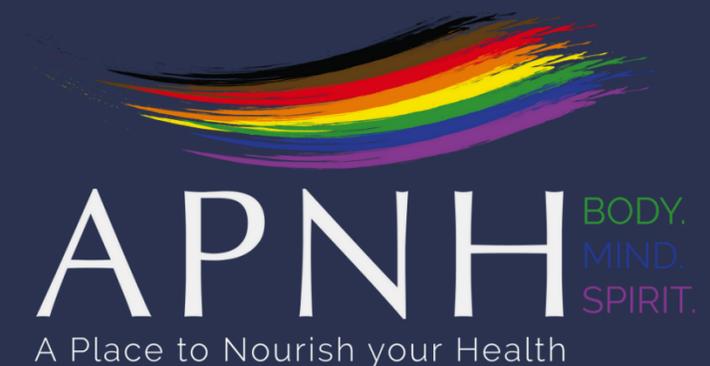


Using Social Media to Improve PrEP and HIV Testing Access

Josh Chandler & Barry Walters
APNH: A Place to Nourish your Health



OVERVIEW OF STRATEGIES

- Daily posting at most active times
- Consistency, transparency & authenticity
- Representation of priority populations
- Consideration of barriers to engagement
- Use of multiple media formats across multiple platforms
- Prioritization of Instagram Reels for reach & engagement
- Timing
- Movement
- Trending audios
- Captions
- Humor & entertainment
- Messaging - sex-positive, body-positive & pleasure-based
- Hashtags, location tags & user tags
- Collaborations
- Events

**EVERY POST HAS
A PURPOSE**



Advertising in Spanish



Tenemos pruebas gratis de VIH y ITS. Brindamos medicamentos y atención aquí en APNH.



PrEP ES PARA TODOS.

En APNH, podemos
conectarte a PrEP,
una pastilla diaria
que previene el VIH.

- Completamente gratis
- No requiere seguro
- Disponible sin importar
el estatus migratorio



Promoting HIV Testing



TikTok
@apnhprevention

#Get Tested
#PrEP
#UequalsU

UNSURE?
GET SURE!

Free & Confidential HIV Testing
at walk-in centers
WALK-INS WELCOME

APNH#



* cameo



apnhprevention and
newhavenpridecenter
New Haven, Connecticut







**me on my way
to my free STI
fest**



578



1



1,126



Try Remix

 **apnhprevention and
summer_haze2023**

Summer says know your status! ❤️ ...

 summer_haze2023 commented

 original audio  apnhprevent  summer_haz 



Promoting PrEP



**Undetectable Equals
Untransmittable**

A person living with HIV is considered undetectable or virus-suppressed when HIV treatment brings levels of HIV in the body to such low levels that tests can't detect it.

When HIV is undetectable, it cannot be transmitted to others.*

Avita APNH



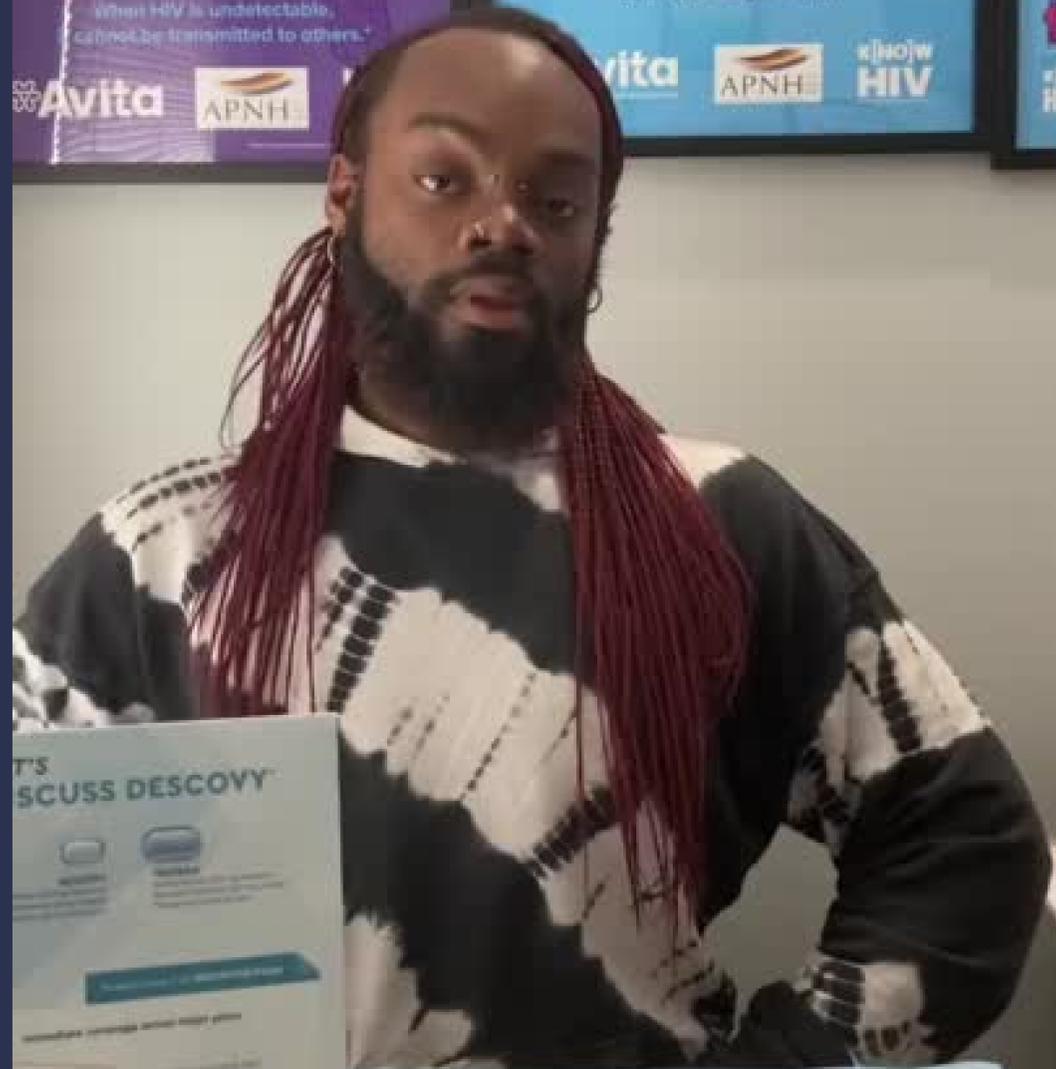
PrEP is for everyone.

PrEP reduces the risk of contracting HIV by more than 90% when taken as prescribed.

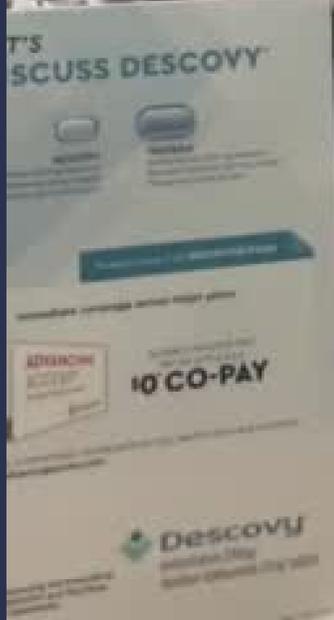
PrEP is available with no out-of-pocket cost.

Talk with your healthcare provider to find out if PrEP is right for you.

Avita APNH x|so|w HIV



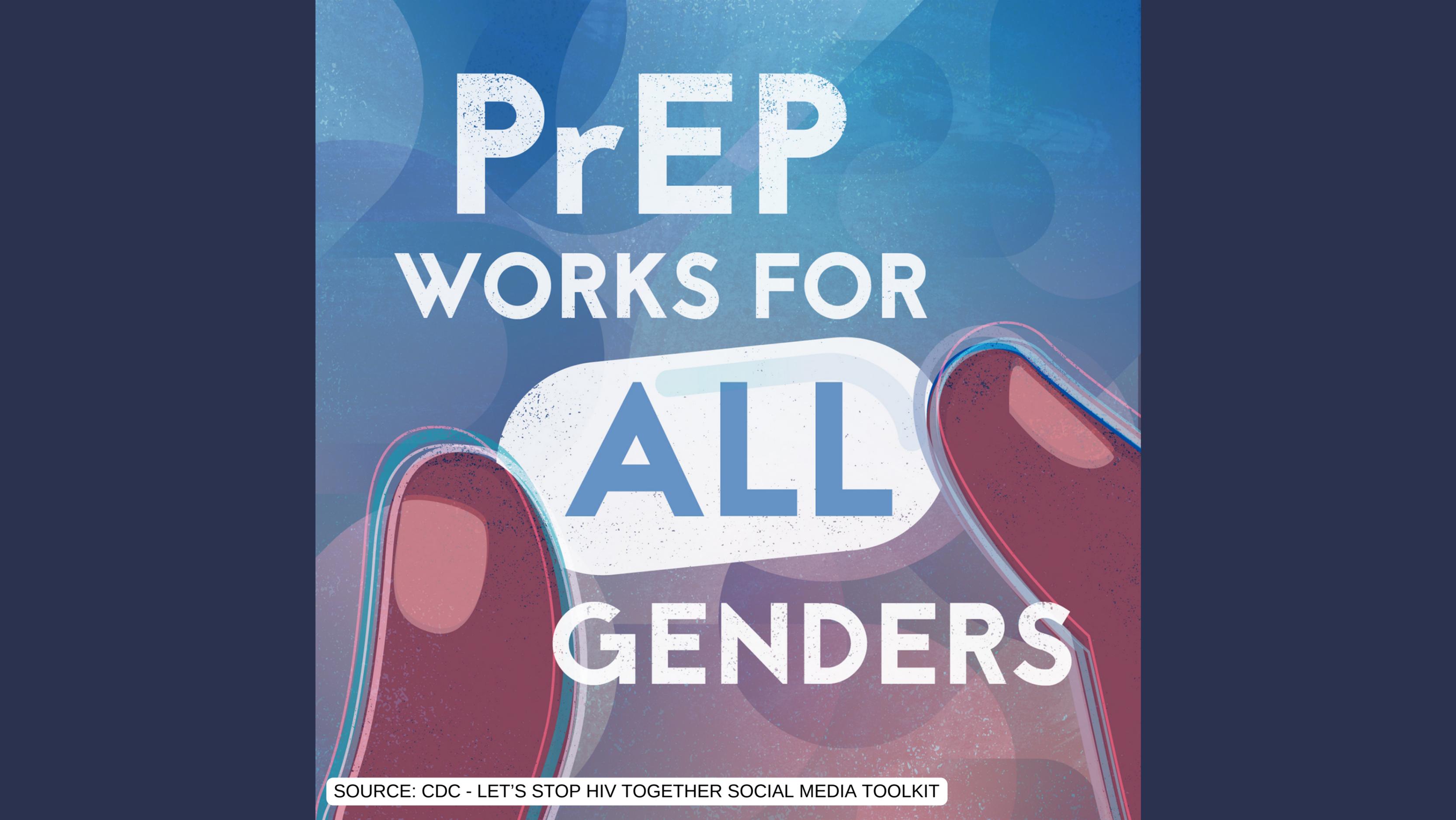
**IT'S
SCUSS DISCOVERY**



EDUCATION
KEEP
10 CO-PAY

Descovy





PrEP
WORKS FOR
ALL
GENDERS

SOURCE: CDC - LET'S STOP HIV TOGETHER SOCIAL MEDIA TOOLKIT

Me & my bestie
immediately after
taking PrEP



TikTok

👤 @apnhprevention



APNH BODY.
MIND.
SPIRIT.

A Place to Nourish your Health

@apnhprevention