity.posterous.com

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- 5 YouTube. *Setting Up Your Nonprofit Channel*. http://www.youtube.com/t/ngo_tips. Accessed August 2, 2011.



*Scan this QR code with
your smartphone for more
information about NMAC.*

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