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Cuyahoga County Board of Health
HIV Prevention & Care

**You're
Welcome.**

SOCIAL MEDIA TOOLKIT

CAMPAIGN INTRODUCTION

The *Cuyahoga County Board of Health* launched a local social marketing campaign in December 2021 to communicate how lack of knowledge and understanding are barriers to both accessing HIV care and PrEP implementation. The campaign aims to educate both the general public as well as healthcare providers on how to lessen the stigma & identify biases around HIV & sexual health. The campaign utilizes real world individuals who are living with HIV or taking PrEP to send a message to the public that they should not be devalued based on factors incongruent with providing equitable and high-quality care.

SOCIAL MEDIA POSTING

Everyone can play a role in increasing the reach and visibility of this campaign and encouraging the community to end stigma towards people living with HIV and people utilizing PrEP for prevention. One simple way is to share the branded materials in this toolkit on your social media channels (*Facebook, Instagram, Twitter, LinkedIn, YouTube*):

Campaign images

Suggested captions

Hashtags

To help people to access campaign posts and participate in online conversations (via comments/reposts) make sure your social media posts incorporate the relevant hashtags.

All campaign posts should include the unique/primary hashtag for this campaign: **#YoureWelcome**.

Given that You're Welcome can be a general statement widely & commonly used, recommended secondary hashtags include:

#EndHIVStigma

#EndPrEPStigma

#HIVPrevention

#CantFindItCantShareIt

#ITakePrEP

User Generated Content

Encourage others to share stories about experiencing stigma around PrEP & HIV on their social media – also using the unique hashtag, #YoureWelcome. User-generated content (UGC), especially for a campaign that highlights real-life stories, lends to the authenticity and impact of the campaign message.

Suggested Social Media Captions

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

1. HIV stigma is negative attitudes and beliefs about people with HIV. It is the prejudice that comes with labeling an individual as part of a group that is believed to be socially unacceptable. To learn more about ending the stigma visit LoveLeadsHere.org #YoureWelcome
2. There are still misconceptions about how HIV is transmitted and what it means to live with HIV today. Expand your knowledge further at LoveLeadsHere.org #YoureWelcome
3. DYK that PrEP isn't only for individuals who have multiple sexual partners? Taking it also doesn't make them promiscuous. They are doing their part to prevent the transmission of HIV. #YoureWelcome. For more information on PrEP & who benefits from it visit LoveLeadsHere.org
4. PrEP reduces the risk of getting HIV from sex by about 99% when taken as prescribed. Don't judge the people who are trying to do their part. Instead, join them & learn how you can end the stigma at LoveLeadsHere.org #YoureWelcome
5. HIV stigma drives acts of discrimination in all sectors of society, including health care, education, the workplace, the justice system, families, and communities. Breaking down HIV stigma is a critical part of ending the HIV epidemic. Learn how at LoveLeadsHere.org #YoureWelcome
6. You can play an important role in reducing stigma and discrimination by offering support and speaking out to correct myths and stereotypes about HIV that you hear from others. To get more information visit LoveLeadsHere.org #YoureWelcome
7. People living with HIV can be subjected to stigmas that are not only experienced but become internalized or even anticipated. HIV stigma and discrimination can also be self-imposed, individual, structural, or institutional. Let's do our part & help educate #YoureWelcome visit LoveLeadsHere.org for more information.

Shareable Campaign Images

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

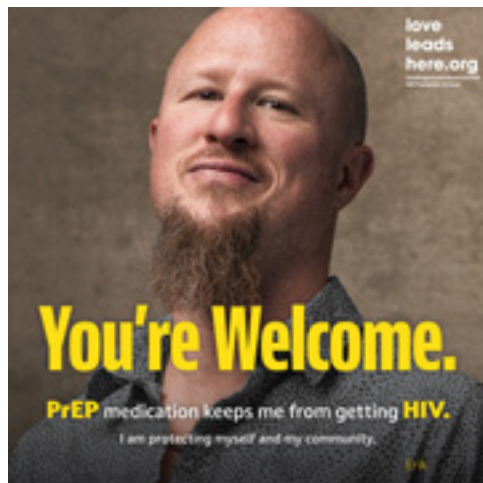
Charles (Facebook/Instagram)



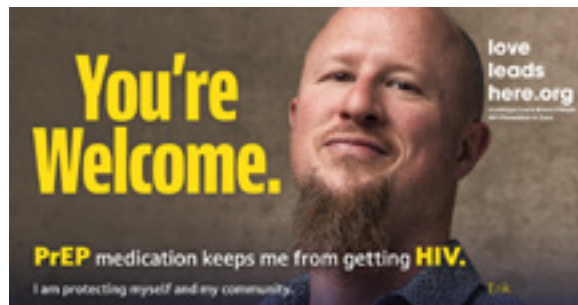
(Twitter/Nextdoor)



Erik (Facebook/Instagram)



(Twitter/Nextdoor)



Mark (Facebook/Instagram)



(Twitter/Nextdoor)



Maurice (Facebook/Instagram)



(Twitter/Nextdoor)



Naimah (Facebook/Instagram)



(Twitter/Nextdoor)



Shacquille (Facebook/Instagram)



(Twitter/Nextdoor)

