



2025-2026 HIV Care Needs Survey Social Media Toolkit

The purpose of the HIV Care Needs Survey is to gather feedback from people with HIV (PWH) about the services they use, the challenges they face, and what support they need to stay healthy. The information gathered will guide patient care lead agencies and planning councils in meeting community unmet needs and determining where to distribute funds for services.

Goal: Reach at least 10% response rate in the 2025-2026 HIV Care Needs Survey by encouraging PWH to share their experiences and needs through completion of the survey.

How to use this toolkit:

This toolkit is designed to help spread the word about the 2025-2026 HIV Care Needs Survey and encourage PWH in our community to participate.

Please choose from our provided graphics and captions to share on social media. Make sure to include the hashtag #NeedsSurveyOSA and tag the Central Florida HIV Planning Council as part of your post so we can more easily track survey distribution.

We encourage you to post about the survey at least once a month while it remains open.

Social Media Sample Posts:

- Your story matters. Take the HIV Care Needs Survey and help improve services for people living with HIV. [survey link] #YourVoiceMatters #NeedsSurveyOSA
- Have you accessed HIV services in the Orlando Service Area? We want to hear from you! Take the confidential HIV Care Needs Survey and help shape the future of HIV care: [survey link] #YourVoiceMatters #NeedsSurveyOSA
- Got 10 minutes? That's all it takes to make your voice heard in HIV care planning in the Orlando Service Area. Take the confidential HIV Care Needs Survey today: [survey link] #YourVoiceMatters #NeedsSurveyOSA
- Living with HIV? Your experience matters. Help us know what works and what needs to change. Take the confidential HIV Care Needs Survey today: [survey link] #YourVoiceMatters #NeedsSurveyOSA
- If you're living with HIV in the Orlando Service Area, this is your chance to help shape the care and services available in your community. Take the confidential HIV Care Needs Survey today: [survey link] #YourVoiceMatters #NeedsSurveyOSA

- Services should benefit everyone. Help identify what's working – and what can be improved. Your input helps shape local HIV funding decisions. Take the confidential HIV Care Needs Survey today: [survey link] #YourVoiceMatters #NeedsSurveyOSA
- The more responses to the survey, the more information we have to fund services that matter most. Take the confidential HIV Care Needs Survey and help shape the future of HIV care: [survey link] #YourVoiceMatters #NeedsSurveyOSA