

Best Practices for Using Social Media to Reach Adolescents in 2019: HIV Prevention, HIV Testing, and Increased Access to Care

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THE DATA

90% of all youth have access to a smartphone

- 85% of African-American youth have access
- 62% of homeless youth have access

Two most common platforms for youth: Instagram and Snapchat

<http://www.actforyouth.net/adolescence/demographics/internet.cfm>

10 TIPS FOR SUCCESS

10. **Integrate user centered design** – lively youth-created smartphone photos and videos
9. **Be current** – it's about today, right now, in-the-moment
8. **Cultivate followers** – always follow back
7. **Use direct messages** – with consideration and forethought
6. **Try filters** – to customize your photo and video stories
5. **Combine in-person** – take your snap ghosts to events when tabling
4. **Use humor** – to capture attention and cut through the clutter
3. **Remain consistent and accurate** – to gain trust and have impact
2. **Build in metrics** – use a call to action to be sure goals are reached
1. **Be agile** – boldness and experimentation are critical to success

RESOURCES

HIV.gov Virtual Office Hours: One on one social media support

Tuesdays and Thursdays, 2-4pm ET

Free 45-minute appointment

<https://www.hiv.gov/digital-tools/virtual-office-hours>

What Works? In Youth HIV

Social Media Strategies for Professionals

<https://www.whatworksinyouthhiv.org>

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