

Social Media Toolkit

CAMPAIGN INTRODUCTION

PrEP Aware Week, 2020 is a public education campaign funded by the New York State Department of Health AIDS Institute. From October 25 – 31, 2020, a host of virtual events and activities will occur, with the objective of boosting awareness and knowledge of PrEP (Pre-Exposure Prophylaxis), among priority populations, as a highly effective HIV prevention method.

The theme for *PrEP Aware Week, 2020* is “This is Why I PrEP” and the official campaign website is PrepForSex.org. The campaign features images and videos of eight new ambassadors from across the state. Collectively, they reflect a variety of races, ethnicities, gender identities and sexual orientations. These individuals were selected based on their strong social media presence and connection with the communities that they represent – utilizing their personal platforms to advocate for PrEP and sexual health.



Damon



Bianca



Michael



Sophia



Alex



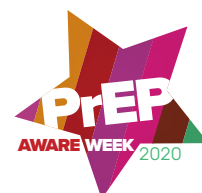
Armando



Sheldon



Erika



SOCIAL MEDIA POSTS

In an effort to amplify the message of this HIV prevention campaign, you are encouraged to share the branded materials made available in this toolkit on your social media channels (Facebook, Instagram, Twitter): images, videos, and suggested captions.

While *PrEP Aware Week* events will end on October 31, 2020, campaign materials will continue to be shared (via paid and organic social media posts). Starting November 1, 2020, please share images/videos without the dates. (They will be made available on the website.) In this way, we can continue to promote PrEP and make resources available.

Damon | Brooklyn

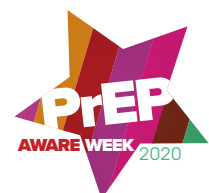
Instagram: <https://www.instagram.com/damonljacobs/?hl=en>

Video: <https://www.youtube.com/watch?v=7Nqz9KvnUoU>



Suggested Captions:

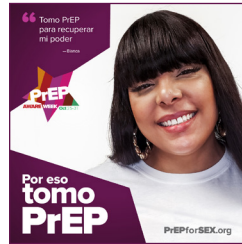
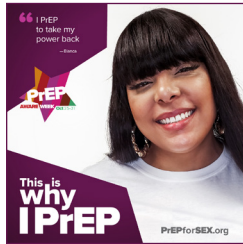
- 1) According to Damon, a NYS PrEP Ambassador, taking PrEP means removing the fear of getting HIV and allowing yourself to experience connection and pleasure. Find out more today: prepforsex.org. #PrEPAwareWeek2020
- 2) For gay men, taking PrEP means you stay HIV negative while enjoying sex. Get more info about PrEP: prepforsex.org. #PrEPAwareWeek2020
- 3) On-demand PrEP (2-1-1) is an HIV prevention option for many cisgender gay men. Find out how it works: prepforsex.org. #PrEPAwareWeek2020
- 4) Using the hashtag #ThisIsWhyIPrEP, share a post that tells us why YOU PrEP! Someone who connects with your story might be encouraged to seek out the information they need. prepforsex.org. #PrEPAwareWeek2020



Bianca | Rochester

Instagram: <https://www.instagram.com/thebombshelll/?hl=en>

Video: <https://www.youtube.com/watch?v=vHBbp5JPjOo>

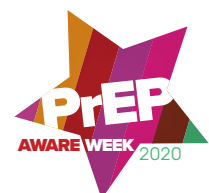


Suggested Captions (Eng./Sp.):

- 1) If you are a woman of transgender experience, PrEP will keep you HIV-negative. To learn more about PrEP and HIV prevention, visit prepforsex.org. #PrEPAwareWeek2020
- 2) It's safe and effective for trans women to take PrEP while using hormones: prepforsex.org. #PrEPAwareWeek2020
- 3) Bianca, a NYS PrEP Ambassador, educates trans women in the community about the power and protection that PrEP provides over one's sexual health and well-being. Learn more at prepforsex.org. #PrEPAwareWeek2020
- 4) Let's create safe, welcoming spaces so that people of transgender experience can feel comfortable discussing PrEP and sexual health: prepforsex.org #PrEPAwareWeek2020

In Spanish...

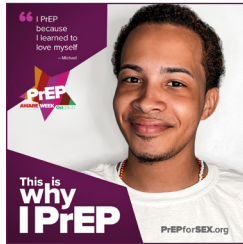
- 1) Si es una mujer con experiencia transgénero, PrEP la mantendrá VIH negativa. Para obtener más información sobre PrEP y la prevención del VIH, visite prepforsex.org. #PrEPAwareWeek2020
- 2) Para las mujeres con experiencia transgénero es seguro y eficaz tomar PrEP mientras están usando hormonas: prepforsex.org. # PrEPAwareWeek2020
- 3) Bianca, una embajadora de PrEP del estado de Nueva York, educa a las mujeres trans de la comunidad sobre el poder y la protección que PrEP brinda sobre la salud y el bienestar sexuales. Obtenga más información en prepforsex.org. #PrEPAwareWeek2020
- 4) Creemos espacios seguros y acogedores para que las personas con experiencia transgénero puedan sentirse cómodas hablando de PrEP y la salud sexual: prepforsex.org. #PrEPAwareWeek2020



Michael | Wyandanch

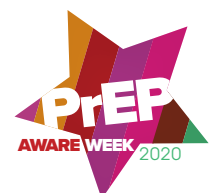
Instagram: https://www.instagram.com/royal_giovanni/?hl=en

Video: <https://www.youtube.com/watch?v=gygAt2mKxQs>



Suggested Captions:

- 1) PrEP is no experiment. It's proven HIV prevention with few or no side effects. Educate yourself at prepforsex.org #PrEPAwareWeek2020
- 2) “Less worry, more pleasure!” says Michael, a NYS PrEP Ambassador. If you identify as a gay or bisexual male, PrEP keeps you HIV-negative and helps you maintain your sexual health: prepforsex.org. #PrEPAware2020
- 3) Taking PrEP means staying HIV-negative and not having to worry about your partner’s HIV status: prepforsex.org. #PrEPAwareWeek2020
- 4) PrEP is affordable HIV prevention. Insurance, Medicaid, and other programs will cover the cost of PrEP so it is affordable to anyone who needs it: prepforsex.org. #PrEPAwareWeek2020



Sophia | Brooklyn

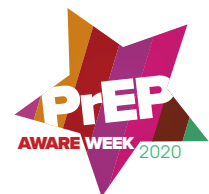
Instagram: <https://www.instagram.com/sophia.batson/?hl=en>

Video: <https://www.youtube.com/watch?v=S5IVFu9gjFM>



Suggested Captions:

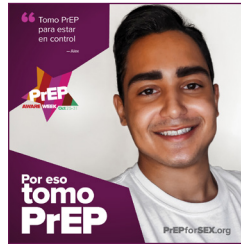
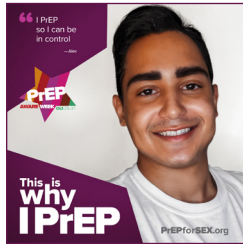
- 1) If you're not sure about your sexual partner's HIV status and you don't always use condoms, consider taking PrEP to protect yourself from HIV. Learn more at prepforsex.org. #PrEPAware2020
- 2) In a Black sorority? Tell a sister that PrEP will protect her from HIV. Share this link to spread the word: prepforsex.org. #PrEPAwareWeek2020
- 3) Did you know that Black women are among the most vulnerable groups to HIV? Sophia, a NYS PrEP Ambassador, urges you to find out about PrEP, the pill that provides 99% protection from HIV: prepforsex.org. #PrEPAwareWeek2020
- 4) Have a conversation about PrEP with the health care provider who prescribes your birth control. Both options might be right for you: prepforsex.org. #PrEPAwareWeek2020



Alex | Buffalo

Instagram: <https://www.instagram.com/alexandreig/?hl=en>

Video: <https://www.youtube.com/watch?v=Cf27x5TnUml&feature=youtu.be>

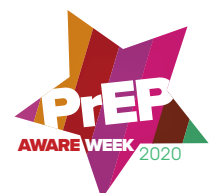


Suggested Captions (Eng./Sp.):

- 1) Alex, a NYS PrEP Ambassador, educates other gay Latinx men about PrEP because he knows how good it feels to be in control of his own sexual health: prepforsex.org. #PrEPAwareWeek2020
- 2) PrEP is medication that prevents HIV. There are many ways to pay for PrEP so that everyone, including undocumented individuals, can take advantage of it: prepforsex.org. #PrEPAware2020
- 3) If you're Latino/x and you identify as gay/bisexual/queer, you don't have to worry about getting HIV. PrEP keeps you HIV-negative: prepforsex.org. #PrEPAwareWeek2020
- 4) Coming out? In NYS, you can get a PrEP prescription, regardless of your age. PrEP is safe, effective HIV prevention: prepforsex.org. #PrEPAwareWeek2020

In Spanish...

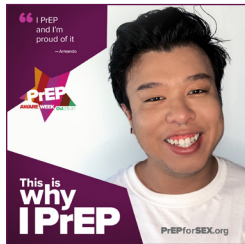
- 1) Alex, un embajador de PrEP del Estado de Nueva York, educa a otros hombres latinos homosexuales sobre PrEP porque sabe lo bien que se siente tener el control de su propia salud sexual: prepforsex.org. # PrEPAwareWeek2020
- 2) PrEP es un medicamento que previene el VIH. Hay muchas formas de pagar por PrEP para que todos puedan aprovecharla, incluso si usted es indocumentado: prepforsex.org. #PrEPAware2020
- 3) Si usted es latino /x y se identifica como gay/bisexual/queer, no tiene que preocuparse por contraer el VIH. PrEP lo mantiene VIH negativo: prepforsex.org. # PrEPAwareWeek2020
- 4) ¿Saliendo del armario? En el estado de Nueva York, puede obtener una receta para PrEP, independientemente de su edad. PrEP es una prevención del VIH segura y eficaz: prepforsex.org. # PrEPAwareWeek2020



Armando | Syracuse

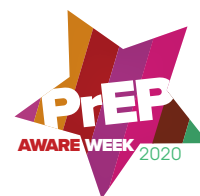
Instagram: <https://www.instagram.com/avi345/>

Video: <https://www.youtube.com/watch?v=SlEHG2te4LU>



Suggested Captions:

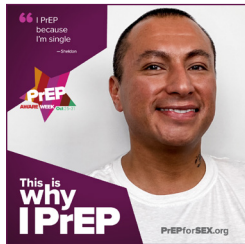
- 1) PrEP is a pill that protects you from HIV and provides the comfort you need to be more “in the moment”: prepforsex.org. #PrEPAwareWeek2020
- 2) Many Asians avoid HIV testing because of language barriers, fear of discrimination, stigma, or immigration issues. Everyone should have the freedom to protect themselves from HIV. Learn more about PrEP: prepforsex.org. #PrEPAwareWeek2020
- 3) We want to make sure that every gay/bisexual/queer man knows that PrEP is a solid option for HIV prevention. Armando, a NYS PrEP Ambassador, urges you to help us share the facts: prepforsex.org. #PrEPAwareWeek2020
- 4) Need a healthcare provider who prescribes PrEP for HIV prevention? Whether you live in the city, the suburbs, or the country, you can find a healthcare provider who prescribes PrEP: prepforsex.org. #PrEPAwareWeek2020



Sheldon | New York

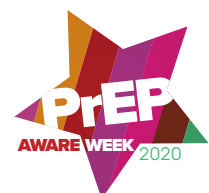
Facebook: <https://www.facebook.com/sheldon.raymore>

Video: <https://www.youtube.com/watch?v=XV-XT6JZyQ0>



Suggested Captions:

- 1) "Knowledge is power." Sheldon, a NYS PrEP Ambassador, encourages all Native people to learn more about PrEP so that they too can protect themselves from HIV: prepforsex.org. #PrEPAwareWeek2020
- 2) Whether you're single or coupled up, if you're unsure of your partner's HIV status, PrEP might be right for you. It provides 99% protection from HIV through sex: prepforsex.org. #PrEPAwareWeek2020
- 3) Many American Indian/Alaska Native gay and bisexual men face culturally based stigma and confidentiality concerns that prevent them from getting the HIV protection they need and deserve. Help us boost people's awareness and knowledge of PrEP: prepforsex.org. #PrEPAwareWeek2020
- 4) Taking PrEP for HIV prevention means you are taking charge of your sexual health and your life. Find out more at prepforsex.org. #PrEPAwareWeek2020

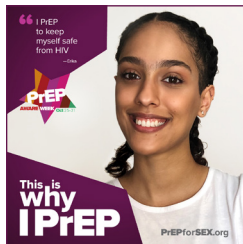


Erika | Rochester

Instagram: <https://www.instagram.com/stungunyahself/?hl=en>

Video (En.): <https://www.youtube.com/watch?v=5a-csHeGs5c>

Video (Sp.): <https://www.youtube.com/watch?v=AqJ1eOtu7Pg&feature=youtu.be>



Suggested Captions (Eng./Sp.):

- 1) Getting on PrEP is not your partner's decision to make - it's YOURS. PrEP is a highly effective way to prevent HIV. With some guidance from your health care provider, you can find out if it's right for you: prepforssex.org. #PrEPAwareWeek2020
- 2) Whatever your gender identity or sexual orientation, PrEP offers 99% protection from getting HIV. Find out more and tell your friends: prepforssex.org. #PrEPAwareWeek2020
- 3) PrEP is a safe, effective medication that women can take to avoid HIV. PrEP is not just for gay men. Find out more: prepforssex.org. #PrEPAwareWeek2020
- 4) Why do you PrEP? Whatever your motivation, tell us in a post, using the hashtag, #ThisIsWhyIPrEP. Erika, a NYS PrEP Ambassador, wants your help to make more folks aware that PrEP keeps you HIV-negative: prepforssex.org. #PrEPAwareWeek2020

In Spanish...

- 1) Tomar PrEP no es una decisión de su pareja, es SUYA. PrEP es una forma muy eficaz de prevenir el VIH. Con la orientación de su proveedor de atención médica, puede averiguar si es adecuado para usted: prepforssex.org. # PrEPAwareWeek2020
- 2) Cualquiera que sea su identidad de género u orientación sexual, PrEP ofrece hasta un 99% de protección contra el VIH. Obtenga más información y cuénteles a sus amigos: prepforssex.org. #PrEPAwareWeek2020
- 3) PrEP es un medicamento seguro y eficaz que las mujeres pueden tomar para evitar el VIH. PrEP no es solo para hombres homosexuales. Obtenga más información: prepforssex.org. # PrEPAwareWeek2020
- 4) ¿Por qué toma PrEP? Cualquiera que sea su motivación, cuéntenos en una publicación, usando el hashtag #ThisIsWhyIPrEP. Erika, embajadora de PrEP del estado de Nueva York, quiere su ayuda para que más personas sepan que PrEP los mantiene sin VIH: prepforssex.org. #PrEPAwareWeek2020

