

AIDSVu Annual Launch: Suggested Content for Social Media

Promoting AIDSVu's 2014 launch on Twitter and Facebook is critical to generating momentum around the launch. The suggested messaging below will be used by AIDSVu on social media, and is for use by partners and interested parties who would like to inform their followers about AIDSVu and how it can help people better understand the context of HIV in their communities.

Hashtags

The following hashtags can be used when tweeting about AIDSVu. Each will help incorporate information about AIDSVu into the broader discussion about HIV.

#AIDSVu2014
#NHTD (National HIV Testing Day)
#NHTWUS (National HIV Testing Week USA)

General Tweets/Statuses

Please "like" [AIDSVu on Facebook](#) and follow us on Twitter [@AIDSVu](#). You can link to our page when you share the new maps.

1. The @AIDSVu 2014 update will be live on National #HIV Testing Day, June 27 at www.AIDSVu.org #NHTD #AIDSVu2014
2. @AIDSVu maps at the ZIP code level are available in 33 cities. Updated census tract maps too. #AIDSVu2014
3. 58% of the nation's HIV epidemic is in 33 US cities. See the new maps showing exactly where at AIDSVu.org #AIDSVu2014
4. Poverty, education & household income levels are related to #HIV prevalence rates. Find out how w/new data www.AIDSVu.org
5. Today, on #NHTD, @AIDSVu released its updated #HIV city maps. Check out the new maps at www.AIDSVu.org
6. @AIDSVu now maps #HIV prevalence rates in 33 cities. RT & see the new maps at www.AIDSVu.org
7. 11 new @AIDSVu city maps for 2014: #BatonRouge #Boston #Oakland #Newark #Milwaukee +more. See them all at www.AIDSVu.org
8. New @AIDSVu city maps include #Stamford #Columbia #Jackson #Jacksonville #Richmond #NewHaven & more @ www.AIDSVu.org
9. What does the #HIV epidemic look like where you live? Visit www.AIDSVu.org to find out. #AIDSVu2014 #NHTD
10. Did you know #HIV rates vary by race/ethnicity, age, sex and location? Learn more at www.AIDSVu.org via @AIDSVu
11. Do you know how #HIV overlaps w/ #poverty and #education? Visualize it at www.AIDSVu.org #AIDSVu2014
12. HIV is a global epidemic with local impact. See how your community is affected at www.AIDSVu.org #AIDSVu2014

Location-Specific Tweets/Statuses

1. @AIDSVu has the most up-to-date info on #HIV in [CITY]. See for yourself at www.AIDSVu.org #AIDSVu2014
2. Have you seen the map of #HIV in [CITY]? See it at www.AIDSVu.org #AIDSVu2014
3. Do you know which communities in [CITY] are most impacted by #HIV? See @AIDSVu's map here: www.AIDSVu.org #NHTD #AIDSVu2014

4. Do you know where #HIV infections are concentrated? @AIDSVu's sophisticated maps pinpoint the epidemic. www.AIDSVu.org #AIDSVu2014
5. [CITY] is one of @AIDSVu's cities with #HIV mapping data. See it for yourself at www.AIDSVu.org #AIDSVu2014
6. Today is National HIV Testing Day. Do you know how #HIV affects [CITY]? Find out via @AIDSVu www.AIDSVu.org #NHTD
7. For National #HIV Testing Day, @AIDSVu has updated its [CITY] HIV map/data. Go to www.AIDSVu.org for more. #NHTD #AIDSVu2014

National Testing Day Infographic Tweets/Statuses

1. @AIDSVu's new infographic has all the #HIV facts for National HIV Testing Day. RT & #GetTested. #NHTD <http://bit.ly/1ph8oWQ>
2. 92% of new #HIV diagnoses occur in just 25% of U.S. counties. <http://bit.ly/1ph8oWQ> via @AIDSVu #NHTD #AIDSVu2014
3. The only way to know if you have HIV is through testing. See more #HIV testing facts: <http://bit.ly/1ph8oWQ> #NHTD #GetTested
4. Share @AIDSVu's new infographic & visit AIDSVu.org/Testing to find a testing site <http://bit.ly/1ph8oWQ>
5. An estimated 1 in 6 people with #HIV don't know they have it. Find testing locations at AIDSVu.org/Testing #AIDSVu2014 #NHTD