CFHPC Social Media Posting Guidelines

CFHPC Mission*: to improve the quality of life for individuals with HIV by responding to their existing and emerging needs and to provide educational and behavioral strategies to reduce and prevent the spread of HIV.*

Goals:

- Encourage people to join the Planning Council by sharing information on meetings, benefits of membership, and how to join
- Increase awareness and knowledge of HIV/AIDS by sharing informational content
- Foster community by promoting local community events
- Encourage engagement with our social media and website (liking, following, signing up for newsletters)

Tone:

- Trustworthy, empathetic, informative, empowering

Types of Content:

- Promotional
  - ➢ Planning Council meetings
  - ➢ Local community events
  - ➢ Spotlights on PC members
  - ➢ Community resources
  - ➢ Leadership, fellowships, and scholarship opportunities
  - ➢ Local, national, and international conferences
- Informational
  - ➢ Infographics on HIV data
  - ➢ Definitions of important terminology
  - ➢ News on research and policy
  - ➢ Highlight experts in the field
  - ➢ Notable figures who had/have HIV/AIDS
  - ➢ History of HIV Policy
  - ➢ Online webinars
- Inspirational
  - ➢ Quotes
  - ➢ Community artwork
  - ➢ Uplifting news
  - ➢ Challenging stigma
  - ➢ Awareness Days/Months

Things to keep in mind:

- Ensure content is appropriate and accurate, with no spelling or grammatical errors, and with correct dates and times for events
  - ➢ If an event is rescheduled or cancelled, share relevant updates
- Posts must not be politically slanted
- Tag other profiles and use relevant hashtags to boost reach and engagement of post
  - ➢ Like + Follow profiles of organizations being posted to our account
- Post meeting notices at least 24 hours prior to allow time for requests for transportation

Previously Approved Websites (from 2018 guidelines):

Website Name	Website Address
CDC	cdc.gov/hiv
HRSA	ryanwhite.hrsa.gov
HIV.gov	hiv.gov
NMAC	nmac.org
AIDS Institute	theaidsinstitute.org
POZ.com	poz.com
Black AIDS Institute	blackaids.org
AIDS VU	aidsvu.org
Greater than HIV	greaterthan.org
The Body	thebody.com
HIV Plus Magazine	hivplusmag.com
The Advocate	advocate.com
KnowYourHIVStatus.com	KnowYourHIVStatus.com
Stop the Virus (GILEAD campaign)	helpstopthevirus.com
Prevention Access Campaign	preventionaccess.com
PrEPLocator	preplocator.org
PleasePrEPme.org	pleaseprepme.org
Human Rights Campaign	hrc.org/resources/hiv

Proposed Additions (promoted by NIH website):

Website Name	Website Address
HealthHIV	healthhiv.org
The Well Project	thewellproject.org
TargetHIV	targethiv.org
International AIDS Society	iasociety.org
National Institutes of Health	oar.nih.gov
NASTAD	nastad.org
Futures Without Violence	futureswithoutviolence.org/hiv/
HIV/AIDS Network Coordination	hanc.info
HIV Prevention Trials Network	hptn.org
World Health Organization	who.int/health-topics/hiv-aids
Elton John AIDS Foundation	eltonjohnaidsfoundation.org
UNAIDS	unaids.org