



World AIDS Day QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

Hashtag

- #ActAgainstAIDS
- #WorldAIDSDay
- #AIDSAwareness
- #EndAIDS

Twitter

- @CDC_HIVAIDS
- @HIVGov
- @AIDS_United
- @AIDSinfo

Facebook

- CDC HIV
- HIV.gov

Instagram

- @ActAgainstAIDS
- @HIVGov

YouTube

Act Against AIDS

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

Centers for Disease Control & Prevention

- Resource Library
- Awareness Materials
- Campaigns & Materials
- Presentations & Slides

Sample Tweets/Posts

African American women have a 1 in 32 chance of acquiring #AIDS in their lifetime, compared to 1 in 588 for non-hispanic white women. #ActAgainstAIDS

December 1 is #WorldAIDSDay! Visit @CDC_HIVAIDS to help spread awareness of this preventable disease. #AIDSAwareness #EndAIDS



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