

# VIDEO SHARING SITES

## What are video sharing sites?

Video sharing sites allow you to upload and share online videos similar to [photo sharing sites](#). One of the most common video sharing sites is [YouTube](#). Others include [Vimeo](#), [dotSUB](#) for captioned, multilingual videos, and [ICYou](#), a video sharing site just for health videos. These sites share much in common with online social network sites, such as [Facebook](#) and [MySpace](#). Users can connect with each other, send messages, leave comments, and share videos.

## Who is using video sharing sites?

- 2 billion videos are viewed a day on YouTube as of May 2010; and
- 24 hours of YouTube content is uploaded every minute as of March 2010<sup>1</sup>

## Video sharing sites in response to HIV

- Share videos about HIV prevention, testing, treatment policy, and research.
- Engage, connect, listen, and learn from volunteers, patients, and colleagues.

## Examples from the field

Examples of video sharing sites addressing HIV and AIDS:

- AIDS.gov's YouTube Channel: [www.youtube.com/user/aidsgov](http://www.youtube.com/user/aidsgov); and ICYou Channel: [www.icyou.com/channel/aidsgov-channel](http://www.icyou.com/channel/aidsgov-channel).
- Poz's Videos: [www.poz.com/archive/currentNews\\_2306.shtml](http://www.poz.com/archive/currentNews_2306.shtml)
- The Body.com's Videos: [www.thebody.com/content/art54396.html](http://www.thebody.com/content/art54396.html)

Examples of videos addressing HIV and AIDS:

- CDC's "Every Nine and a Half Minutes" Videos: [www.youtube.com/watch?v=oN56JNT9sG0&feature=channel\\_page](http://www.youtube.com/watch?v=oN56JNT9sG0&feature=channel_page)
- CDC and the University of Georgia's New Media Institute HIV testings Personal Public Service Announcement: [www.mynmi.net/aids\\_ppsa/videos.html](http://www.mynmi.net/aids_ppsa/videos.html)
- The Positive Project's Videos: [www.thepositiveproject.org](http://www.thepositiveproject.org)
- Southern AIDS Living Quilt's Videos: [www.livingquilt.org/featured\\_xml/featured.html](http://www.livingquilt.org/featured_xml/featured.html)

## Where can I learn more about video sharing sites?

- Guest Post by Michael Hoffman: Viral Video for Nonprofits: [beth.typepad.com/beths\\_blog/2009/07/guest-post-by-michael-hoffman-viral-video-for-nonprofits-a-rethinking.html](http://beth.typepad.com/beths_blog/2009/07/guest-post-by-michael-hoffman-viral-video-for-nonprofits-a-rethinking.html)

## Thinking about using video sharing sites?

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

<sup>1</sup> Website Monitoring Blog, "Youtube Facts and Figures," <http://www.website-monitoring.com/blog/2010/05/17/youtube-facts-and-figures-history-statistics/> Accessed on 07/12/10.  
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