



I Take PrEP

Social Media Toolkit

 love
leads
here.org

Cuyahoga County Board of Health
HIV Prevention & Care

CAMPAIGN INTRODUCTION

I Take PrEP is a social marketing campaign, funded by the Cuyahoga County Board of Health, which launched on December 1, 2020. The goal is to increase the LGBTQ+ community's knowledge of PrEP (Pre-Exposure Prophylaxis) and establish it as a viable, trusted means of HIV prevention.

SOCIAL MEDIA POSTING

To boost awareness of the campaign, kindly share the branded materials made available in this toolkit and on our website (<http://www.loveleadshere.org/#share>) on your social media channels (*Facebook, Instagram, Twitter*):

Campaign ads

Branded images

Suggested captions

In your caption, be sure to include the campaign hashtag, #ITakePrEP, so that people can follow online conversations about the campaign! Here are a few secondary hashtags you might also want to use:

#HIVPrevention

#EndHIVStigma

#SexualHealth

Suggested Social Media Captions

Copy, paste, and share any or all the following:

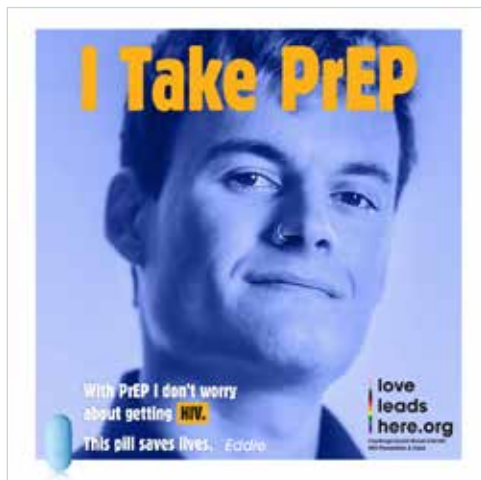
1. DYK there is medication that provides up to 99% protection from HIV? It's called PrEP (short for Pre-Exposure Prophylaxis), and it's for people who are HIV negative. Find out more about PrEP and whether it might be right for you: <http://loveleadshere.org/>. Everyone deserves access to PrEP. #ITakePrEP
2. How safe is PrEP? Very safe AND effective. While some people experience minor side effects like nausea, most people don't. This medication can prevent HIV through sex or intravenous drug use. PrEP can be a lifesaver for sexually active folks who get caught up in the moment: <http://loveleadshere.org/>. #ITakePrEP
3. PrEP is covered by Medicaid and most private insurance plans. PrEP care includes medication, medical appointments, and relevant lab tests. Please visit the Resources section of the #ITakePrEP website for PrEP navigators who can help you access financial assistance: <http://loveleadshere.org/>.
4. You have the power to protect yourself from HIV, with PrEP. Take this pill once a day. Talk with your health care provider to learn more about how it works. Find out more at <http://loveleadshere.org/>. #ITakePrEP
5. Do you take PrEP? Help us let people know how PrEP prevents HIV. Share a selfie OR a video and in the caption, use the hashtag #ITakePrEP. Taking care of your sexual health is one of the best things you can do for yourself and your community – there's power, peace, and pleasure in that: <http://loveleadshere.org/>. #ITakePrEP
6. Worried that you could be exposed to HIV during sex? Get to know more about PrEP, how you can access it, and how it works to keep you HIV negative: <http://loveleadshere.org/>. #ITakePrEP
7. PrEP facts:
 - PrEP prevents the spread of HIV through sex by up to 99%, which means that you can have sexual connections with people living with HIV, without worrying about getting the virus.
 - PrEP only protects you from HIV – not from other STIs (sexually transmitted infections) like gonorrhea, chlamydia, or syphilis.
 - Using PrEP and condoms together provides protection from HIV and most STIs. Learn more about PrEP and HIV Prevention: <http://loveleadshere.org/>. #ITakePrEP

8. PrEP is safe for Trans women and men because there are no known drug conflicts between PrEP and hormone therapy. If you're still concerned, that's understandable. Consult your health care provider about checking your hormone levels. Get more info about HIV prevention at <http://loveleadshere.org/>. #ITakePrEP
9. If you don't know your HIV status, get tested. If you're HIV negative, PrEP will help you stay that way: <http://loveleadshere.org/>. #ITakePrEP – Side note: If you test positive for HIV, don't worry, there's medication to keep you healthy. Real talk.
10. Feel good, feel empowered, feel secure in your sexual health choices. Find out more about PrEP, the pill that provides up to 99% protection from HIV: <http://loveleadshere.org/>. The choice is yours to have the kind of sex you want, with whomever you choose! #ITakePrEP

Shareable Campaign Images

To download images visit <https://www.loveleadshere.org/#share>

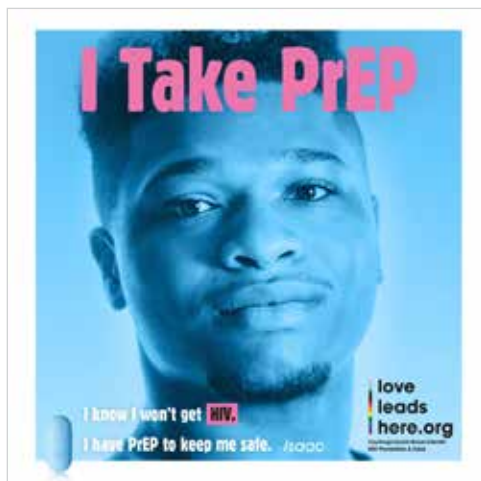
Eddie (Facebook/Instagram)



(Twitter)



Isaac (Facebook/Instagram)



(Twitter)



Joseph (Facebook/Instagram)



(Twitter)



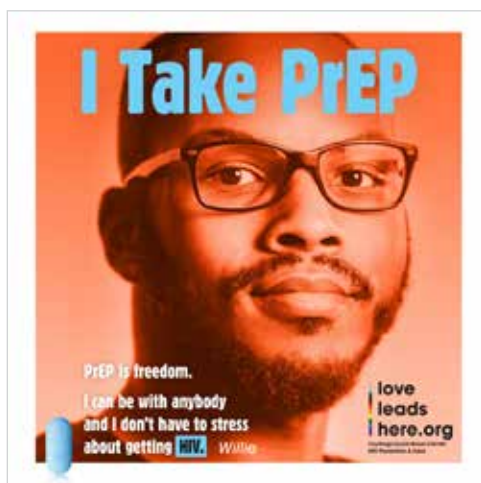
Tommy (Facebook/Instagram)



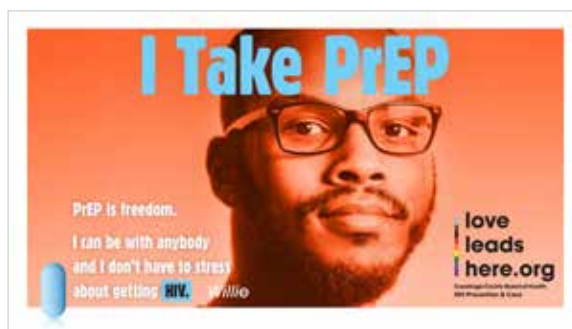
(Twitter)



Willie (Facebook/Instagram)



(Twitter)



Branded Images

