



How to Celebrate National Women and Girls HIV/AIDS Awareness Day Online

Social media is a great way to spread the word about National Women and Girls HIV/AIDS Awareness Day and the importance of prevention. Use your website, Facebook page, Twitter feed, or blog to share important information, encourage discussion, and promote your event. Below are some tips for getting started.

Use your organization's website

Feature National Women and Girls HIV/AIDS Awareness Day on your homepage. Using downloadable graphics and Web banners available at 1.usa.gov/vUez2O, highlight National Women and Girls HIV/AIDS Awareness Day on your website's homepage throughout the month of March.

Create a National Women and Girls HIV/AIDS Awareness Day page. Give an overview of National Women and Girls HIV/AIDS Awareness Day using information from the fact sheet, 1.usa.gov/vBpc1l, and explain how you are celebrating. The page could also include articles or personal stories about HIV/AIDS in women and links to other resources, either from your website or womenshealth.gov.

Link to National Women and Girls HIV/AIDS Awareness Day. Include links to womenshealth.gov/nwghaad throughout your website. Web buttons can serve this purpose and are available at 1.usa.gov/vUez2O.

List your event in the calendar section. If your website has a calendar section with community events, include information about the National Women and Girls HIV/AIDS Awareness Day event you are hosting.

Engage women through Facebook

Follow the Office on Women's Health. To stay updated on National Women and Girls HIV/AIDS Awareness Day and see what the Office on Women's Health (OWH) is posting, like us at facebook.com/HHSOWH. If you like us, you will be able to see our posts, repost information we share, and tag us in posts.

Create National Women and Girls HIV/AIDS Awareness Day status messages. Leading up to and during National Women and Girls HIV/AIDS Awareness Day, write different status messages to engage your friends or the people who like your organization. For example, one post could be, “Happy National Women and Girls HIV/AIDS Awareness Day. Celebrate by getting tested!”

Start a conversation. Facebook is a great way for people to share ideas and tips. Ask questions and encourage your followers to respond. For example, “This week is National Women and Girls HIV/AIDS Awareness Day. The theme is Every Moment is a Deciding Moment. Tell us how you’re supporting the fight against HIV and AIDS.”

Tag the Office on Women’s Health. When you post status messages or comment on other Facebook pages, tag OWH (facebook.com/HHSOWH). Simply include “@Office on Women’s Health” somewhere in the post or comment. If you already like us, once you start typing our name with the @ symbol before it, our page should appear in a drop down menu. Click on it so that it instantly appears in the post or comment!

Post photos and videos. During National Women and Girls HIV/AIDS Awareness Day, take a photo or video telling us how you’re taking action in the fight against HIV/AIDS. Post it on the OWH Facebook page and encourage your followers to like it.

Create an event. If you’re holding a National Women and Girls HIV/AIDS Awareness Day event, create a Facebook event to promote it. Invite people and organizations in your area to attend.

Share information on Twitter

Tweet about National Women and Girls HIV/AIDS Awareness Day. Beginning a few weeks before National Women and Girls HIV/AIDS Awareness Day, create messages, also known as tweets. The tweets could be about your event, National Women and Girls HIV/AIDS Awareness Day, or how HIV/AIDS impacts women. For example, one post could be, “March 10 is National Women and Girls HIV/AIDS Awareness Day! Remember Every Moment is a Deciding Moment: know your status and get tested! #NWGHAAD”

Use the National Women and Girls HIV/AIDS Awareness Day hashtag. A hashtag is a way to categorize messages using the # symbol. The National Women and Girls HIV/AIDS Awareness Day hashtag is #NWGHAAD. Each time you write a tweet, include #NWGHAAD at the end so OWH can track who is talking and tweeting about National Women and Girls HIV/AIDS Awareness Day. Using the hashtag will also increase the likelihood that your tweet will be retweeted.

Host a Twitter Town Hall. A Twitter town hall is like a traditional town hall meeting, except it takes place online. It is a scheduled forum where your followers can ask questions on a specific topic and you can respond through live tweets. To organize a Twitter town hall, choose a date and time and spread the word to your followers. Then ask them to submit questions with a pre-designated hashtag and answer those questions during the arranged time. Decide who will reply to questions — it could be a spokesperson from your organization or a guest health expert.

Promote National Women and Girls HIV/AIDS Awareness Day through your blog

Draft blog posts. Leading up to and during National Women and Girls HIV/AIDS Awareness Day, post articles about HIV/AIDS in women. Topics could include how it impacts women in your community, the work that your organization is doing to take action, or personal stories. You could also invite a local women's health expert or HIV/AIDS activist to be a guest blogger. Link to the National Women and Girls HIV/AIDS Awareness Day website at womenshealth.gov/nwghaad and the Office on Women's Health's Facebook page, facebook.com/HHSOWH, and Twitter feed, twitter.com/womenshealth.

Include National Women and Girls HIV/AIDS Awareness Day Web and print graphics. Leading up to National Women and Girls HIV/AIDS Awareness Day and throughout the month of March, include Web badges and banners and other graphics on your blog. They are available at 1.usa.gov/vUez2O.

For more information on how you can use social media to promote National Women and Girls HIV/AIDS Awareness Day and your event, visit the Centers for Disease Control and Prevention's Health Communicator's Social Media Toolkit at 1.usa.gov/qTfiAV.