



## **World AIDS Day 2015 Social Media Toolkit**

### **Background**

World AIDS Day 2015 is Tuesday, December 1. This toolkit provides guidance on how you can highlight the important work being done to achieve an AIDS-free generation and join the conversation on HIV and AIDS via social media. Below are related hashtags and handles, key messages, and some sample Facebook and Twitter content to help amplify messaging around the U.S. Government theme of “The Time to Act Is Now.” Feel free to use the messaging here to create further social media content. We will also be announcing the winner of the photo contest on or immediately before World AIDS Day, so please amplify once the winner is announced via @USAIDGH social media channels. Please contact [Rachel Smidt](#) in USAID’s office of HIV/AIDS if you have any questions or if you would like guidance on how to share this messaging leading up to and on World AIDS Day.

### **Key Handles to Mention/Retweet**

- USAID: [@USAID](#)
- USAID for Global Health: [@USAIDGH](#)
- President’s Emergency Plan for AIDS Relief: [@PEPFAR](#)
- Elizabeth Glazer Pediatric AIDS Foundation: [@EGPAF](#)
- LINKAGES: [@LINKAGESproject](#)
- FHI360: [@fhi360](#)
- Elton John AIDS Foundation: [@EJAF](#)
- The Global Fund: [@GlobalFund](#)
- UNAIDS: [@UNAIDS](#)
- AIDS.gov: [@AIDSgov](#)

### **Key Hashtags to Use**

- [#WAD2015](#)
- [#WorldAIDSDay](#)
- [#AIDSFreeGen](#)
- [#HIV](#)
- [#AIDS](#)

## Suggested Messaging

### Pre-World AIDS Day Tweets (11/24-11/27):

- World #AIDS Day 2015 is only a few days away! Discover @USAID's #WAD2015 web page & help us create an #AIDSFreeGen: <http://ow.ly/UR5mz>
- US Government's #WAD2015 theme is "The Time to Act Is Now." Check out @USAID's action to achieve an #AIDSFreeGen: <http://ow.ly/UR5tb>
- This World #AIDS Day, explore the stories of those affected by #HIV/#AIDS through OHA's flickr photos here: <http://ow.ly/UR5VC> #WAD2015
- Join us in DC on 12/4 for @LINKAGESproject annual #WAD2015 event #RightsInAction
- .@LINKAGESproject is hosting its annual #WAD event w/ @fhi360 @PEPFAR & @USAID on 12/4 in DC. Will you be there?
- If you can't make it to #DC for #RightsInAction on Friday, join the live webcast: <http://ow.ly/UR5ZE> #WAD2015
- Fri 12/4 we're talking key pops about data for decision-making w @fhi360 @USAID & @PEPFAR #RightsInAction
- In recognition of #WAD2015, @LINKAGESproject is hosting an event to ↑ awareness about data for decision-making for #KPs

### Tweets to go out on 11/30/15:

- December 1 is #WAD2015! Check out @USAIDGH & @USAID for updates, stories, & fast facts about #HIV & #AIDS <http://ow.ly/UR6bx>
- #WAD2015 is 12/1! Learn how @USAID & partners support the 34M ppl living w/ #HIV/#AIDS & work toward an #AIDSFreeGen <http://ow.ly/UR6gm>
- Today is the registration deadline for our #RightsInAction event on Friday! RSVP: <http://ow.ly/UR6jl>
- .@LINKAGESproject and @USAID recognize importance of data for decision-making for #KPs #RightsInAction

### Tweets to go out on World AIDS Day, 12/1/15:

- Today is #WorldAIDSDay! While there has been incredible progress on #HIV/#AIDS around the world, more work remains. The time to act is now.
- As a result of @PEPFAR, @USAID & other partners have supported life-saving #HIV treatment for 7.7M people: <http://ow.ly/UR6RH> #WAD2015
- .@USAID is working with local govts to make #HIV & #AIDS programs more #sustainable in the future <http://ow.ly/UR6Vx> #AIDSFreeGen #WAD2015
- .@PEPFAR is the largest #HIV and #AIDS prevention, care and treatment initiative in the world <http://ow.ly/UR6YD> #WAD2015
- .@USAID saves lives through smart investments: w/ PMTCT programs, 95% of babies reached are born #HIV-free <http://ow.ly/UR72U> #WAD2015
- .@USAID, together w/@PEPFAR, is working in over 50 countries to provide #HIV prevention, care & treatment <http://ow.ly/UR75b> #WAD2015

- Through @PEPFAR, @USAID has provided #HIV counseling & testing for more than 56.7 million people. <http://ow.ly/UR78g> #WorldAIDSDay
- .@USAID supported >14.2M pregnant women w/ #HIV testing & counseling & provided #PMTCT services to >749K HIV+ women: <http://ow.ly/UR79S>
- .@USAID w/ @PEPFAR reached nearly 17M people w/ care & support, incl. >5M orphans & vulnerable children: <http://ow.ly/UR7bo> #WAD2015
- Under @PEPFAR, @USAID supported training for >140K new healthcare workers to deliver #HIV & other services <http://ow.ly/UR7d8> #WAD2015
- #KeyPop size estimation and unique identifier codes will be covered during @LINKAGESproject #RightsInAction event for #WAD2015

### TB/HIV Co-Infection

- Of the approx. 34M #PLHIV, >1/3 are also infected w/ #TB & 25% of deaths attributed to #HIV are due to TB <http://ow.ly/UR7rh> #WAD2015
- In some African countries, up to 80% of people w/ active #TB are also #PLHIV. Find out what @USAID is doing to help: <http://ow.ly/UR7vW>
- 2/3 of #TB-infected individuals live in Asia, where TB now accounts for 40% of #AIDS-related deaths <http://ow.ly/UR7xP> #WAD2015

### Capacity Plus Tweets

- .@WHO Global Strategy on #HRH #Workforce2030 a key means of implementing #SDGs & achieving #HIV goals! #AFG #WAD2015 <http://ow.ly/UYdVp>
- A strong health workforce composed of facility and community workers is essential for achieving an #AIDSFreeGen #HRH #WorldAIDSDay
- .@PEPFAR lessons learned from @USAID @CapacityPlus project for overcoming HRH constraints for 90:90:90: <http://ow.ly/UYe2u> #WAD2015
- New flagship #HRH2030 project supports implementation of @PEPFAR #HRH Strategy for sustained epidemic ctrl #WAD2015 <http://ow.ly/UYe5Q>
- .@PEPFAR adequate allocation & utilization of #healthworkers is key for 90:90:90 <http://ow.ly/UYe9w> #HRH #HIV #Impact #WAD2015
- The time to act is now. Optimizing health workforce is key for achieving an #AIDSFreeGen! <http://ow.ly/UYeed> #HRH #WAD2015

### SDGs and HIV/AIDS Tweets:

- Announced at #UNGA, @USAIDGH and @PEPFAR is acting now to reduce HIV incidence by 40% for young women & girls by 2017 #SDGs #WAD2015
- Announced at #UNGA, @USAIDGH & @PEPFAR is acting now to provide 13 mill #VMMC for #HIV prevention by 2017. #SDGs #AIDSFreeGen #WAD2015
- New @PEPFAR targets to make sig. contribution to @UNAIDS #FastTrack approach to end #AIDS epidemic by 2030 <http://ow.ly/UYeIR> #WAD2015
- Every year 380K adolescent #girls & young #women are infected w/ #HIV. That's why @USAID & @PEPFAR invest in #DREAMS partnership #WAD2015
- @USAID & @PEPFAR investing in #DREAMS partnership to reduce #HIV in adolescent #girls & young #women. <http://ow.ly/UYeT> #WAD2015

### WHO Guidelines Tweets:

- @USAIDGH supports @WHO Guidelines for #treatall approach and #PrEP #WAD2015 #AIDSFreeGen
- @USAID supports new @WHO guidelines, making 37M people now eligible for #ART trtmnt #treatall #WAD2015 #AIDSFreeGen



- @UNAIDS est. expanding ART 2 all #PLHIV can avert 21M deaths & 28M infections by 2030. @USAID supports @WHO guidelines to #treatall #WAD2015

### Tweets to go out for LINKAGES Event on 12/4/15:

- @USAID, @PEPFAR, @fhi360, & @LINKAGESproject are hosting #RightsInAction today on data for decision-making! [\[attach photo below\]](#)



**LINKAGES**  
Across the Continuum of HIV  
Services for Key Populations

**SAVE THE DATE**

**RIGHTS IN ACTION**  
**KEY POPULATION**  
**DATA FOR**  
**DECISION MAKING**

What's needed?  
What's not?  
What's happening?  
What's hot?

**ACADEMY HALL, FHI 360**      **DECEMBER 4, 2015**  
1825 Connecticut Ave., NW      8:30 AM - 2:00 PM  
Washington, DC 20009

- Join @LINKAGESproject & @fhi360's #RightsInAction event virtually today: <http://ow.ly/UZrrx> #HIV #AIDS @USAID @PEPFAR
- Focusing on #KeyPops is one way to end AIDS by 2030: <http://ow.ly/UYeNe> #RightsInAction @linkagesproject
- #KeyPops are essential to realize an #AIDSFreeGen: <http://ow.ly/UYeRf> #WAD2015 #RightsInAction via @USAIDGH
- Members of key populations face formidable barriers to accessing #HIV services. #RightsInAction
- .@LINKAGESproject #RightsInAction event to highlight importance of innovative data collection approaches for #KPs
- .@LINKAGESproject #RightsInAction event to underscore importance of ethical data collection and management for #KPs
- .@UNAIDS estimates that 40-50% of all new #HIV infections among adults worldwide occur among key populations. #RightsInAction
- .@LINKAGESproject will ensure access to HIV services for MSM, sex workers, IDUs & trans individuals #RightsInAction

## Facebook

- [Use photo below] As the world prepares to commemorate World AIDS Day tomorrow, now is the moment for us to focus our resources to save more lives and accelerate progress toward controlling the HIV and AIDS epidemic. Over the last 15 years, the USAID and the global community has achieved remarkable results working together toward the Millennium Development Goals. Today, we must stand together and demonstrate our collective resolve to meet the challenge before us in the new Global Goals: to end the AIDS epidemic by 2030. Learn more: <https://www.usaid.gov/what-we-do/global-health/hiv-and-aids>
- [Use photo below] It's World AIDS Day! Today, we remember those we have lost to AIDS, celebrate the lives of those living with HIV. [USAID - US Agency for International Development](https://www.usaid.gov/what-we-do/global-health/hiv-and-aids) and our partners are committed to acting now to achieve an AIDS-free generation. Learn more about our work here: <https://www.usaid.gov/what-we-do/global-health/hiv-and-aids>  
#WAD2015 #AIDSFreeGen

## Photo Factoids:

