

# Beat HIV: A social media call to action to End the HIV Epidemic!

Tarrant County HIV Administrative Agency

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20  
22

NATIONAL  
**RYAN WHITE**  
CONFERENCE  
ON HIV CARE & TREATMENT

# Learning Objectives

1. Learn about harnessing the power of social media to engage and empower PLWH.
2. Discuss the use of multiple social media platforms to build personal interactions and connections with PLWH.
3. Discuss how to incorporate the voices of PLWH into EHE social media campaigns.

# Overview

This session will explore the launch of a website and social media campaign to create public health awareness around EHE and to destigmatize persons living with HIV. Be U, the Tarrant County BeatHIV campaign theme, celebrates real people living with HIV and is a trusted source of information.



# Fort Worth/Arlington Transitional Grant Area (TGA)

- Four north central Texas counties (Tarrant, Hood, Johnson, Parker)
- 2,918 square miles in the four-county TGA
- 85% (2,110,640, 2020 Census) of the TGA's general population reside within Tarrant an 897 square mile area
- Two major cities within Tarrant County are Fort Worth (12th largest city in the US) and Arlington
- 39 other suburban cities and towns within Tarrant County
- **TGA** – Hood County, Johnson County, Parker County, and Tarrant County
- **HSDA** – add Erath County, Palo Pinto County, Somervell County, and Wise County
- Tarrant County is an EHE jurisdiction.

Fort Worth TGA, Fort Worth HSDA Map



andon Bright

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#TarrantCounty #NMAC #BLOC #CDC



Kaitlin Lopez

19:16



n Bright was live.



opez with Tarrant County 🏳️‍🌈 AA

n Bright



# HIT HIV

2022 National Ryan White Conference on HIV Care & Treatment

# From the beginning

- Developing a social media public awareness campaign to reach priority populations.
  - Inclusive of People Living with HIV (PLWH)
- Using Facebook, Instagram, YouTube, and Twitter to build personal interactions and connections with PLWH.
- Engaging the community with VLOGS (recorded video blogs) featuring local PLWH as part of the BeatHIVTC YouTube channel.



# The Photo Shoot

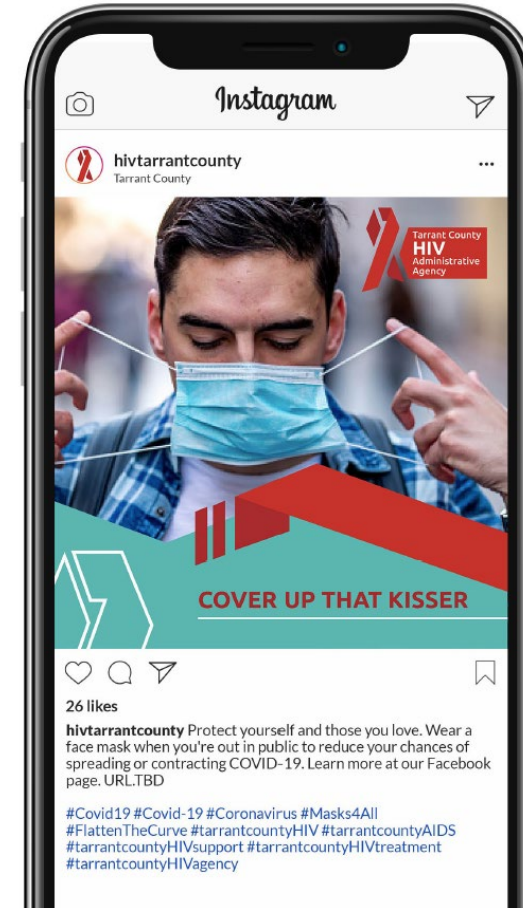
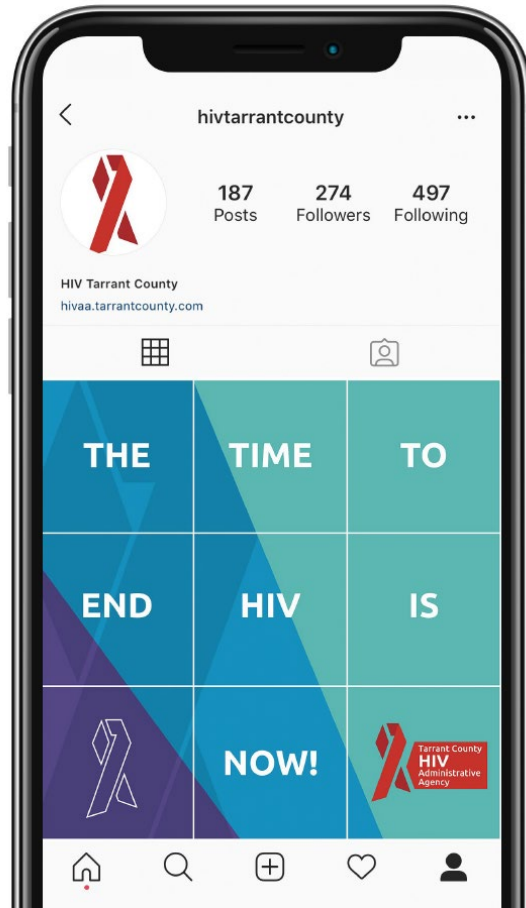
# The Plan

- A key EHE strategy developed during COVID-19 was harnessing the power of social media to engage and empower PLWH successfully.
- The campaign goal was to create awareness, reduce stigma, and make resources accessible for PLWH in an innovative, equitable, and community-focused way.
- Created with innovative ideas for a social media-driven approach, the initiative is designed to effectively communicate and resonate with prioritized populations, including Black and Latino MSM, Black Women, and persons with trans experience.





# The time to end HIV is now!



Check  
us out!

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ON HIV CARE & TREATMENT



Instagram



**hivtarrantcounty**  
Tarrant County



- **Instagram:**

Tarrantcountyhiv

- **Facebook:**

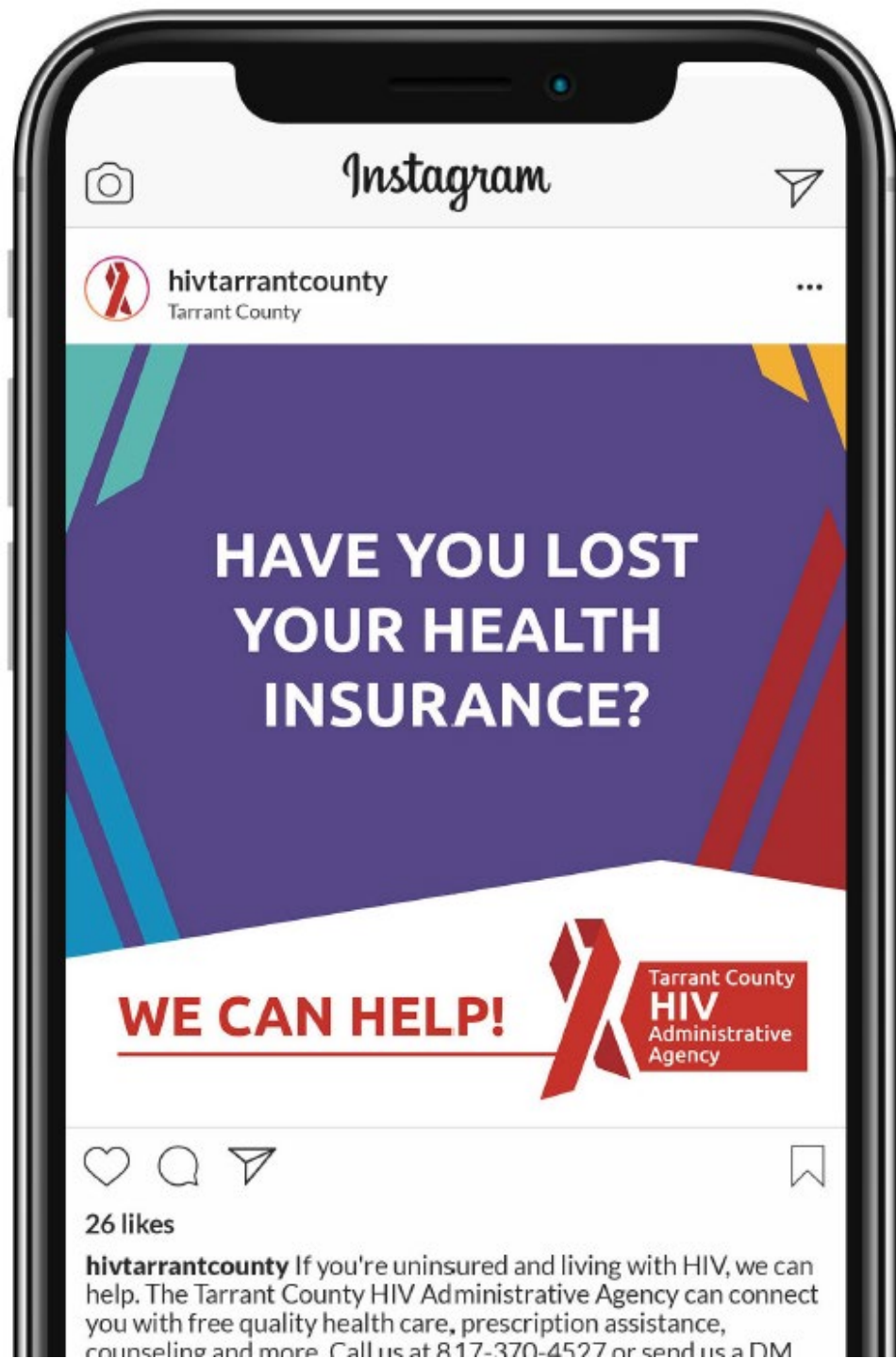
Tarrant County HIV  
Administrative Agency  
@TarrantCountyHIV

- **Twitter:**

Tarrant County HIV AA  
@TC\_HIV\_AA

- **Website:**

Beathivtc.org



# Service-based posting

- Reaching the community
- Service utilization
- Available funding
- Service trends



# Be U and Beat HIV

- The EHE social media campaign “Be U” launched with a robust, community-focused strategy to help increase followers and engagement, focusing on treatment, care, and achieving undetectable status while celebrating individuals and the idea of not fitting into someone else’s standards.
- PLWH featured in the “Be U” campaign, the BeatHIVTC website, and on TEA w/ BeatHIV VLOG proudly represent the local community.



# Brand Guide



- Brand Positioning
- Audience
- Tone
- Purpose
- Protecting the Brand
- Privacy Protection
- Logos
- Do's & Don'ts
- Color and Typography
- Photography
- Brand Guardian

# Brand Positioning 1

*It's where we begin.*

- The BRAND POSITIONING is your foundation for creative campaign development.
- It consists of your BRAND STORY, BRAND TRAITS and BRAND TONE.
- The BRAND STORY is a short narrative about the Tarrant County HIV Administrative Agency.
- The BRAND TRAITS function as a checklist for TC HIV AA messaging.
- The BRAND TONE helps guide the voice and attitude of your communications.

# Brand Story

- In the years and decades since HIV first made national headlines, tremendous progress has been made.
- For those who have access to high-quality health care and strong personal support systems, being HIV+ is no longer a barrier to living a long, robust and healthy life.
- Within the Black and Latinx communities, positivity rates are rising every year.
- That is where the Tarrant County HIV Administrative Agency stands ready to help.
- We connect those living with HIV with resources that put wellness within their reach – from health care and medications to financial support, housing, counseling and much more.
- By administering funding and monitoring success for HIV and AIDS programs and grants in Tarrant County and several neighboring, rural counties, the Agency strives to elevate the standard of care for thousands of North Texans, every day.
- We do so with Pride. Compassionately. Enthusiastically. And as a community.
- Because in the fight against HIV and AIDS, working together is the only way to win.

**The Time is Now to End the HIV Epidemic!**

# Brand Positioning 2

## Compassionate

- Every person who needs our help is treated with the highest levels of respect, understanding and compassion, no matter his or her personal circumstances, background or history.

## Professional

- Our commitment to professionalism extends across every aspect of our organization. We strive to efficiently and effectively connect those in need to what they need, understanding that health care delayed is health care denied.

## Innovative

- Because we are on the front lines in the fight against HIV and AIDS in North Texas, the Tarrant County HIV Administrative Agency can deliver access to state-of-the-art resources, information and therapies. We challenge ourselves every day to find new, faster, technology-enabled ways to get care to those who need it most.

## Trustworthy

- Those who need and seek our help can be confident that we will connect them to personal, compassionate care and treatment options while vigorously defending their privacy.

## Accepting

- We are honored to serve people of all cultures and ethnicities across our community. We strive to continually educate ourselves about their experiences and identities as we improve the quality of the interactions and care we offer.



# Brand Positioning 3

## Complete and Comprehensive Resources

- Through our administration of the federal Ryan White HIV/AIDS Program, the Tarrant County HIV Administrative Agency provides access to a tremendous array of resources — from quality health care and testing to financial assistance, social services, mental health services, housing, transportation, substance abuse treatment, nutrition and more.

## The Confidence to Live Fearlessly

- By connecting people living with HIV with the care they need for their physical and emotional wellbeing, we empower them to live fearless lives, full of opportunity and potential.

## Support, not Stigma

- Every day, we fight against the still-common prejudices, labels, myths and negative attitudes that stigmatize and marginalize people living with HIV. It is a battle we fight with scientific facts, open dialog, compassionate support and vocal advocacy.

## Connection to Communities of Color

- Through our social network, we foster relationships across a supportive community of advocates, activists and survivors who understand the unique challenges faced by Black and Latinx people living with HIV.

- **The TC HIV AA tone is...**

- optimistic
- relatable
- informative
- confident
- inclusive

- **The TC HIV AA tone is NOT...**

- saccharine & bubbly
- overly familiar
- condescending
- ignorant or arrogant
- bland

# SOCIAL CONTENT APPROACH 1

There are many challengers that face content marketers

Bandwidth to create content

Creating content that is valuable across a diverse customer base

Measuring content ROI

Standing out: It can be difficult to cut through the noise and capture your target audience's attention

Strategic alignment: Different teams producing content to support various programs can lead to content quality and consistency issues

Volume, quality and speed: How to deliver engaging, compelling content with speed, without compromising on quality and volume

Content amplification: Identifying influencers to help amplify content is important to help customers find it

# SOCIAL CONTENT APPROACH 2

## Elements of success

A plan to operate content marketing as an ongoing business process, not simply a campaign

Well-defined business goals for content

Content mission and a differentiated story/value to deliver

Deep understanding of audience personas

A process to align with other sales/marketing/loyalty initiatives

A measurement plan to provide both insight and progress toward the business goals

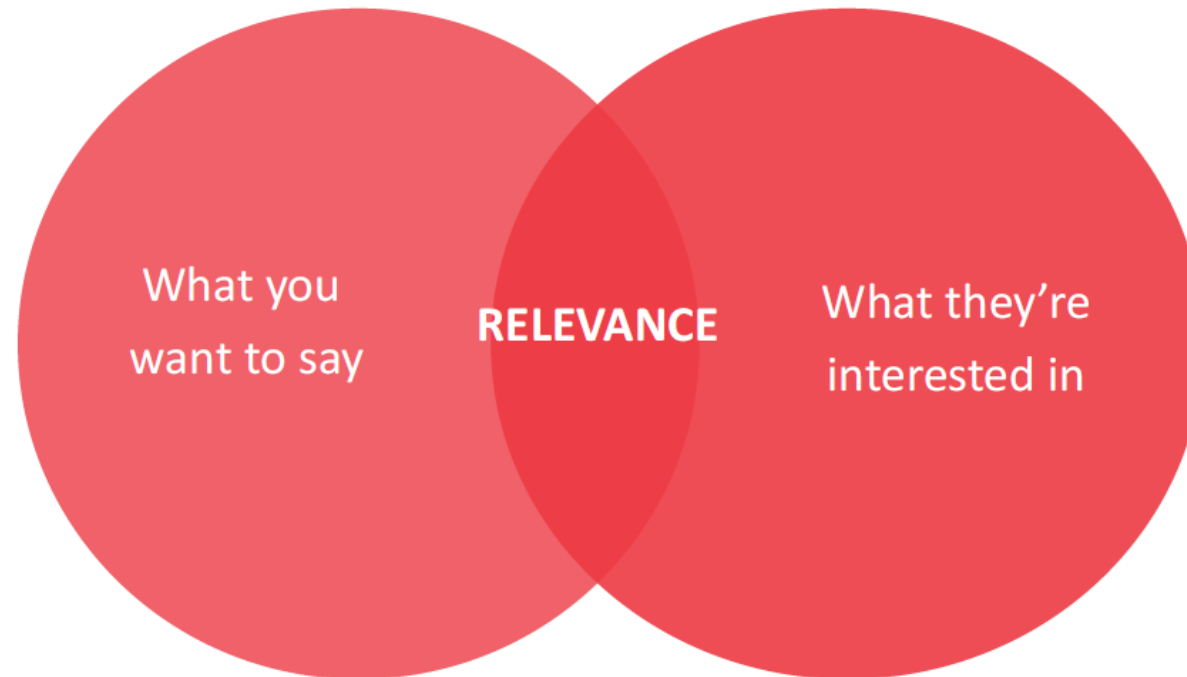
The ability to scale over time

Constant optimization

# SOCIAL CONTENT APPROACH 3

## Is anyone listening?

Relevancy is relative and relative means targeting



# SOCIAL CONTENT APPROACH 4

## HERO



- Content to PUSH to a large audience
- Major tent-pole events: HIV/AIDS Awareness Days; Trans Visibility
- Major announcements
- Long-form content
- May only have one per month

## HUB



- Regularly developed content to give a fresh perspective on audience passion points, pandemic healthcare news, etc.
- Tie-in with events (Walks, runs, fundraisers, etc.)
- UGC and Influencer content

## HYGIENE




- Content responsive to consumer behavior
  - Search queries
  - How-to content
  - Customer support
  - Friends & family support
- 365-day-relevant, always-on programming
- Tie-in with influencers



# SOCIAL CONTENT APPROACH 5

## Platform Activity Best Practices




Convey an on-brand, concept-driven & inspiring message

- Be unique – focus on details that are exclusive to your brand
- Photography 101: images should have balance, a focal point and purposeful lighting
- Inspire emotion, even if the moment is staged
- Don't over-produce
- Include a CTA



Make it about the user, less is more

- Be brief
- Add motion to disrupt news feed
- Use vertical video
- Include a clear CTA in first 90 characters
- Create a dialogue; ask questions, solicit engagement
- Refresh creative every 1-2 weeks



Be consistent, include @handles & hashtags, maintain brevity

- Be brief (10-49 characters) and include a hashtag drive 122% more engagement
- Tweet consistently; include 1-2 @handles; exclamation points increase engagement
- Utilize photos to increase engagement
- Include interactive elements with 3-4 clickable items (#hashtags, @mentions, web links, photos, videos) to drive more interaction

### Instagram

- Convey an on-brand, concept-driven & inspiring message
- Be unique — focus on details that are exclusive to your brand
- Photography 101: images should have balance a focal point and purposeful lighting
- Inspire emotion, even if moment is
- Don't over-produce

### Facebook

- Make it about the user, less is more
- Be brief
- Add motion to disrupt news feed
- Use vertical video
- Include a clear CTA in first 90 characters
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### Twitter

- Be consistent, include @handles & hashtags, maintain brevity
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# SOCIAL CONTENT APPROACH 6

## Instagram

- Purpose: Engage and Entertain
- Consumers:
  - TCHIVAA targets
  - LGBTQ community
  - Friends & family of infected Influencers
- Next Steps
  - Identify 8-10 influencers to follow Identify 15 businesses/organizations to follow
  - Establish engagement benchmarks Establish 5-10 key hashtags

## Facebook

- Engage and inform
- Consumers
  - TCHIVAA targets
  - LGBTQ community Friends & family of infected
  - Thought-leaders
  - Prospective donors
- Next Steps
  - Identify 15 businesses/ organizations to follow
  - Establish engagement benchmarks
  - Create content repository

## Twitter

- Purpose: Engage and inform
- Consumers:
  - TCHIVAA targets
  - LGBTQ community Friends & family of infected
  - Thought-leaders
  - Prospective donors
- Next Steps
  - Identify 15 -20 influencers/ organizations to follow
  - Establish share and RT criteria



# SOCIAL CONTENT APPROACH

## Platform Roles Phase 2

### Instagram

- Purpose: Engage and Entertain
- Consumers:
  - TCHIVAA targets
  - LGBTQ community
  - Friends & family of infected Influencers
  - Set KPIs and Benchmarks: Garner Likes, Shares, Follows: set values and monitor trends

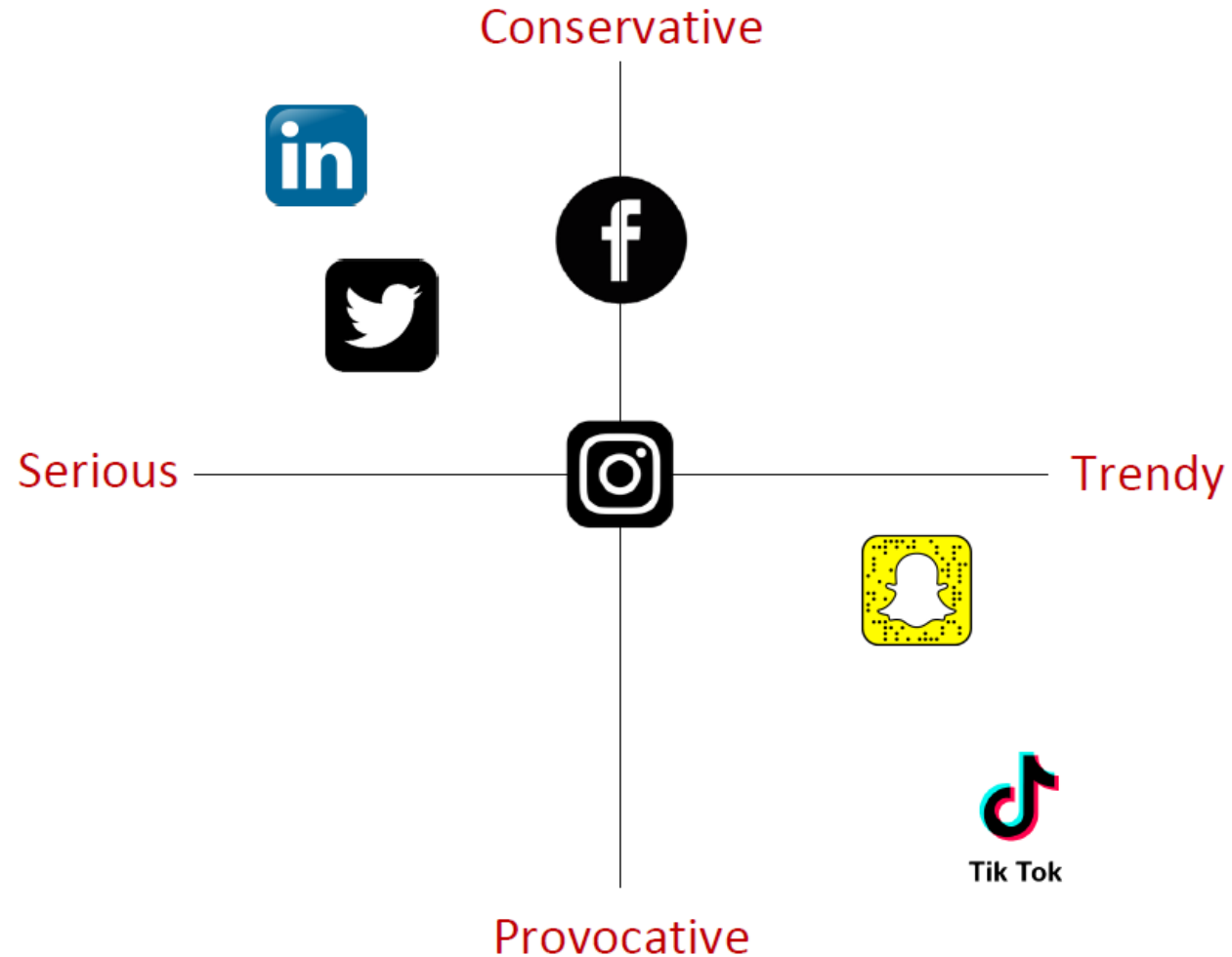
### Facebook

- Engage and inform
- Consumers
  - TCHIVAA targets
  - LGBTQ community Friends & family of infected
  - Thought-leaders
  - Prospective donors
- Set KPIs and Benchmarks: Monitor engagement and respond when needed, in real-time

### Twitter

- Purpose: Engage and inform
- Consumers:
  - TCHIVAA targets
  - LGBTQ community Friends & family of infected
  - Thought-leaders
  - Prospective donors
- Set KPIs and Benchmarks: Monitor engagement and respond when needed, in real-time

# Brand Voice Match



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# AUDIENCE 1

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## Black and Latinx MSMs

### Overview

- Aged 15-35
- While infection rates are broadly declining nationally, rates are actually increasing in these populations
- 50% of Black MSMs will likely be diagnosed with HIV in their lifetimes
- 25% of Latinx MSMs will likely be diagnosed with HIV in their lifetimes

### Challenges The Population Face

- Stigma of HIV and homophobia in traditionally conservative communities
- Social isolation
- May be unaware they are HIV+
- Possible compounding health issues of drug use
- Poverty and immigration status may limit access to high-quality care and education
- Don't know where to find resources

### What We Can Communicate to Address These Challenges

- We are a confidential resource that is here to help
- You are not alone; connect with our network on your terms
- Know the factors that put you at risk; know the symptoms of infection
- We can help you beat addiction while beating HIV
- If you're uninsured, unemployed or not a US citizen, we can help
- We are here for you with every resource you may need



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## AUDIENCE 2

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### Young Black and Latinx HIV+ Women

#### Overview

- Aged 15-35
- About 86% get HIV through heterosexual sex
- About 13% get HIV from injection drug use

#### Challenges They Face

- Pressure to engage in risky behaviors (drug use, unprotected sex)
- Stigma of HIV and homophobia in traditionally conservative communities
- May be unaware they are HIV+
- Possible compounding health issues of drug use
- Poverty & immigration status may limit access to quality care and education
- Don't know where to find resources

#### What We Can Communicate to Address These Challenges

- If you are being abused emotionally or physically, we can help
- You are not alone; connect with our network on your terms
- How to recognize potential symptoms
- We can help you beat addiction while beating HIV
- If you're uninsured, unemployed or not a US citizen, we can help
- We are here for you with every resource you may need



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## AUDIENCE 3

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### Rural HIV+ Population

#### Overview

- All ages
- Prevalent in Agency service areas outside Tarrant County (as well as within the County itself)
- In these communities, people of color and women are disproportionately represented among new HIV infections

#### Challenges They Face

- Stigma of HIV and social isolation in small communities
- Possible compounding health issues of drug/opioid use
- Limited health care resources available in their area
- Few health care providers with HIV expertise
- Lack of public transportation and long distances to care
- Don't know where to find resources

#### What We Can Communicate to Address These Challenges

- We are a confidential resource and here to help; you are not alone
- Availability of drug treatment and counseling
- Geography is not a barrier to getting the care you need
- Our network includes experts in HIV treatment
- We have transportation options to connect you with care
- We are here for you with every resource you may need



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## AUDIENCE 4

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### Newly Diagnosed Teens

#### Overview

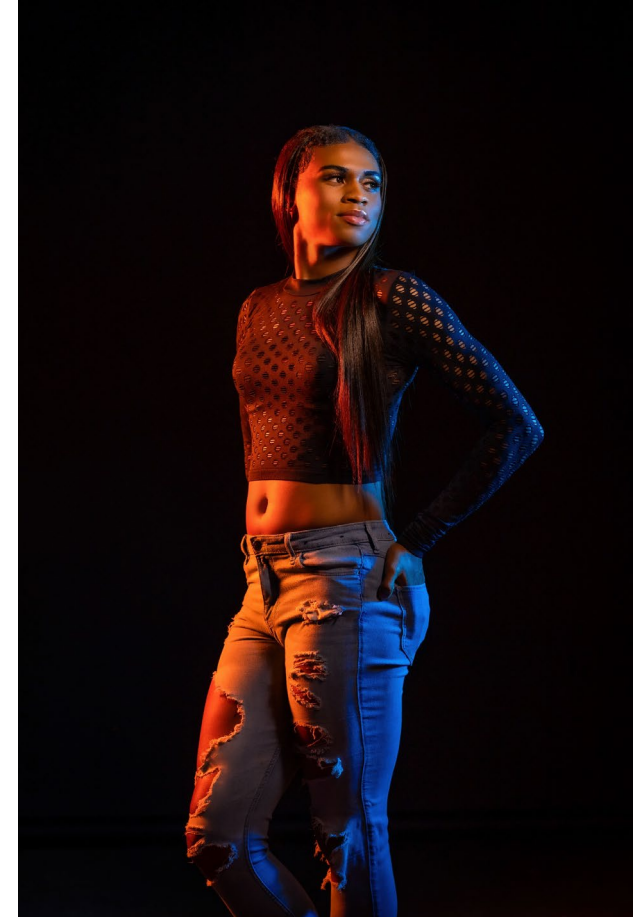
- Aged 15-18
- Recently received HIV diagnosis
- About 28% of all new HIV infections are youth 13 - 24
- Nearly 60% of new diagnoses in youth occur in African Americans
- About 20% of new diagnoses in youth occur in Hispanics/Latinx

#### Challenges They Face

- Peer pressure to continue to engage in risky behaviors (drug use, unprotected sex)
- Fearful of what their new diagnosis means
- May be fearful of sharing the diagnosis with parents
- Likely have zero significant personal financial resources
- Don't know where to find (confidential) resources

#### What We Can Communicate to Address These Challenges

- Education about dealing with peer pressure, high-risk behavior, and how to stay safe
- HIV is manageable, and we can help you get back to "normal"
- Counselors are here to help with communicating with your family
- We can connect you to 100% free resources and care options
- We keep things totally confidential and are here for you with every resource you may need



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## AUDIENCE 5

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### Aging HIV+ Population

#### Overview

- Aged 50+
- Represent nearly half of all those living with diagnosed HIV in United States

#### Challenges They Face

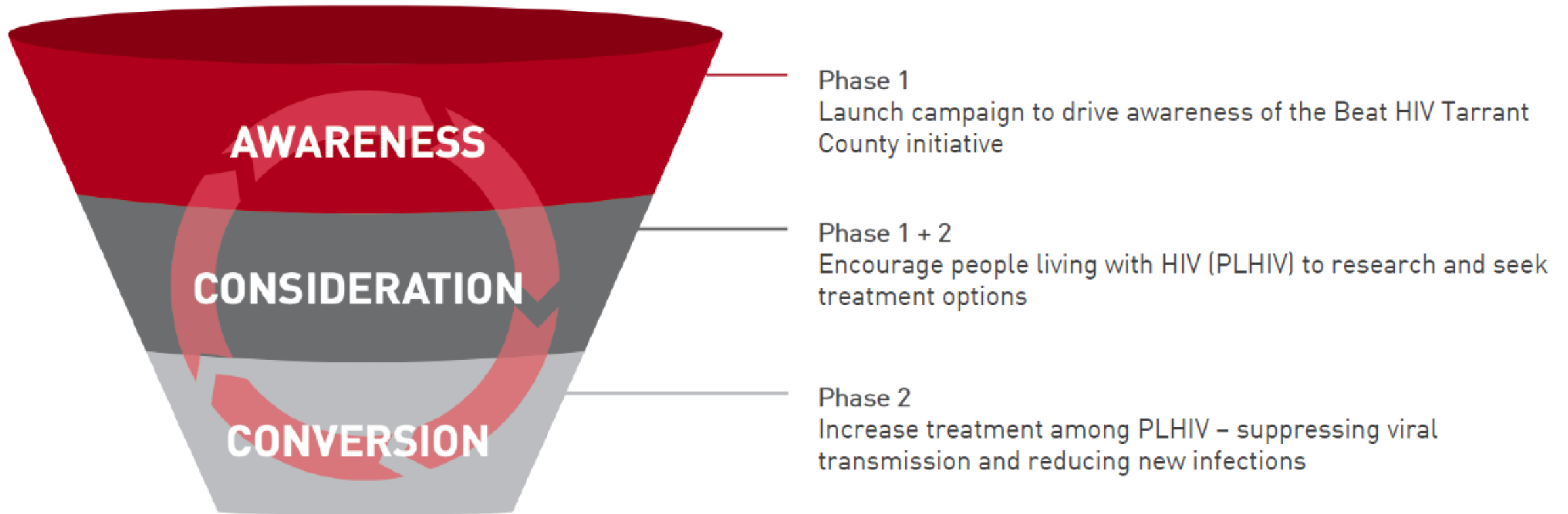
- Less likely to be tested for HIV (because they are afraid or embarrassed)
- HIV symptoms may be mistaken for other symptoms
- May have heart disease or cancer, complicating HIV treatment
- May suffer from memory loss, affecting medical regimens
- Don't know where to find resources

#### What We Can Communicate to Address These Challenges

- Testing is important; we can provide confidential options and support
- How to recognize potential symptoms
- New treatment options are available if you have underlying conditions
- We can help you stay on track (through people and technology)
- We are here for you with every resource you may need

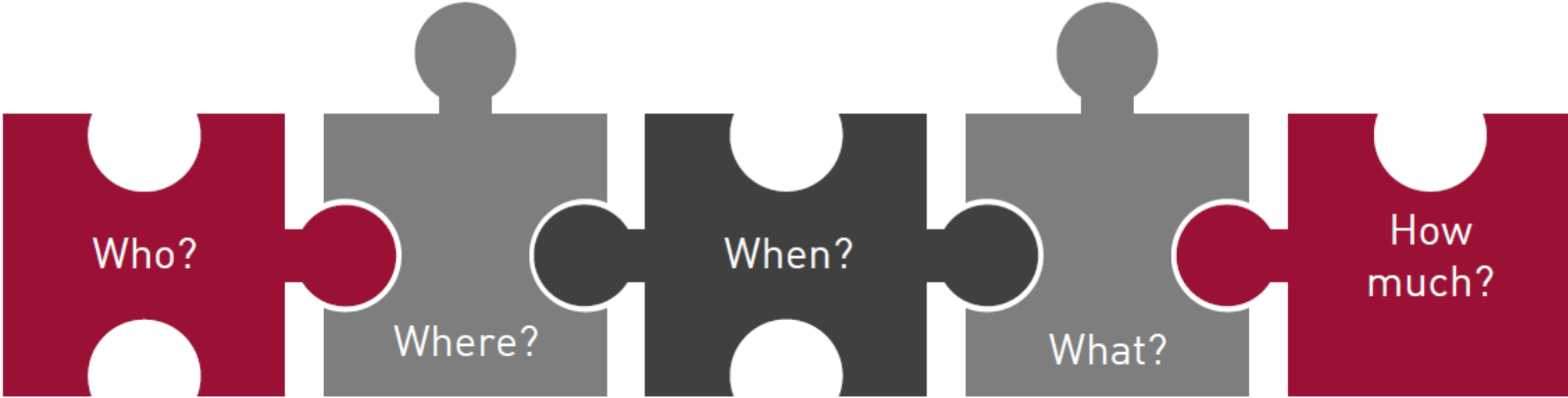


# Media Strategy

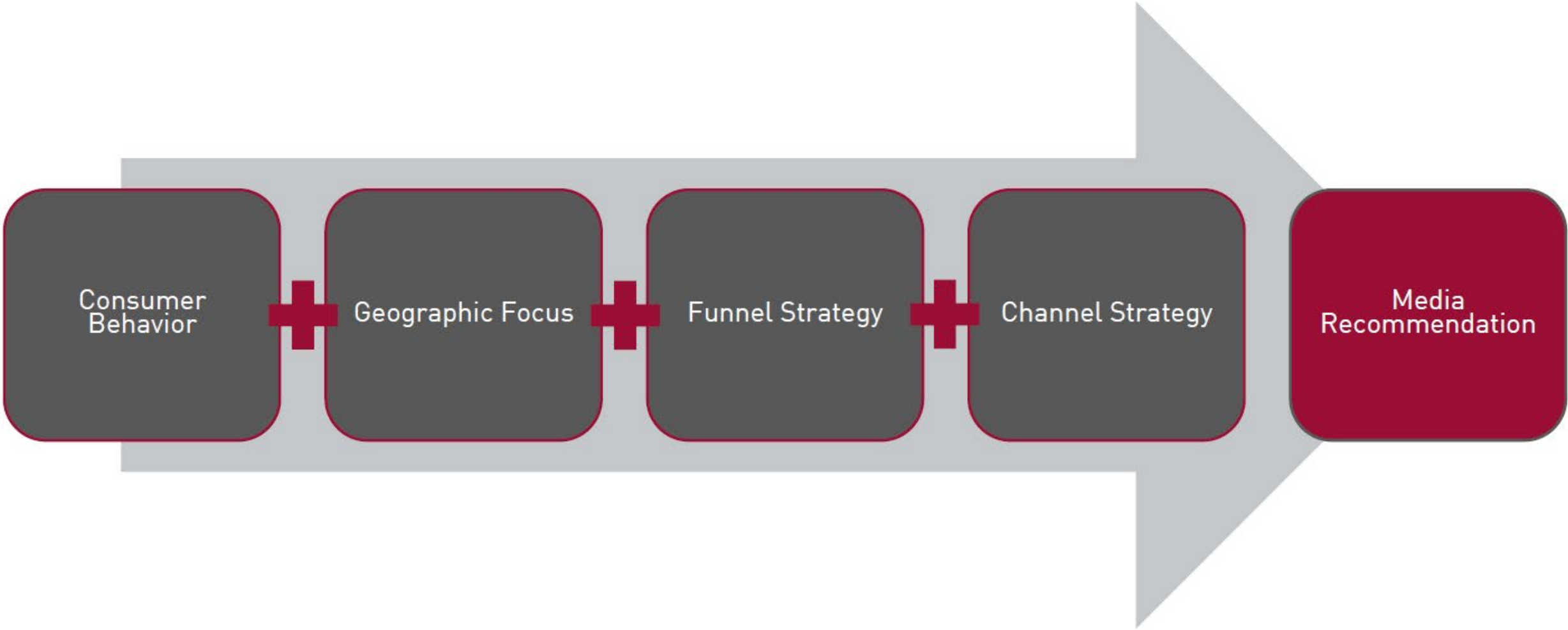




# Planning Parameters



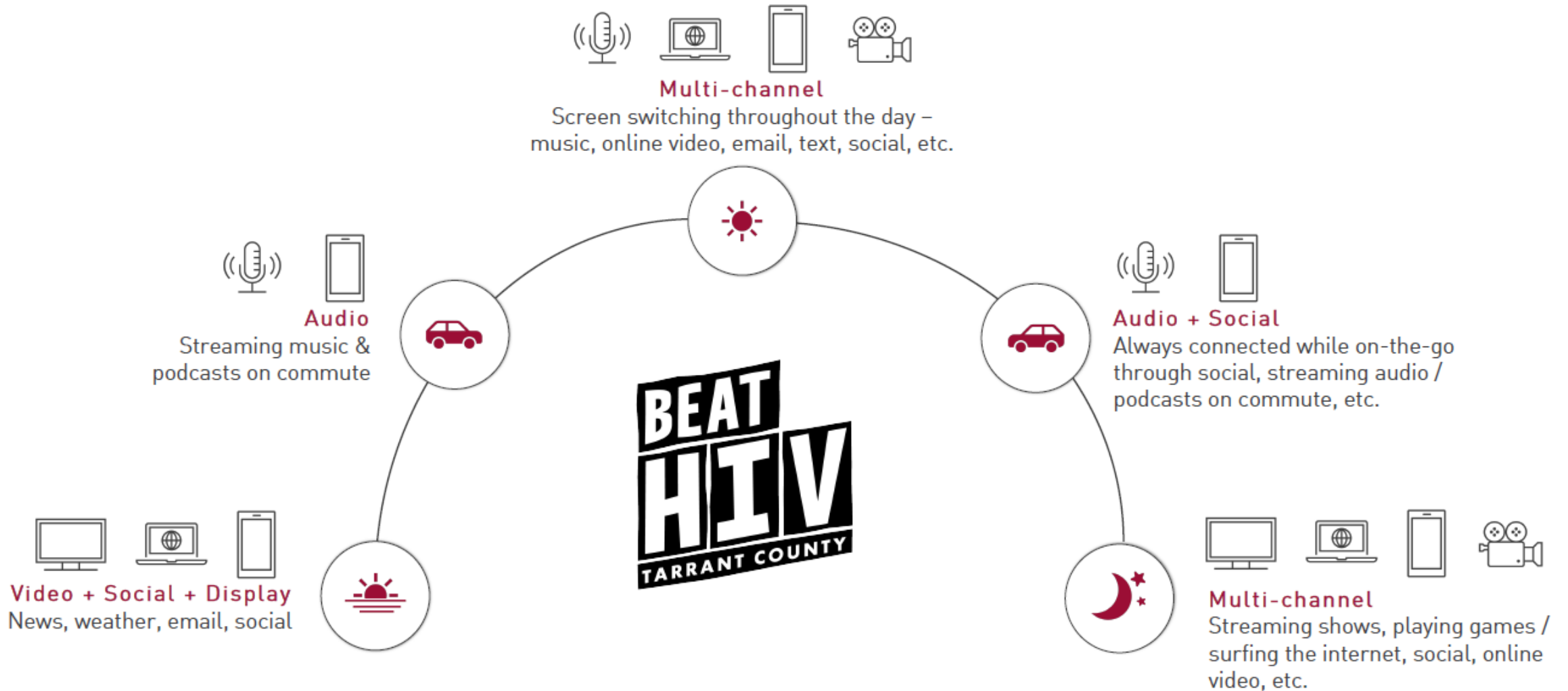
# How do we get there?



# Strategic Pillars



# Methods



# Location Targeting

Utilize various location targeting methods to target your audience in the right place, at the right time. Types of location targeting:

- County / DMA
- ZIP code / postal code
- IP Address
- Hyperlocal / real-time

## Geo-fencing Options

Create custom geo-fences by setting a specific radius around areas where MSMs live, work, and play.

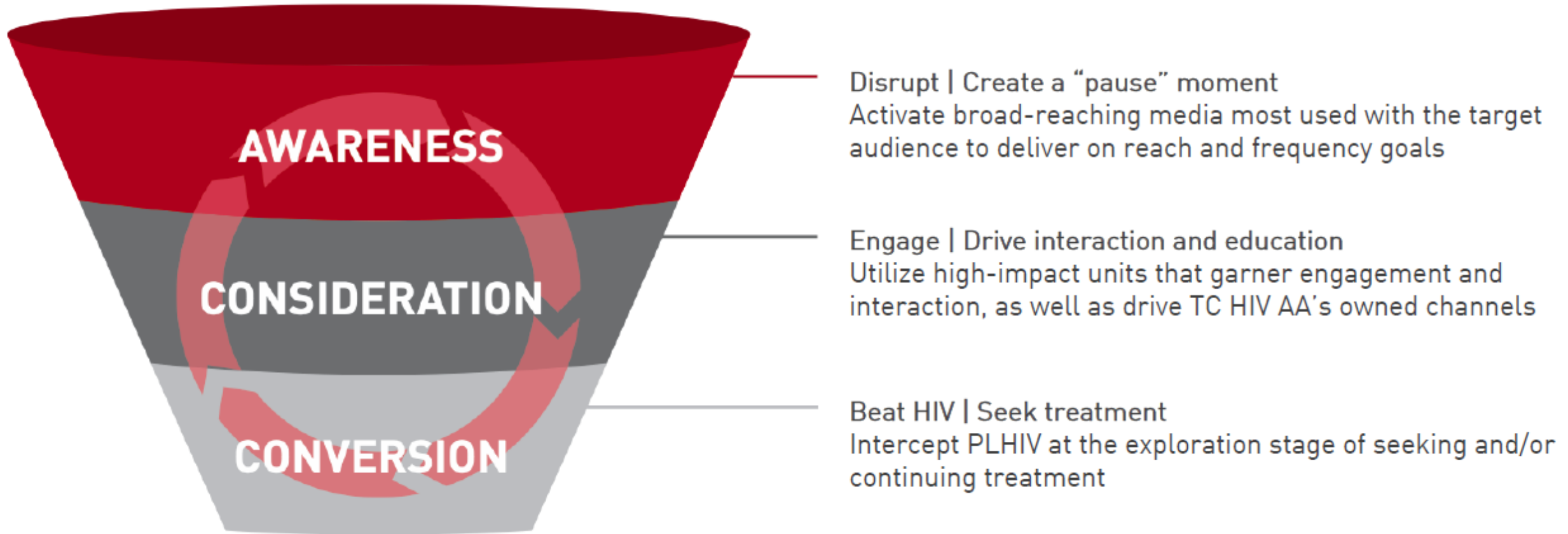
- The geo technology gives us the ability to create custom locations we can target on mobile devices.
- Targeting is based off a latitude/longitude via Google's API

## Mobile Location History

- Develop a custom segment, based on mobile location data, to reach people who have previously been to specific locations in the last 13 months or less (7 days minimum recommended window).
- Develop a custom segment, based on mobile location data, to reach customers who have previously been to competitor locations in the last 13 months or less (7 days minimum recommended window)



# Full-Funnel Strategy



# INDUSTRY & MEDIA LANDSCAPE



Reduced  
Attention Span



Media Usage  
Habits



HIV Stigma



Creative  
Considerations



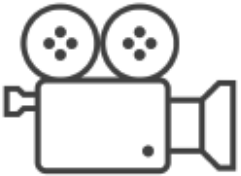
Media Supply  
& Demand



Medium Pros  
& Cons

# CHANNEL STRATEGY

## Video



Living Room Experience  
(sight, sound, (e)motion)

## Audio



Intercept & Disrupt  
Daily Routines  
(storytelling & sound)

## Display



Immersive Experiences  
(visual story, motion, eye-  
catching)

## Native



Personal Interactions  
& Connections  
(contextual relevance)



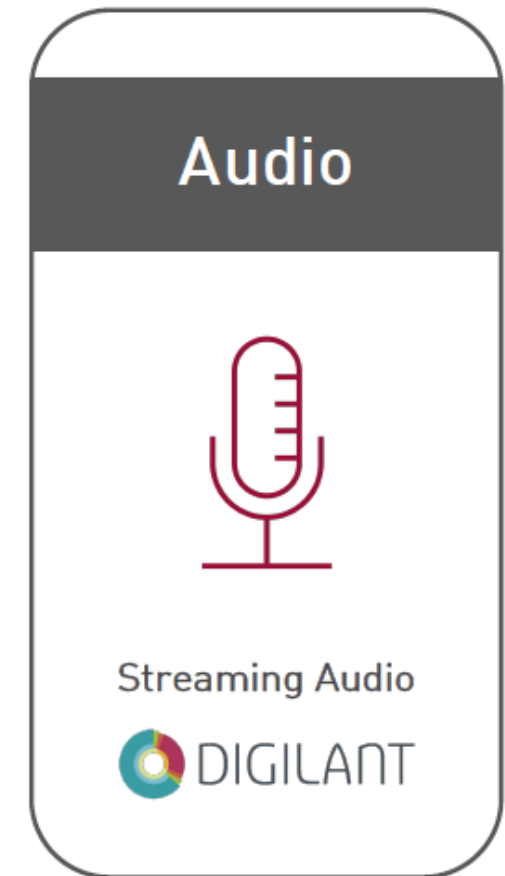
# Tactical Actions- Audio Solutions

- Overview

- Utilize pureplay to go deeper into the audio space and leverage advanced targeting capabilities and proprietary data to find the right listener via the right device based on user behavior.

- Key Tactics

- Placement: Programmatic Audio Everywhere
  - :30 audio spot w/300x250 and 640x640 companion banners
- Advanced targeting: Behavioral and music genre / playlists / podcasts
- Language: English (and Spanish)
- KPI: Efficient impression delivery and reach
- Added value strategy: Bonus impressions



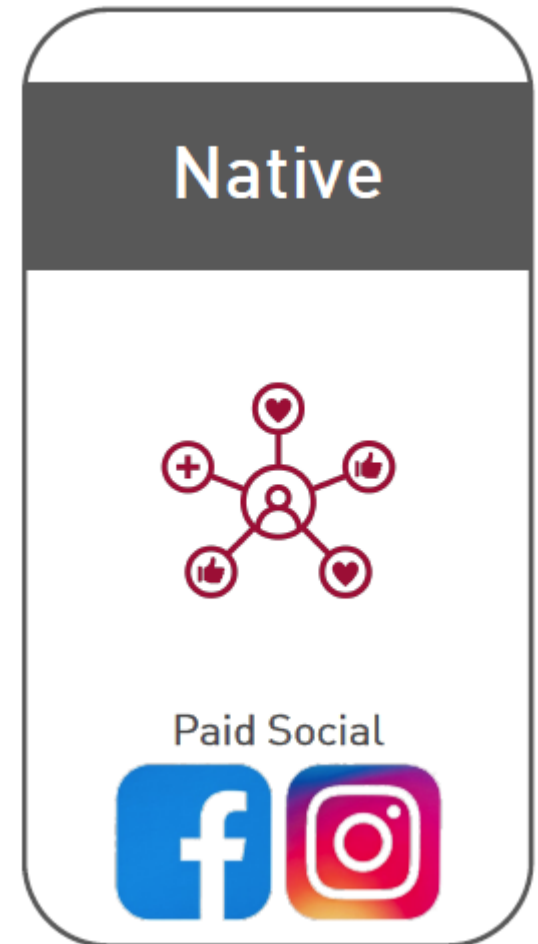
# Tactical Actions- Display

- Overview
  - Activate advanced targeting via cross-device display to efficiently reach the target audience with high-frequency and high-impact ad units.
- Key Tactics
  - Placement: Cross-device display
    - Standard display and rich media ad units
  - Advanced targeting: Behavioral and contextual
    - Hyper-targeted to top performing content, sites, and apps
  - Language: English (and Spanish)
  - KPI: >0.15% CTR
    - Secondary – efficient impression delivery
  - *Added value strategy: Bonus impressions*

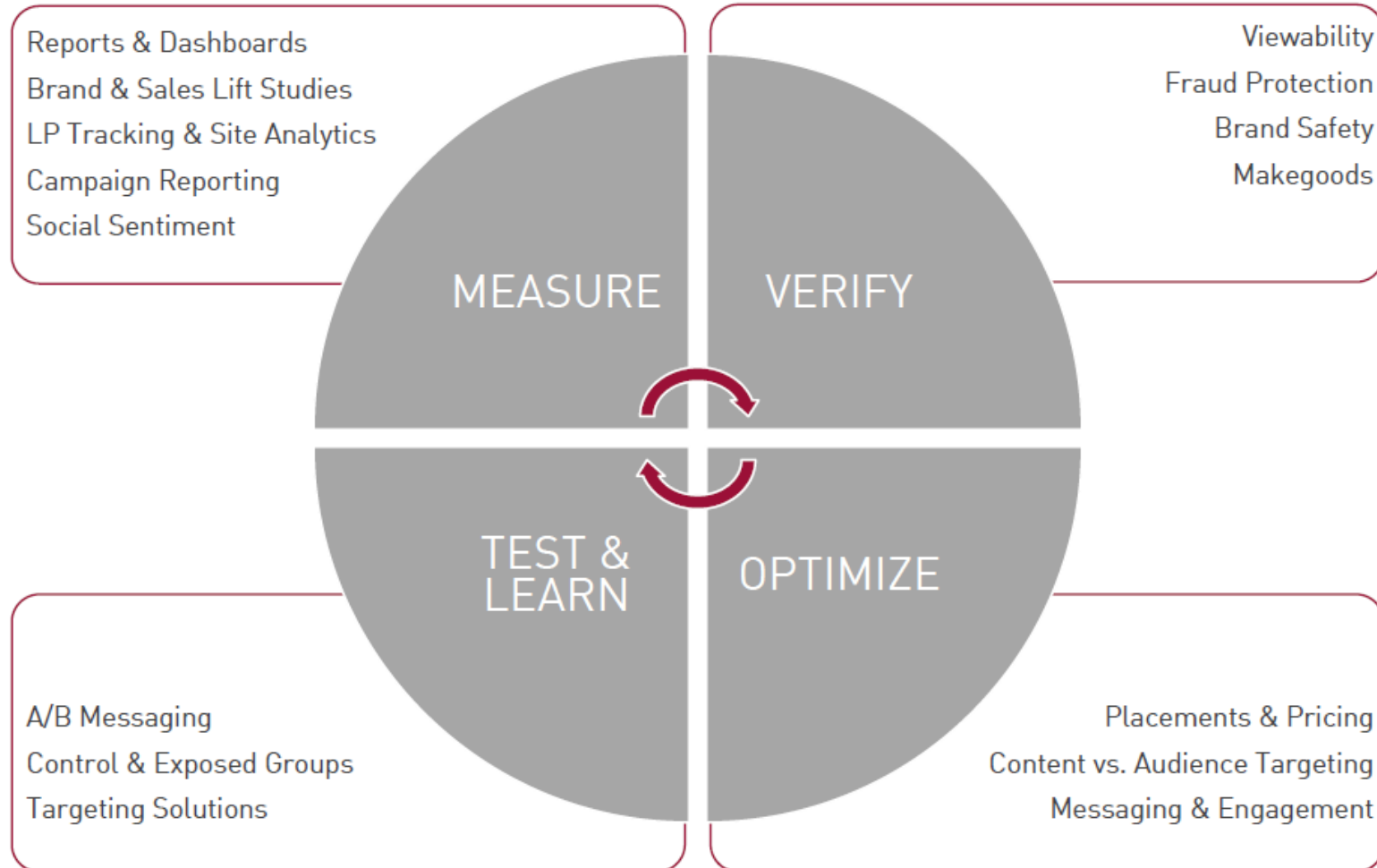


# Tactical Actions- Paid Social

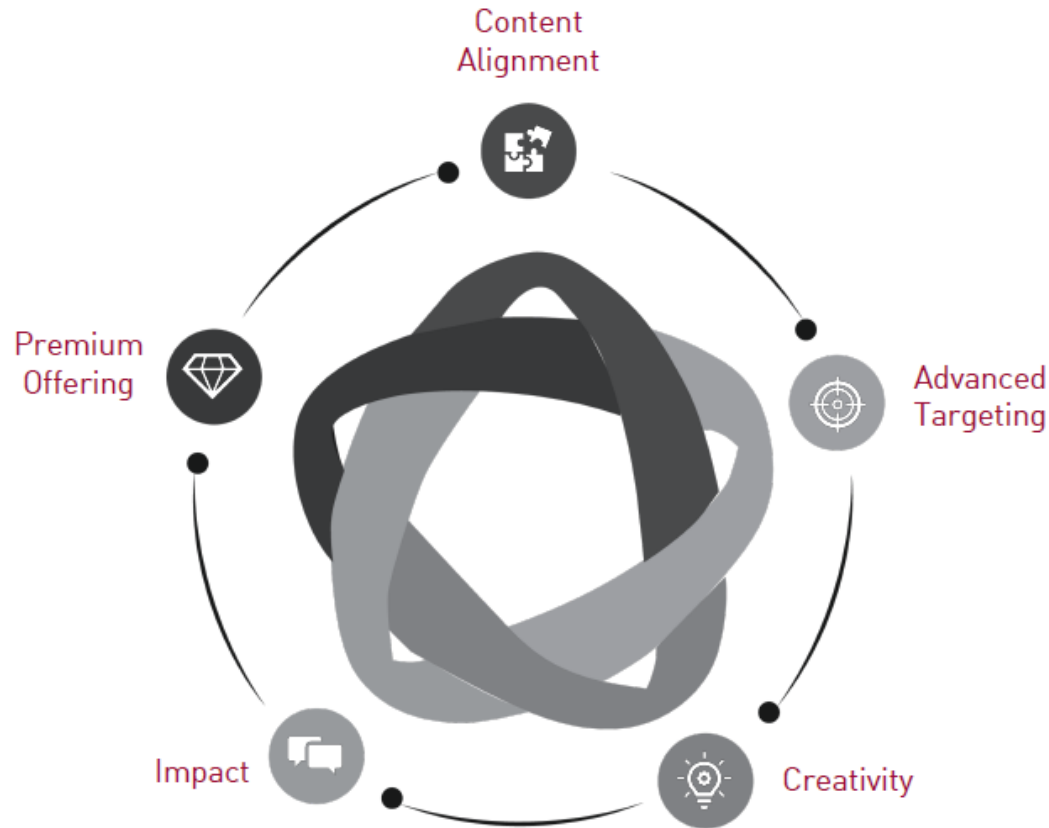
- Overview
  - Leverage Facebook’s advanced targeting capabilities to reach and create personal interactions and connections with the target audience – promoting engagement and growth of owned platforms.
- Key Tactics
  - Placement: Static, carousel, and/or video units
  - Advanced targeting: Behavioral and contextual
    - Algorithmically optimized based on reactions, comments, and engagement activity
    - Lookalike targeting of current TV HIV AA page followers
  - Language: English (and Spanish)
  - KPI: >0.50% Engagement Rate
    - Secondary – efficient impression delivery
  - *Added value strategy: Bonus impressions*



# MEASUREMENT & REPORTING



# Plan Evaluation



## Content Alignment

- Is this an environment suitable for our campaign message?
- Will the user see this as relevant?
- Does this align with TC HIV AA's verticals and passion points?

## Advanced Targeting

- Does the audience align with the target audience?
- Is this a reach play or a composition play?
- Is this organic or data driven?

## Creativity

- Can this partner effectively distribute the creative?
- Does this partner offer innovative & interactive ad units?
- Will rich media development be offered as AV?

## Impact

- Will the users recall the advertising?
- Will this placement be impactful and encourage engagement with the brand?

# Social Posts 1

Take pride in who you are! If you're living with HIV, you can still Be U – undetectable, untransmittable and unforgettable.  
See translation



**BeU**

BEATHIVTC.ORG  
Get treatment info & more [Learn More](#)

8

Like Comment Share

Take pride in who you are! If you're living with HIV, you can still Be U – undetectable, untransmittable and unforgettable.  
See translation



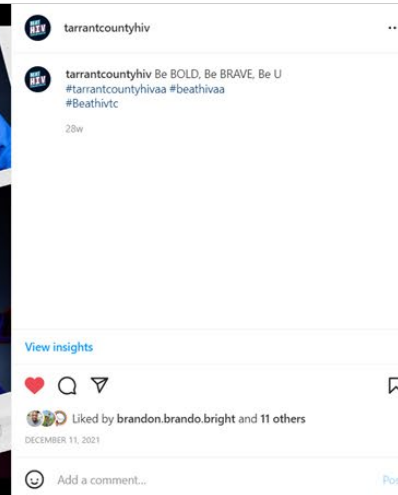
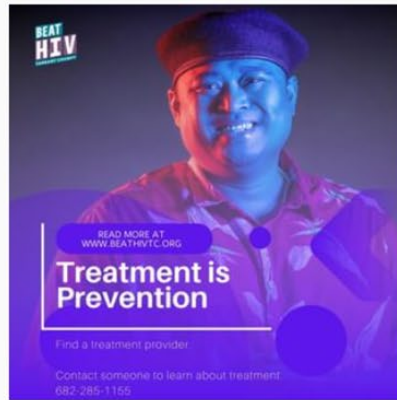
**BeU**

BEATHIVTC.ORG  
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8

Like Comment Share

# Social Posts 2



Website Development 1





# Website Development 2



# Digital Ads 1



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 2



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 3



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 4



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 5



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 6



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 7



300x600



160x600



300x250



728x90



300x50



320x50



# Digital Ads 8



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 9



300x600



160x600



300x250



728x90



300x50



320x50

# Digital Ads 10



300x600



160x600



300x250



728x90



300x50

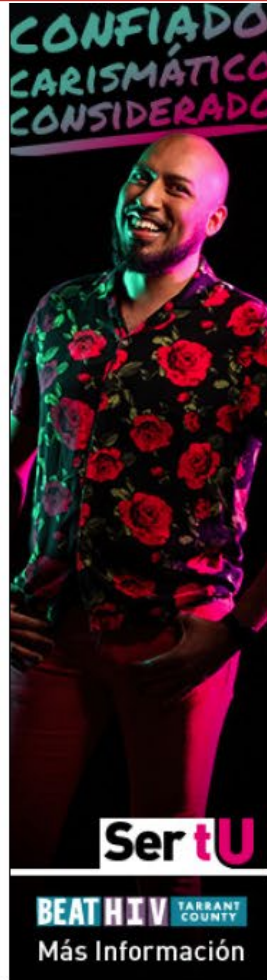


320x50

# Digital Ads 11



300x600



160x600



300x250



728x90



300x50



320x50

# YouTube 1

- Tea w/Beat HIV

The screenshot shows the YouTube channel page for Beat HIV Tarrant County. The channel has 5.75M subscribers and a verified status. The video 'Tea with Beat HIV Episode 4 Long-term Survivors' is highlighted, showing a thumbnail of two people sitting at a table. The video has 31,900 views and was posted 6 days ago. The description includes placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' A 'READ MORE' link is visible below the description.

Header Image

Home

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# Public Opinion



- Reactions and results have been enthusiastic.
- The community has embraced the initiative, sharing the BE U and BEAT HIV messages through social media and real-world interactions.
- In 2021, click-through and website visits have increased, and social media followers have doubled.

# YouTube 2



Intro

Fade in



Outro

Halftone roll in and fade

Gradient turns and moves

# Evaluation

- In-Person Focus Groups
- Online Blind Survey



## INSIGHTS



**Qualitative Exploration:  
Beat HIV Ad Perceptions**

April 2022

## INSIGHTS



**Qualitative Exploration:  
Beat HIV Focus Groups**

April 2022

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# Beat HIV: a call to action to end the HIV epidemic!

Thank you!