

TOP TIPS and BEST PRACTICES

Using Instagram and TikTok for HIV Prevention and Sexual Health Education

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INSTAGRAM

OVERVIEW:

According to Piper Jaffray's 2019 [Taking Stock With Teens](#) consumer insights survey, 85% of teens say Instagram is their preferred social network (followed shortly by Snapchat). This is a massive jump from 2017 when a mere 24% said they preferred the site. And, 67% of 18 to 29 year olds use Instagram.

Instagram content is high-res, polished; focused on storytelling; uses photo and video; both Gen Z and Millennials; tagline: This is Who I Am.

Best Practices

- *Include a LINK in your bio; shout it out, "Link in bio" in your feed posts.
- *Be generous with your likes and mentions to gain followers.
- *Upgrade your account for free to use the platform analytics to measure impact.
- *Curate your **feed** with long-term content that shows who your organization is and what you stand for. Cross-promote your agency/organization's programs in your feed. Keep the look-and-feel consistent: Logo, colors, font.
- *Curate **stories** with shorter-term content; use the Highlights feature for stories you want to showcase. Make sure your stories are engaging and have a Call to Action. Always use your campaign hashtag (#) in your posts.

TIKTOK

OVERVIEW:

As of January 2020, users in their teens accounted for 37.2 percent of TikTok's active user accounts in the United States. According to App Ape, users aged 20 to 29 years were the second-largest user group, accounting for 26.3 percent of the video sharing app's user base on the Android platform.

TikTok content is raw and unfiltered; focused on music and fun; uses short video only; Gen Z; tagline: This is Me Having Fun.

Best Practices

- *Have fun and stay lighthearted. TikTok's not a good match for "serious."
- *Use the features and functions to do the work: Green screen, music, filters and effects.
- *Be generous with your likes and mentions to gain followers. Use #FYP (for your page) so that others will share your posts.
- *Upgrade your account for free to use the platform analytics to measure impact.