

TEST



ME

**SOCIAL
MEDIA
TOOLKIT**

love
leads
here.

LoveLeadsHere.org/TestMe

INTRODUCTION

TEST ME is a new social marketing campaign promoting HIV testing. The campaign has been launched by the Cuyahoga County Board of Health (CCBH). This campaign is part of a comprehensive strategy by the CCBH to bring people living with HIV into treatment, prevent new cases of HIV and to reduce HIV-related stigma. The public awareness campaigns associated with this effort can be viewed at www.LoveLeadsHere.org.

The TEST ME campaign aims to encourage all residents of the county to be tested for HIV at least once, and for those at increased risk to test more frequently. Testing is the first step towards both managing and preventing HIV. Testing provides knowledge of HIV status.

Those testing positive can enter treatment and control the disease. Most people receiving treatment for HIV reach an undetectable status. This means the virus is suppressed and the persons' health is protected. Being undetectable also makes it impossible for the virus to be transmitted to another person - the virus becomes Untransmittable. This is called U=U or Undetectable equals Untransmittable.

People who test negative for HIV should consider taking PrEP. PrEP is a medication that protects you from acquiring HIV. PrEP comes as a pill or injection, is free, has minimal side effects, and is extremely effective.

SOCIAL MEDIA POSTING

Everyone can play a role in increasing the reach and visibility of this campaign and encouraging the community to get HIV tested. One simple way is to share the branded materials made available in this toolkit on your social media channels (*Facebook, Instagram, Twitter, LinkedIn, etc.*):

Campaign images

Branded images

Suggested Captions

HASHTAGS

To help people access campaign posts and participate in online conversations (via comments/reposts) about the importance of getting tested for HIV, make sure your social media posts incorporate the relevant hashtags.

All campaign posts should include the unique/primary hashtag for this campaign: #TestMe

Recommended secondary hashtags include:

#LoveLeadsHere

#TestMeCuyahoga

USER GENERATED CONTENT

Share your story about HIV testing and encourage others to share stories about getting an HIV test and sharing the benefits they have experienced. User-generated content (UGC), especially for a campaign that highlights real-life stories, lends to the authenticity and impact of the campaign message.

SUGGESTED CAPTIONS

1. The only way we can truly stop HIV is if everyone knows their HIV status. Expand your knowledge further at LoveLeadsHere.org/TestMe.
2. More than one option exists to get tested for HIV, from going to a clinic to an at-home test. Once you know your status, you can speak with a doctor about next steps. Get tested today! #TestMe #LoveLeadsHere
3. Approximately 1.1 million people in the US have HIV and don't know they have it. All it takes is a test at your local provider to keep you informed. Find your local testing center at LoveLeadsHere.org/TestMe. No matter the results, there is treatment to keep you healthy.
4. Knowing your HIV status is the first step in taking charge of your sexual health! Getting tested is the only way to know your status. For more information about HIV testing visit: LoveLeadsHere.org/TestMe #TestMe
5. #TestMe, getting tested for #HIV is important to me because I want to be in control of my health. For more information about testing visit: LoveLeadsHere.org/TestMe
6. Knowing your HIV status is empowering. It allows you to keep yourself and your sex partner(s) safe. For more information & tools visit LoveLeadsHere.org/TestMe #TestMe
7. You don't need to be alone when you're getting an HIV Test! You can get tested with a friend, partner, or family member. Find a testing site at LoveLeadsHere.org/TestMe
8. HIV testing is an act of self-care. Encouraging people to get tested and know their HIV status can help them stay healthy. So, #TestMe. For more information & resources visit LoveLeadsHere.org/TestMe

CAMPAIGN IMAGES

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

(Facebook/Instagram)



(Twitter)



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 Take PrEP if you're negative.
 Get treatment if you're positive.
 Health for everybody.

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HAZ LA PRUEBA

Pide la prueba de VIH.
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BRANDED IMAGES

