

UNITED STATES: HIV Prevention Goes Social

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In this blog, Daniella Rivera-Burrell, Social Media & Distance Learning Manager at the National Minority AIDS Council (NMAC), introduces the workbook, HIV Prevention Goes Social Part II: Social Media Strategy, Policy & Monitoring. Rivera-Burrell explains that in response to the trend in the use of social media by their constituents, NMAC's Division of Community Advancement and Leadership Strategies developed the first part of the HIV Goes Social Series: HIV Prevention Goes Social: Using Social Media to Create, Connect and Come Together. Rivera-Burrell describes this toolkit as NMAC's proactive solution to introduce major social media tools and advocate for a strategic approach when using social media for prevention efforts. She notes the enthusiastic response to the kit, and that those who were already using social media found the information on strategy and metrics particularly helpful. As a result of the feedback received, NMAC realized that more help would be needed and developed the follow-up workbook. The workbook contains more activities and tools to assist users in implementing tailored solutions for their organizations as well as case studies and examples of social media in action. Users attending the 2012 United States Conference on AIDS, September 30 to October 3, are invited to visit the NMAC booth for a copy of the toolkit and workbook or stop by the AIDS.gov booth for new media technical assistance. For questions or to request capacity building assistance on the HIV Goes Social series, e-mail: d-cals@nmac.org.

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