

TAP-in Social Media Reach by County and PWH

Example – August 2022

Ending
The
HIV
Epidemic



The examples below are from the Atlanta AIDS Campaign, an EHE-funded, geographically targeted social media campaign to improve engagement in HIV care that used a variety of social media channels.

Campaign Overview

Goal: Encourage access and retention to care and treatment services for PWH by informing targeted audiences of the availability of Ryan White HIV/AIDS Program (RWHAP) services.

- Geographical reach of the campaign
 - Fulton, DeKalb, Cobb, Gwinnett Counties
- Target Audience
 - People living with HIV (PWH) in high prevalence ZIP Codes
- Media Platforms Utilized for the Campaign
 - Facebook, Grindr, Google Display Network, Google Search Ads, Instagram, YouTube
- Campaign Website and Referral to Services Link
 - <https://www.greaterthan.org/atlanta-ryan-white/>

Evaluation Method

- Using Data Triangulation methods where total several data sources were used so findings could be corroborated and any gaps or weaknesses in data could be compensated by completeness or strengths in other data sources. (source: https://www.unaids.org/sites/default/files/sub_landing/files/10_4-Intro-to-triangulation-MEF.pdf) HIV cases (total/prevalence and new/incidence) were available by County in this area
 - The campaign's YouTube analytics reported their metrics by zip code of users, which were aggregated to match the County level HIV prevalence and incidence data
 - The campaign's Website analytics reported metrics by cities of users, which were also aggregated to match the County level HIV prevalence and incidence data
- Calculating the View Rate
 - The view rate can be calculated using YouTube analytics by dividing the number of views by the number of impressions.
- Calculating the Number of Website Sessions
 - The total number of additional sessions can be calculated using Website analytics by subtracting the number of sessions from users. The number of additional sessions is an important metric to loosely gauge the level of interest in the material, as it represents the number of times viewers came back to the website after their initial visit.

Analytics Definitions

■ YouTube Analytics

- **Impressions:** number of time video add displayed to users
- **Views:** 30+ seconds of video add playing
- **View rate:** percentage of views from people who saw the post/video
- **Clicks:** number of times users clicked on add to get more information (e.g., campaign website)

■ Website Analytics

- **Users:** Unique individuals/IP addresses visiting website
- **New Users:** New unique users/IP addresses visiting website
- **Number of sessions:** number of times people visit the website
- **Additional sessions:** more than one visit to the website

County A					County B				
2020 People with HIV	Prevalent Cases		Incident Cases		2020 People with HIV	Prevalent Cases		Incident Cases	
	Count	%	Count	%		Count	%	Count	%
TOTAL	3,457	100	182	100	TOTAL	16,114	100	556	100
Male	2,671	77	147	81	Male	13,374	83	471	85
B/AA	2,080	60	123	68	B/AA	11,627	72	421	76
GBMSM	2,263	66	132	73	GBMSM	11,437	71	410	74
YouTube Analytics					YouTube Analytics				
Zip Codes	Impressions	View	View Rate	Clicks	Zip Codes	Impressions	View	View Rate	Clicks
TOTAL	491415	154148	31.37%	944	TOTAL	647137	325338	50.27%	926
Website Analytics					Website Analytics				
Cities (combined)	Users	New users	Sessions	Additional sessions	Cities (combined)	Users	New users	Sessions	Additional sessions
TOTAL	4,244	4,056	5,404	1,160	TOTAL	52,265	50,826	71,158	18,893

County C					County D				
2020 People with HIV	Prevalent Cases		Incident Cases		2020 People with HIV	Prevalent Cases		Incident Cases	
	Count	%	Count	%		Count	%	Count	%
TOTAL	9,901	100	359	100	TOTAL	3,557	100	215	100
Male	7,919	80	274	76	Male	2,597	73	171	80
B/AA	7,009	71	289	81	B/AA	2,044	58	124	58
GBMSM	6,881	70	257	72	GBMSM	2,181	61	149	69
YouTube Analytics					YouTube Analytics				
Zip Codes	Impressions	View	View Rate	Clicks	Zip Codes	Impressions	View	View Rate	Clicks
TOTAL	1132483	473253	41.79%	1858	TOTAL	610731	189582	31.04%	1,066
Website Analytics					Website Analytics				
Cities (combined)	Users	New users	Sessions	Additional sessions	Cities (combined)	Users	New users	Sessions	Additional sessions
TOTAL	3,231	3,078	4,129	898	TOTAL	7,315	7,067	9,390	2,075

How to Interpret Triangulated Data

There are many comparisons that can be made between and within counties or geographic areas with social media reach data.

For example, between counties or geographic areas, comparisons can inform where reach is lower to prioritize follow-up campaign foci. In the example, the YouTube “View Rates” indicate that Counties A and D have lower rates (31%) compared to Counties B and C (42% and 50%, respectively).

- This might indicate a need to tailor future campaign activities to demographic characteristics of people with HIV in those counties. Comparisons might also be made in terms of Website Analytics (i.e., “Users”) proportional to the prevalent HIV cases in the area.

In the example, County A website users is a bit higher than total HIV cases (4,244 vs. 3,457), County B has more than 3x as many users and people with HIV (52,265 vs. 16,114), County C has about 1/3 the users as people with HIV (3,231 vs. 9,901), and County D has about twice the number of website users as people with HIV (7,315 vs. 3,557).

- These indicators suggest areas for targeting media campaigns that might increase website visibility and usage.

Within counties or areas, comparisons can also be made between different social media channels, such as YouTube vs. Website. In the example below, County B has the second highest YouTube view rate (41%) but the lowest website users (about 1/3 of diagnosed people with HIV), while County D has the lowest YouTube view rate (31%) but second highest proportion of website users to people with HIV. This information might inform the different social media teams or vendors about more localized tailoring or targeting for their activities.