

Best Practices for Marketing HIV Services

MARKETING ONE'S SELF AND SERVICES



What Works

- Advertisement cards
- Site specific messages/images
- Materials in unique locations
- Unique methods of advertising
- People love free deals
- Positive word of mouth



What Doesn't

- Facebook/Twitter
- Advertising in local papers/magazines
- Telling people to bring their friends back
- Negative word of mouth
- Forced company branding



Best Practices

- Learn your staff's hidden talents
- Ask staff for innovative and out of the box suggestions to promote services
- Think about all 5 senses when brainstorming new marketing ideas
- Encourage all staff to explore ideas and share with the team

SOCIAL MEDIA BEST PRACTICES

Tips and Tricks

- Consider Your Platform
- Post Frequently (1-2x/Day)
- Be Consistent with Your Messaging
- Use #Hashtags Strategically
- Engage and Create Dialogue

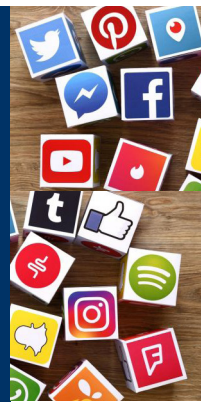
Helpful Tools

Social Media Managers:

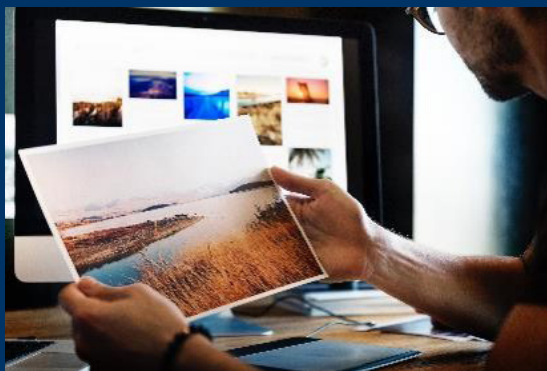
- Schedule Posts Ahead of Time
- Post Across Multiple Platforms at Once
- Analytic Capabilities

Examples:

- Sprout Social
- Hootsuite
- Buffer



GRAPHICS BEST PRACTICES



Compelling and relevant photos, videos, and multimedia graphics will draw attention to your message.

- Collect and use your own images and video when possible.
- Get permission to use others' visual media or likeness, and attribute as needed.
- Learn and use graphics programs and websites to create dynamic media.
 - » Shutterstock/Pexels
 - » Adobe/Canva/PhotoPea/Piktochart
 - » MailChimp

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MESSAGE BRAND STANDARDS

Your marketing materials should have a consistent look and feel.

Your audience should be able to recognize your brand and your campaigns.

Create familiarity around your organization by maintaining consistent standards across your content and materials.

Considerations:

- Logos
- Hashtags
- Slogans
- Color Palettes
- Fonts



CONTENT BEST PRACTICES

- ▢ **Check your grammar, spelling, and punctuation.**
- ▢ Tailor your message to your audience.
 - Use familiar terms and phrasing.
 - Translate content into your audience's native language(s).
- ▢ Consider any limitations of your message's platform.
 - Character Counts
 - Graphics-to-Text Ratios
 - Text Size
- ▢ Ensure all necessary information is included.

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