Digital Champions for HIV/AIDS: How Can You Leverage Social Media for Social Good?

*Digital Workshop for the 2016 International AIDS Conference*

GLOBAL VILLAGE SESSION ROOM 1
TUESDAY, 19 JULY 2016   11:00 - 12:30
Your presenters

**ZACK LANGWAY**
@ZackFromNJ

- Global health & development communications specialist
- Working in digital advocacy and engagement for 6+ years
- Projects with UN Foundation, Save the Children, Bread for the World, eHealth Africa, Aga Khan Foundation, FHI 360
- Global trainer and advocate for digital storytelling in health & development

**MICHELLE HUNSBERGER**
@mmhunsberger

- Health & behavior change communication specialist
- Has worked with CDC, FEMA, Corps, and USAID
- Implemented national public health campaigns in Zambia in the areas of HIV and malaria prevention, safe motherhood, and nutrition
- Grew up in Africa, Eastern Europe and Southeast Asia
In this workshop...

1. Discuss what it means to be a “digital thought leader” - understand how social media can increase your visibility and advocacy as a champion in the fight against HIV/AIDS.

2. Create a plan - start developing a realistic and meaningful digital leadership “roadmap” which you can use ongoing after this workshop.

3. Practice with peers - as questions, provide each other feedback, and help your fellow advocate create a strong plan to amplify their work.

As we go…fill in the front of your digital plan worksheet!
## Agenda

<table>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>11:00-11:15</td>
<td>Welcome, Introductions</td>
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<tr>
<td>11:15-11:30</td>
<td><strong>WHAT</strong>: Establishing your digital goal &amp; objectives</td>
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<tr>
<td>11:30-11:45</td>
<td><strong>WHO</strong>: Identifying your audiences and key influencers</td>
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<td>11:45-12:00</td>
<td><strong>HOW</strong>: Developing an intentional &amp; consistent voice</td>
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<td>12:00-12:15</td>
<td><strong>WHERE</strong>: Choosing the best platforms and tactics</td>
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<td>12:15-12:30</td>
<td><strong>WHAT NEXT</strong>: Measuring success &amp; continued iteration</td>
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What does it mean to be a “thought leader?”

**Thoughtful**
Know your value, represent your opinion, respect all points of view

**Engaged**
Support your network, share the spotlight, bring your network together

**Active**
Start a conversation, create space for important stories and discussion, persevere
What does it mean to be a digital “thought leader?”

**Thoughtful**

Know your value, represent your opinion, respect all points of view

**Engaged**

Support your network, share the spotlight, bring your network together

**Active**

Start a conversation, create space for important stories and discussion, persevere

**Thoughtful**

Share your opinion, don’t be shy, interact with the opinions and work of others

**Engaged**

Keep a steady drumbeat, prioritize your digital activity, be visible in key conversations

**Active**

Seek opportunities to be heard, participate in key moments, stay in touch
Leading with passion & compassion

• Become a **reliable source** of information on HIV prevention, treatment, and care within your community.

• Bring attention to and share your **personal point of view** on an issue you care passionately about.

• Establish **relationships** with local peers and leaders - including those in the room now.

• **Shape the change** you want to see in your community and the narrative around HIV/AIDS.

• Use the “**coffee shop rule**” – if you wouldn’t discuss this information there, you shouldn’t talk about it on social media either.

• Be **sensitive to oversharing** - and don’t disclose someone’s HIV status without their permission.

• Photos are great - but **double-check with the person** you are photographing before posting.

• Be thoughtful about **security settings** and remember - once it’s posted, it can’t be taken back!
Questions?
Framework for digital thought leadership
Your *goal* on digital media

- Provides general direction of where you are going.
- One sentence statement of the result to be achieved to resolve the core problem.
- When you accomplish your goal it signifies the end of your plan.

**Personal / professional purpose:**
“To reduce mother-to-child transmission of HIV in my community.”

**Digital thought leadership goal:**
“To increase awareness of how mobile technology is used for EMTCT.”
Defining your *objectives*

- Helps pinpoint the destination.
- Specific measurable statements of what needs to be accomplished to reach the goal.

**SMART Objectives:**

- **Specific**
- **Measurable**
- **Attainable**
- **Realistic**
- **Time-bound**

*Sample objectives*

- *Increase the number of articles I post and provide commentary on.*
- *Increase the number of blogs I author about mHealth innovations for EMTCT.*
- *Increase the number of at-risk women who see and engage with my social media content.*
Table Activity:

What is your purpose as an advocate in the HIV/AIDS community?

On your worksheet: set your digital thought leadership goal and 2-3 objectives.
Identifying an *audience*

- To reach your goal and objectives, who do you need to talk to?
- What do they care about?
- Who are the individuals or organizations beyond the obvious/immediate that would value your insight?
Influencers and Insights

What makes an Influencer?
Authority + Credibility + Access = *Influencers*

*Influencers* are key to follow on social media to stay up to date on latest information and resources.

What makes an Insight?
Research + Judgment + Experience + Intuition = *Insight*

*Insights* demonstrate your value and perspective on key topics and subjects relating to your community.
Table Activity:

Who are 3-4 influencers within one of your target audiences?

What insights do you have about that audience or the influencers you’ve identified?
Questions?
Consistency in voice and *style*

### Diction
- **Formal:**
  “I am not angry.”
- **Casual:**
  “I’m not mad.”
- **Slang:**
  “I ain’t ticked.”

### Tone
- **Objective or subjective:**
  “There were 300 participants.”
  “I counted 300 in the room.”
- **Logical or emotional:**
  “Their actions were unacceptable.”
  “Their heartbreaking actions.”
- **Intimate or distant:**
  “We can take action to help!”
  “You must take action to help!”
- **Serious or humorous**

### Approach
- **Lead from in front:**
  “My team in Nigeria…”
- **Lead hand-in-hand:**
  “Our work together in Nigeria…”
- **Lead from behind:**
  “The work happening in Nigeria…”
Styles in practice—Take 1

Sample Tweet 1
I am proud of YouthHealth’s work in Mali to help #EndHIV4Her: http://bit.ly/14leBjn

Sample Tweet 2
This week is #AIDS2016. Join the global conversation with @iasociety: www.aids2016.org

What are characteristics of these tweets?
• Formal
• Removed
• Straight-forward
• Marketing
Styles in practice— Take 2

Sample Tweet 1
Our stories as #YouthVoices is central to #EndHIV4Her in Mali: http://bit.ly/14leBjn

Sample Tweet 2
We can use our voices to lead the way to an #AIDSFreeGen — join @iasociety for #AIDS2016! www.aids2016.org

What are characteristics of these tweets?
• Ownership of the work
• Inclusive pronouns
• Leading alongside the community
Styles in practice—Take 3

Sample Tweet 1
How can #youthvoices help #EndHIV4Her in Mali? Learn more about our new initiative: http://bit.ly/14leBjn

Sample Tweet 2
The power of an AIDS-free future is in our hands. Join @iasociety at #AIDS2016 to learn how: www.aids2016.org

What are characteristics of these tweets?
• Thoughtful
• Reflecting on the situation
• Leading from behind
Styles in practice—Take 4

Sample Tweet 1
YouthHealth is prioritizing girls and women in Mali through a new initiative: http://bit.ly/14leBjn #EndHIV4Her

Sample Tweet 2
@iasociety convenes discussions on research, solutions at #AIDS2016: www.aids2016.org

What are characteristics of these tweets?
• Primary focus on partners and community
• Professional
• Resource driven
Styles in practice

**Formal**

*Referring to yourself in the 3rd person, marketing tone.*


B. This week is #AIDS2016. Join the global conversation with @iasociety: [www.aids2016.org](http://www.aids2016.org)

**Inquisitive**

*Light branding, referring to your work with a sense of ownership, but with inclusive pronouns.*

A. Our stories as #YouthVoices is central to #EndHIV4Her in Mali: [http://bit.ly/14leBjn](http://bit.ly/14leBjn)

B. We can use our voices to lead the way to an #AIDSFreeGen — join @iasociety for #AIDS2016! [www.aids2016.org](http://www.aids2016.org)

**Reflective**

*Talk about the work without mentioning yourself, except where appropriate or via a hashtag.*


B. The power of an AIDS-free future is in our hands. Join @iasociety at #AIDS2016 to learn how: [www.aids2016.org](http://www.aids2016.org)

**Deferential**

*Lifts up a partner to the total exclusion of yourself, refer to partners’ work as “their” work.*


B. ..@iasociety convenes discussions on research, solutions at #AIDS2016: [www.aids2016.org](http://www.aids2016.org)

Be thoughtful, be consistent!
Choosing your *platform*

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of Content</strong></td>
<td>Mid-length text, embedded photo/video, link</td>
<td>Short-form text, embedded photo/video, links</td>
<td>Mid-length and long-form text, embedded photo/video links</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>Peer leaders, organizations</td>
<td>Broader community, thought leaders</td>
<td>Peers, organizations, thought leaders</td>
</tr>
<tr>
<td><strong>Creative Visuals</strong></td>
<td>Yes - still and animated</td>
<td>Yes - still and animated</td>
<td>Yes - still and animated</td>
</tr>
<tr>
<td><strong>Action Types</strong></td>
<td>Click, comment, share, like/emotion, reply, tag</td>
<td>Click, favorite, retweet, quote tweet, reply, tag</td>
<td>Like, comment, reply, tag</td>
</tr>
<tr>
<td><strong>Best For…</strong></td>
<td>Making relationships and following a person’s updates</td>
<td>Watching &amp; engaging in conversations</td>
<td>Connecting and sharing content with other professionals</td>
</tr>
</tbody>
</table>
Anatomy of a Twitter post

You have 140 characters. Use that space wisely! Use abbreviations and symbols to save space.

The # symbol, called a hashtag, is used to mark keywords or topics. It is a way to categorize messages and participate in a particular conversation.

Tweets that include photos or video are retweeted at a higher rate.

We’ll be at #AIDS2016 – will you? Join our discussion about international efforts to #EndHIV4Her: http://goo.gl/Gj6TiF

Use a URL shorteners, such as bit.ly and goo.gl, to make longer URLs into shorter links.

You have 140 characters. Use that space wisely! Use abbreviations and symbols to save space.
Anatomy of a Facebook post

Hashtags are important on Facebook, too.

We’re counting down to #AIDS2016! Our panel of experts will be talking about integrated efforts around the globe to #EndHIV4Her.

Even if you can’t be there in person, you can join the conversation virtually: http://goo.gl/Gj6TIF

Include a photo to grab attention! The perfect size image is 800x600.

Have a clear objective. Visit a website? Sign a petition? Share a photo? Be specific in your ask.

Tag fellow advocates!
Anatomy of a LinkedIn post

Publish an update once a day, keep your language professional.

Click the photo tab to add a picture to your update.

Use a URL shorteners, such as bit.ly and goo.gl, to make longer URLs into shorter links.

Publish a blog or article you wrote directly on LinkedIn that comments on a growing industry trend, good or bad. Include visuals or diagrams in your article.

Include a link that your followers will find interesting (e.g. article, blog post).
## Tips on popular platforms

### Facebook
- Make your posts count
- Post medium length content
- Promote dialogue via your posts
- Opportunity to directly engage with community posts
- Greater opportunity to share visual content
- Grow your community

### Twitter
- Make your characters count
- Opportunity to easily engage with your global community
- Conduct direct outreach to thought leaders
- Share your story through creative means via video, photos and more
- Use hashtags
- Conducive to live coverage
- Build a steady stream of smart content
- Engage in timely events
- Concise call to action

### LinkedIn
- Keep your profile updated
- Update your status professionally once a week
- Choose a clear, friendly and professional profile photo
- Summarize your experience in 3-to-5 short paragraphs
- Describe what you did, how well you did it, and who it impacted
- Identify your skills so your network can endorse them
- Actively add your professional contacts
- Post longer form content
### Facebook

**Good Post**
We’ve assembled a panel of experts to discuss integrated solutions to #EndHIV4Her. If you can’t be there in person, you can join the conversation virtually: bit.ly/ABC123 #AIDS2016

**Bad Post**

### Twitter

**Good Post**
Join our panel discussion in Durban on solutions to #EndHIV4Her: bit.ly/ABC123 #AIDS2016

### LinkedIn

**Good Post**
We’re counting down to Durban and our panel discussion on integrated solutions to #EndHIV4Her. Take a look at our lineup and share your questions for our panelists in the comments! [http://bit.ly/1NBPKEZ](http://bit.ly/1NBPKEZ)

**Bad Post**
Questions?
Varying your *tactics*

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<tr>
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<tbody>
<tr>
<td>Comment on and link to relevant articles</td>
<td>Twitter chats</td>
<td>Post a blog providing commentary on a relevant and timely issue</td>
</tr>
<tr>
<td>Share a video</td>
<td>Photo tiles</td>
<td>Share someone else’s content and credit them</td>
</tr>
<tr>
<td>Link to a blog you wrote</td>
<td>Animated GIFs</td>
<td>Join relevant groups and contribute to select discussions with smart commentary</td>
</tr>
<tr>
<td>Join relevant groups and contribute to select discussions with smart commentary</td>
<td>Live Tweet from an event</td>
<td></td>
</tr>
<tr>
<td>Build a page for your organization</td>
<td>Retweet your influencers</td>
<td></td>
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<tr>
<td>Host an event page</td>
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# Measurements of success

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<th><strong>Twitter</strong></th>
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<tbody>
<tr>
<td>Number of likes your content receives</td>
<td>Number of followers</td>
<td>‘Your Network Size’ or ‘Total Connections’</td>
</tr>
<tr>
<td>Number of comments your content receives</td>
<td>Number of mentions</td>
<td>Quantity of new invitations</td>
</tr>
<tr>
<td>Reach of your content (amount of views by fans and their friends)</td>
<td>Number of link clicks</td>
<td>Number of profile views</td>
</tr>
<tr>
<td>Number of fans your community page receives (if applicable)</td>
<td>Number of RTs</td>
<td>Level of interactions on updates</td>
</tr>
<tr>
<td></td>
<td>Number of replies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of of tweets posted</td>
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Stay in touch!

Digital thought leadership “office hours”
16:15—18:15pm
Global Village DREAMS Networking Zone

Follow along with Johnson & Johnson
@JNJGlobalHealth
#EndHIV4Her

Got questions? Ask us!
Zack: @ZackfromNJ
Michelle: @mmhunsberger
Thank you!