



WIDGETS

What are widgets?

A web widget is a small application that you can embed in a social network site, blog, or website. You can develop your own widget or copy the code from an existing widget. Some widgets allow you to embed a photo or video viewer, conduct polls, or fundraise. Others allow you to incorporate news or headlines from other websites.

There are many free or inexpensive services that provide tools to create your own widget. Some examples include [Clearspring](#), [Gigya](#), [Widgetbox](#) and [Sprout](#) and can help you develop and distribute your widget.

Widgets in response to HIV

- Share content from your blog or website about HIV prevention, testing, treatment policy, or research.
- Share photos or videos from HIV-related events and activities, like an AIDS walk or benefit.
- Conduct polls or surveys about your HIV services.
- Support and track HIV-related fundraising efforts.

Examples from the field


- U.S. Federal Government HIV Prevention and Service Provider Locator: <http://aids.gov/widgets-and-badges/>
- Federal Inter-Agencies HIV/AIDS News Feed Widget: <http://aids.gov/widgets-and-badges/index.html#widget-fed-agencies>
- The Office of Minority Health's HIV/AIDS Prevention Bilingual Glossary: <http://minorityhealth.hhs.gov/templates/content.aspx?ID=8710>
- World AIDS Day Virtual Ribbon: <http://www.widgetbox.com/widget/world-aids-day-virtual-ribbon>
- AIDS Portal: www.widgetbox.com/widget/news-feed-aidsportal-global-knowledge-network
- POZ Magazine's HIV news widget: www.widgetbox.com/widget/pozs-hiv-aids-news-and-information

Where can I learn more about widgets?

- Beth Kanter's "Using Widgets to Build Community": beth.typepad.com/beths_blog/2007/03/screencast_using.html
- CDC's eHealth Marketing - Widget/Gadgets: www.cdc.gov/HealthMarketing/ehm/widgets.html
- Non-profit Technology; Widgets: nonprofitwidget.wikispaces.com
- Netvibes' Ecosystem Widget Directory: eco.netvibes.com/widgets

Thinking about using widgets on your site?

- Check out "[Understanding Your Audiences](#)" at AIDS.gov to help decide if widgets are an appropriate tool to reach your target audience(s).

 Exit Disclaimer: Links marked with this image are non-government websites

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Conversation**

website: www.AIDS.gov

blog: blog.AIDS.gov

email: contact@AIDS.gov

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 www.youtube.com/AIDSgov