

SOCIAL MEDIA + AIDS 2012

RESOURCES

AIDS.gov social media pages ([Twitter](#) and [Facebook](#)) and [blog posts](#)
[NMAC Social Media Guide](#) (PDF)
[CDC's Guide to Writing for Social Media](#) (PDF)

START WITH A STRATEGY (P.O.S.T. WORKSHEET)

People: Who are you trying to reach?

Objectives: What do you want to accomplish?

Strategy: How will you meet your objectives?

Technology: What is an appropriate technology?



TWITTER

NEW TO TWITTER?

1. Sign up
2. Start following people/organizations covering AIDS 2012 who interest you (@AIDS2012, etc.)
3. Make a date with Twitter once a day for 7 minutes
4. Follow hashtag #AIDS2012
5. Use a platform like Hootsuite to follow multiple accounts, lists, hastags etc. at once

BEFORE THE CONFERENCE

- Complete P.O.S.T. worksheet
- Do your research (Programme-at-a-Glance)
- Put systems in place; create an editorial calendar
- Outline a realistic schedule

FIND YOUR VOICE IN 140 CHARACTERS OR LESS

- Tell personal stories
- Write like you speak
- Use personal language
- Picture a person while you're writing
- Respond to reader needs

OTHER THINGS TO KEEP IN MIND:

- How much time do you plan to spend on Twitter each day? For which session(s)?
- Repurpose other tweets as they fit with your messaging. Leave room for retweets (~20 characters)
- Behave in a manner with which you wish to be noticed, and write about the subjects you wish to discuss

AIDS 2012 MEDIA LEADS TWITTER HANDLES

[@AIDSgov](#) [@RylkovFond](#) [@gatesfoundation](#) [@blackaids](#)
[@EGPAF](#) [@KaiserFamFound](#) [@AIDSvaccine](#) [@natpress](#)
[@NIHforHealth](#) [@pozmagazine](#) [@Sidaction](#)
[@TAGTeam](#) [Tweets](#) [@USPWN](#) [@UNAIDS](#) [@BBGgov](#)
[@WashingtonBlade](#)

WHERE ELSE CAN YOU BE ONLINE AT AIDS 2012?

- YouTube
- Foursquare
- Facebook
- Instagram
- Pinterest
- Storify

MEASURE YOUR SUCCESS:

- comments/conversations
- traffic
- clicks
- links
- retweets

AND FINALLY,

- Listen
- Learn
- Adapt
- Repeat



BLOGGING

PLAN & STRATEGIZE

- **Consider goals.** Before writing, think about your objectives
- **Focus on key messages.** Identify the top 3 takeaways.
- **Write for your audience.**

CREATE CONVERSATIONS

- **Be actionable and relevant.** Do more than a recap. **Create an interesting lead-in.** Begin with an interesting fact, personal opinion, quote, or question.
- **Weave your conclusion throughout.**

ENGAGE YOUR AUDIENCES

- **Encourage comments.** End with question or solicit opinions, stories, or lessons learned.
- **Be specific.** Provide a specific question for users to respond to.
- **Make it interactive.**

DESIGN FOR SCANNING

- **Less is more.**
- **Structure it.** Write in an inverted pyramid style, where the most important information goes first.
- **Use headings, bullets, italics, and bold.**
- **Create visual interest.**

WRITE ENGAGING HEADLINES

- **Be bold.** Use strong, powerful headlines.
- **Use dynamic words.** Use active verbs, interesting facts, statistics, or lists.
- **Be specific.** Try to avoid vague or general titles.