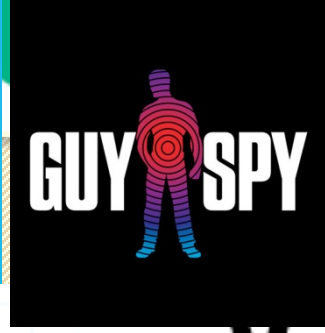


the Frantic
Posting!

Harness the Power of Social Media
for your HIV prevention program



Our Social Media Capacity Building Approach

- Prevention with Positives
- Prevention with Negatives
- Organizational Development

Visit our
website at
www.etr.org/CISP

- Identify the 4 steps to develop social media objectives
- Describe the 6 elements of a social media strategy
- Compare success from 2 case study examples
- Access available resources

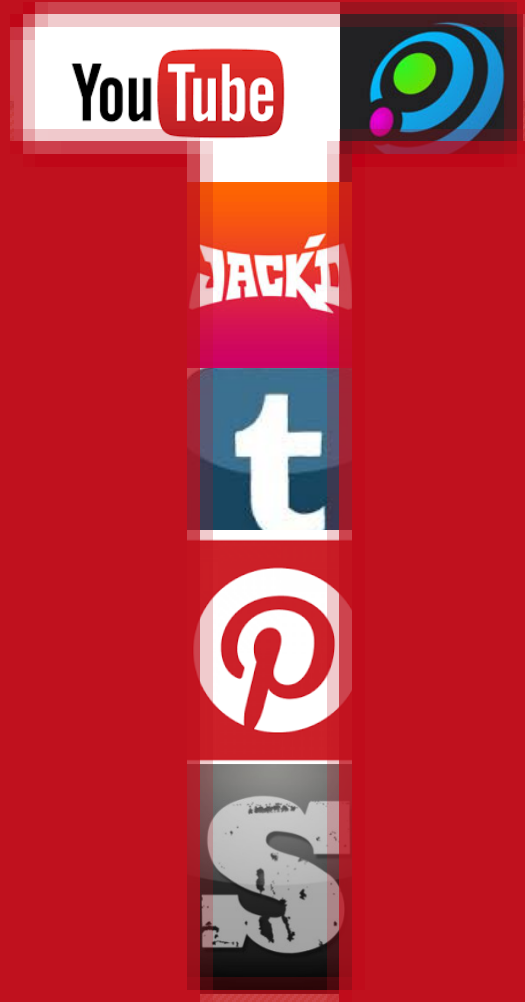


Our CBO Partners

Daryl Griffith
Equitas Health,
Columbus OH

Martese Prince
PJ Morton
Abounding
Prosperity,
Dallas TX








Step 1: Define your Social Media Objectives



What do you want to happen in the short or long term
as a result of your social media efforts?

*Recruit new members to participate in
monthly “Fresh Meetings.”*



How does this support your program objectives?



By the end of Year 1, recruit 50 young Black and Latino MSM to participate in monthly “Fresh Meetings.”

A person is sitting on a wooden fence, wearing a blue shirt and brown boots. The background is a grassy field. The text is overlaid on a light beige horizontal band.

SMART Social Media Objectives

By June 30, 2016, increase the Fresh Meetings social media presence by a 10% increase in followers every month.



How will you engage?



Post weekly original photos to convey the Fresh Meeting theme of the month, the reflection of the month, the role model of the month.



Case Study ~ Abounding Prosperity

Abounding Prosperity, Inc.
Published by Pj Moton [?] · February 25 · Dallas, TX ·

"If you're treated a certain way you become a certain kind of person. If certain things are described to you as being real they're real for you whether they're real or not."
— James Baldwin

Abounding Prosperity
This does not have to
and educate your bro
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Promote

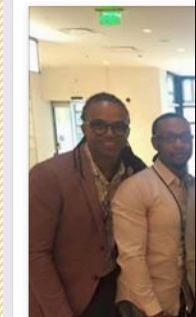
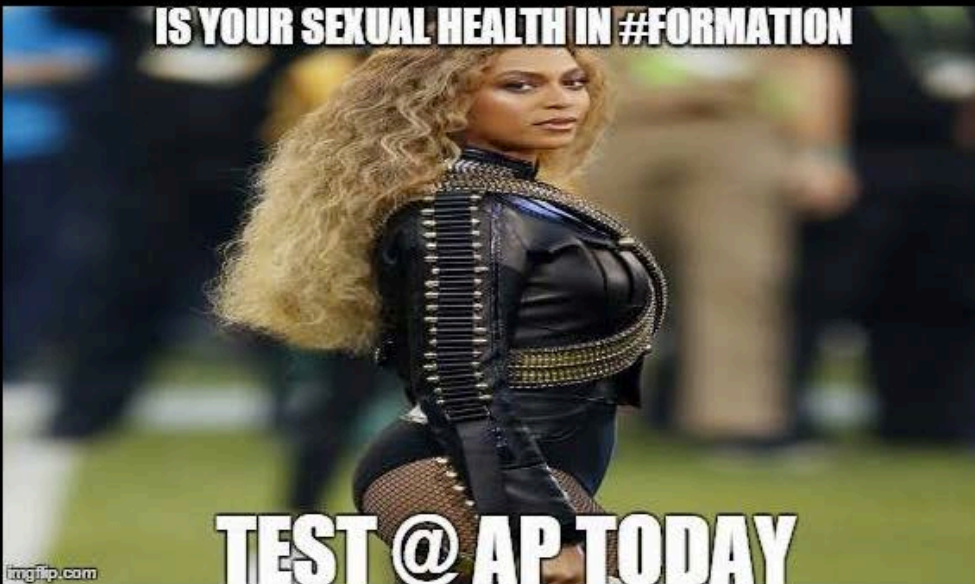
THIS WEEK

Abounding Prosperity, Inc. x

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Pj Home



CROI Press Release
NCHHSTP | C
For immediate release
Viral Hepatitis, STD, a

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Abounding Prosperity, Inc. ETR's Community Impact Solutions Project check it out!
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- 1 Website Click
- 0 of 0 Response Rate
- 30 minutes Response Time
- 20 Check-ins

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- 2016
- 2015
- 2014

Chat (211)



Step 2: Focus on your Audience





Case Study ~ Equitas Health



Step 3: Fill in the Calendar





Try it!



- ✓ Submit a request for capacity building assistance on your social media plan
- ✓ Access free training resources on CISP website
- ✓ Join the H2O Learning Group
- ✓ Share your success stories with us



Questions?

Contact us for CBA

BA Laris,
Capacity Building Team

bal@etr.org



You can find this webinar recording on the CISP Website 24 hours after this presentation!

<http://www.etr.org/CIS/webinars/>