

TOP TIPS and BEST PRACTICES

Using FACEBOOK for HIV Prevention and Sexual Health Education

DATED April 23, 2020

FACEBOOK

OVERVIEW:

While there has been an exodus of teens from Facebook to Instagram, TikTok and Snapchat, 51% of youth in the U.S. still use Facebook on a daily basis. That translates to 21 million teens, plus another 1.1 million 18-21 year olds.

Facebook owns Instagram. Post your content on both for maximum impact to reach youth.

Best Practices

*Cross-promote your own programs, accounts and pages from other platforms on your Facebook page.

*Be generous with your likes and mentions to gain likes/audience.

*Consider multi-generational content to reach youth, parents/trusted adults and youth-serving professionals, especially during the pandemic. You can gain trust with teens by authentically teaching their adults.

*Use Facebook LIVE for live events. Record them so that you can promote the videos on Facebook and other platforms, such as YouTube, as evergreen content.

*Integrate Facebook messenger when your Page launches, showcasing how long it typically takes a user to get a personal answer, and the org's availability and access to visitors.

*Pin current content to the top of your group or page. Click on the three dots at the top right of the page, then click Make Announcement on a particular post so that it is showcased at the top.

*Use promoted posts to gain new followers. Experiment with small budgets (\$5-10) to understand your audience likes and preferences.