ONLINE COMMS & SOCIAL MEDIA GUIDE 2016

For the Scottish World AIDS Day Action Group

www.aidsdayscotland.com
#WhatWillYouDo

aidsdayscot
@aidsdayscot
About this guide

This guide suggests things that organisations supporting World AIDS Day 2016 in Scotland can do to show support online and via social media. By working together we can make sure we reach as many people as possible with information about HIV, World AIDS Day and the 2016 theme in Scotland, *What Will You Do?*.

Use the suggestions in here word-for-word or to give you ideas and tailor to your own needs - whatever is most helpful to you.

This guide was written for the Scottish World AIDS Day Action Group by HIV Scotland. The Group is a coalition of charities, campaigners, health boards and government representatives from Scotland who want to make World AIDS Day and European HIV Testing Week as effective as possible, and who agree a theme to guide activities each year.

If you’d like to discuss how you can promote World AIDS Day online or find out more about this plan and how to get involved, call 0131 558 3713, email worldaidsday@hivscotland.com or visit www.aidsdayscotland.com.
What is World AIDS Day?

Every year on the 1 December people across the globe mark World AIDS Day: the international day to remember those who have died from AIDS-related illnesses, to prevent new cases of HIV and to stand in solidarity with people living with the virus.

European HIV Testing Week happens just before it, from 18 November to 25 November – making November and early December a fantastic time to raise awareness about HIV and AIDS.

Here in Scotland we want to pull together and make the most of the opportunity these dates give us. This year we want everyone to get involved in some way and help us ask Scotland: What Will You Do?

From individuals to businesses, from charities to politicians, we want people to ask themselves and each other what they will do to:

- Prevent new cases of HIV
- Challenge the stigma and prejudice people with HIV still face
- Remember those who’ve died?
What can you and your organisation do online?

This year there are four key things you can do to promote World AIDS Day, Testing Week and the ‘What Will You Do’ theme online:

1) Put an article in your bulletin or website (see page 5);

2) Encourage staff and supporters to add a ribbon to their profile picture online (see page 8);

3) Share and encourage followers to share HIV facts and infographics, using #WhatWillYouDo (see page 10);

4) Post how you’re marking World AIDS Day using hashtag #AIDSdayScot or #WhatWillYouDo, and encourage supporters to do the same (see page 129).
1) Put an article in your bulletin or on your website

**When:** Any time from 20 October - 1 December 2016

**Why:** To introduce the theme to your staff, supporters or clients and to encourage them to find out more or get involved.

**What it should include:**
- Reminder of when World AIDS Day is
- Introduce theme
- Actions supporters can take this year: particularly adding a ribbon to their online profiles or posting what they’re doing for World AIDS Day using #WhatWillYouDo or #AIDSdayScot, but also could include attending events, or any other initiative your organisation is keen to promote.

**How we’ll measure this:**
We’re asking everyone who posts an article to their website or in their newsletter to send a copy to worldaidsday@hivscotland.com, along with how many people receive it/view it, so we can keep track of how many there are and how many people see them.
Suggested article text:

World AIDS Day 1 December: #WhatWillYouDo?

The 1 December is just around the corner and it can mean only one thing: time to get out the red ribbons! This year for World AIDS Day and European HIV Testing Week we’re part of the movement across Scotland asking individuals, organisations and politicians: What Will You Do?

There’s a lot we can all do to prevent new cases of HIV (the virus that can cause AIDS), to challenge the stigma and prejudice that people living with HIV face, and to remember those who’ve died from AIDS-related illnesses since the 1980s.

So we’re hoping as many people as possible will join in and add #WhatWillYouDo and a ribbon to their Facebook or Twitter profile pictures, or share photos and posts of what they’re doing for to mark World AIDS Day, using hashtag #WhatWillYouDo.

Though 1 December is World AIDS Day, AIDS isn’t something we talk about much in Scotland these days; it’s a medical term only used when HIV has really seriously damaged a person’s immune system to the point where they are very ill. It’s really rare for anyone to get that ill in Scotland now, thanks to improving HIV medication and increasing
testing that means people are diagnosed and on treatment much earlier.

But while AIDS is less of an issue for people in Scotland than it once was, HIV certainly hasn’t gone away. Last year 361 new people were diagnosed with HIV in this country; that’s almost one each day. There’s a lot everyone can do to help prevent new cases, from knowing the facts about HIV and how it’s transmitted, to making sure you use condoms, never sharing injecting kit, and getting tested regularly if you think you might be at risk.

Another simple thing we can all do is think about how it would feel to have HIV, and to challenge the stigma and prejudice that people living with HIV face. A good place to start is by learning some facts about HIV, like that it can’t be passed on by things like touching, kissing, sharing cups or toilet seats.

So this year, please join us and mark World AIDS Day and HIV Testing Week by asking yourself and people you know: What Will You Do? Add a ribbon to your profile picture, get ideas and information at www.AIDSdayScotland.com, or follow the campaign on Twitter or Facebook and share posts www.facebook.com/AIDSdayScot and then share what you’ll be up to using #WhatWillYouDo.
2) Encourage staff and supporters to add a ribbon to their profile picture online

**When:** Any time from October 2016.

**Why:** To increase reach of the theme in a very visible way that’s easy to track.

**What’s involved:** Individuals add the specially made ribbon and #WhatWillYouDo to their profile picture on Facebook or Twitter. It’s simple and safe to do: visit [http://twibbon.com/support/aids-day-whatwillyoudo](http://twibbon.com/support/aids-day-whatwillyoudo) and follow the instructions.

Encourage your colleagues or supporters to add the ribbon to their profiles by:

- Emailing them the link, posting it on social media or your website and asking them to add the ribbon to their profile;
- Add it to your own organisation’s account profile picture;
- Add a line to your email signature about it.
Suggested text for email signatures or social media posts:

• #WhatWillYouDo for World AIDS Day this year? Get a red ribbon on your profile photo, not just on your jacket: http://bit.ly/getribbon

• Can’t find a red ribbon for your jacket? Get one for your profile pic instead: http://bit.ly/getribbon #WhatWillYouDo

• HIV hasn’t gone away! Do your bit, add a ribbon to your profile pic and raise awareness: http://bit.ly/getribbon #WhatWillYouDo

3) Share and encourage followers to share HIV facts and infographics, using #WhatWillYouDo

When: Any time from October 2016.

Why: To increase reach of the theme and information about HIV and World AIDS Day, and to actively engage people in learning about HIV and thinking what they personally can do differently.

What to include:

- Posts, content, quizzes, graphics or facts about HIV – your own or those produced for SWADAG (available on the SWADAG intranet, www.aidsdayscotland.com or as shared on AIDSdayScot Facebook and Twitter).
- The hashtag #WhatWillYouDo
- Ask your supporters or followers to share with their friends

Suggested social media posts:

- #WhatWillYouDo for World AIDS Day? Learn a thing or two about HIV: www.aidsdayscotland.com
- Think you know about HIV? Act on the facts: use condoms, get tested if you’re at risk. #WhatWillYouDo
• Take the new #WorldAIDSday quiz and challenge ignorance ahead of 1 December: [www.bit.ly/aidsdayquiz](http://www.bit.ly/aidsdayquiz) #WhatWillYouDo

• #WhatWillYouDo for World AIDS Day? Learn the facts [Share with infographic or link to www.aidsdayscotland.com](http://www.aidsdayscotland.com)

• People with HIV in Scotland face stigma and ignorance every day. This World AIDS Day, #WhatWillYouDo about it? [www.aidsdayscotland.com](http://www.aidsdayscotland.com)

• AIDS is less common now in Scotland, but HIV is still here. So don’t ignore #WorldAIDSday – ask #WhatWillYouDo

• This 1 December, #WhatWillYouDo to prevent HIV, to challenge stigma and to remember those who’ve died? [www.aidsdayscotland.com](http://www.aidsdayscotland.com)
4) Post how you’re marking World AIDS Day using hashtag #AIDSdayScot or #WhatWillYouDo, and encourage supporters to do the same

**When:** From 18 November to 3 December 2016.

**Why:** To capture and share how people across Scotland are showing support for World AIDS Day and European HIV Testing Week. This may encourage others to do the same, and increase involvement in events and activities across Scotland.

**What to include:**

- Photos, videos, or links to event details or updates from activities you’re involved in for World AIDS Day, to show your support. Photos of your staff getting involved, for example.
- Ask supporters to post messages and photos showing their support for World AIDS Day and how they are involved – ribbons, activities, events etc.
- Use #AIDSdayScot or #WhatWillYouDo hashtags and encourage supporters to do same in their posts.
Suggested social media posts:

- Here’s a photo of our team with their ribbons for #WorldAIDSDay at the ready – send us one of you and we’ll share! #WhatWillYouDo [photo]

- Turning our lights red for #AIDSdayScot today – here’s a pic: [photo] #WhatWillYouDo

- Wearing a ribbon for #AIDSdayScot? Tweet us a selifie with it!

- Why is 1 December important to you? #AIDSdayScot

- How are you marking #AIDSdayScot? Tell us and we’ll share.

- Tell us: I support World AIDS Day because........ #AIDSdayScot
Thank you!

Whatever you do this year will help raise awareness about HIV and World AIDS Day, and your help will make a real difference.

If you have any questions or need support please contact us at HIV Scotland: 0131 558 3713 or email worldaidsday@hivscotland.com.

You can visit www.aidsdayscotland.com for more ideas too, and whatever you decide to do, tell us about it. Use #WhatWillYouDo on social media, tweet us at @AIDSdayScot, say hi on Facebook at AIDSdayScot.

Thank you. Your work will help inspire others to ask the big question this year: What Will You Do?