

Sex Positive Social Media for “Know HIV. No Fear.”

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THE CITY OF
COLUMBUS
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PUBLIC HEALTH

Campaign Development

- **Overview and Goals:**

- Promotes HIV treatment.
- Promotes prevention through HIV testing and PrEP.
- De-stigmatizes HIV.

- **Target Audience:**

- People with HIV – especially those not in care.
- People at greater risk of getting HIV – especially people of color, transgender people, and people 18 to 35 years of age.
- Support networks of persons living with HIV and at-risk of HIV acquisition.

Creative Concept

Know HIV. No Fear.

- Key Messages:
 - HIV treatment works.
 - Free testing is widely available.
 - PrEP is highly effective at preventing HIV.



Creative Assets

- Real people sharing their real experiences with HIV, testing and PrEP.
- [Video](#)



RFP and Media Buy Vendor

Evaluation Criteria:

Criteria	Points
Project Summary	0
Organizational Experience and Capacity	25
Description of Services	70
Quality Assurance	5
Budget & Budget Narrative	0
TOTAL	100

Campaign Tactics

Traditional Media:

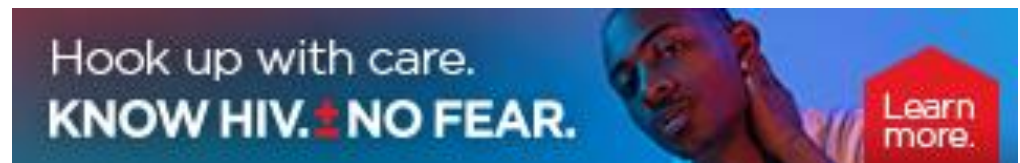
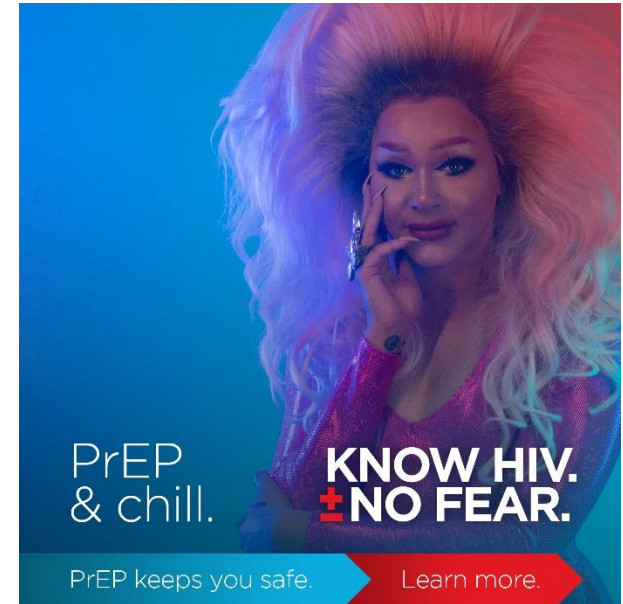
- Billboards
- Radio
- Out of home
- Giveaways at community events like Pride



Campaign Tactics

Digital Media

- Social media (Instagram, Facebook, Tik Tok).
- Dating Apps (Grindr, Gay Black Chat, Adam4Adam).
- Search and display ads.

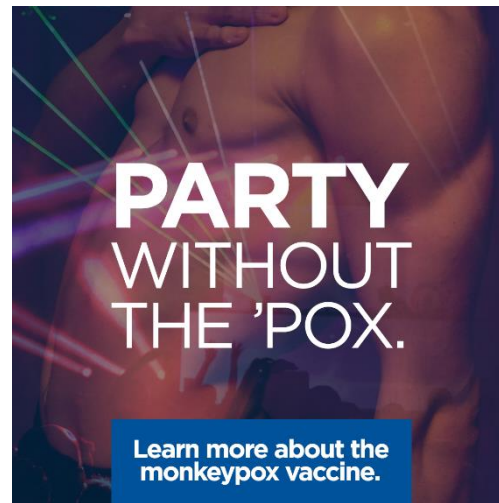


Campaign Influencers

- Partner with people in the community to share messages through their social media platforms.
- Use trusted messengers who represent the target audience we are trying to reach
- [Tik Tok](#)



COVID-19, Mpox & Syphilis



Focus Group Testing

“It has a sense of comfortability. Whoever watches or sees this would feel comfortable owning their true self, and what they’re going through. It makes them want to take the next step [to get tested and take PrEP].”



Focus Group Testing

“I love seeing the brown skin and the mix of masculine and feminine energies. And its inclusive because HIV doesn’t care who you are.”



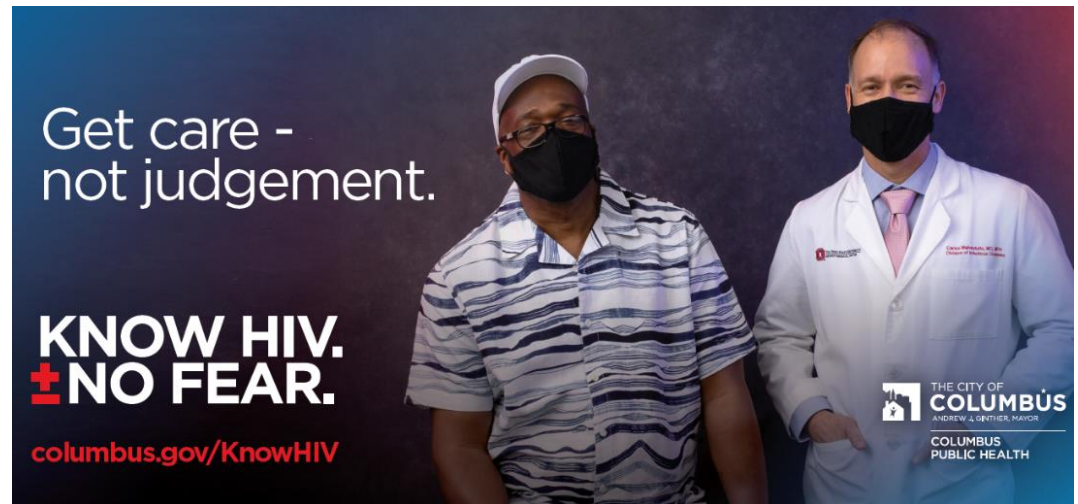
Focus Group Testing

“[Photos of just individuals] makes the message seem isolated and alone. And, knowing your status can already be isolating and scary. It’s good to show a community so that you aren’t scared. Show people getting tested with friends or telling each other your status.”



Focus Group Testing

“It’s mentally and emotionally a lot to get tested. So, if you make it abundantly clear that its free, that would help with the anxiety and stigma.”



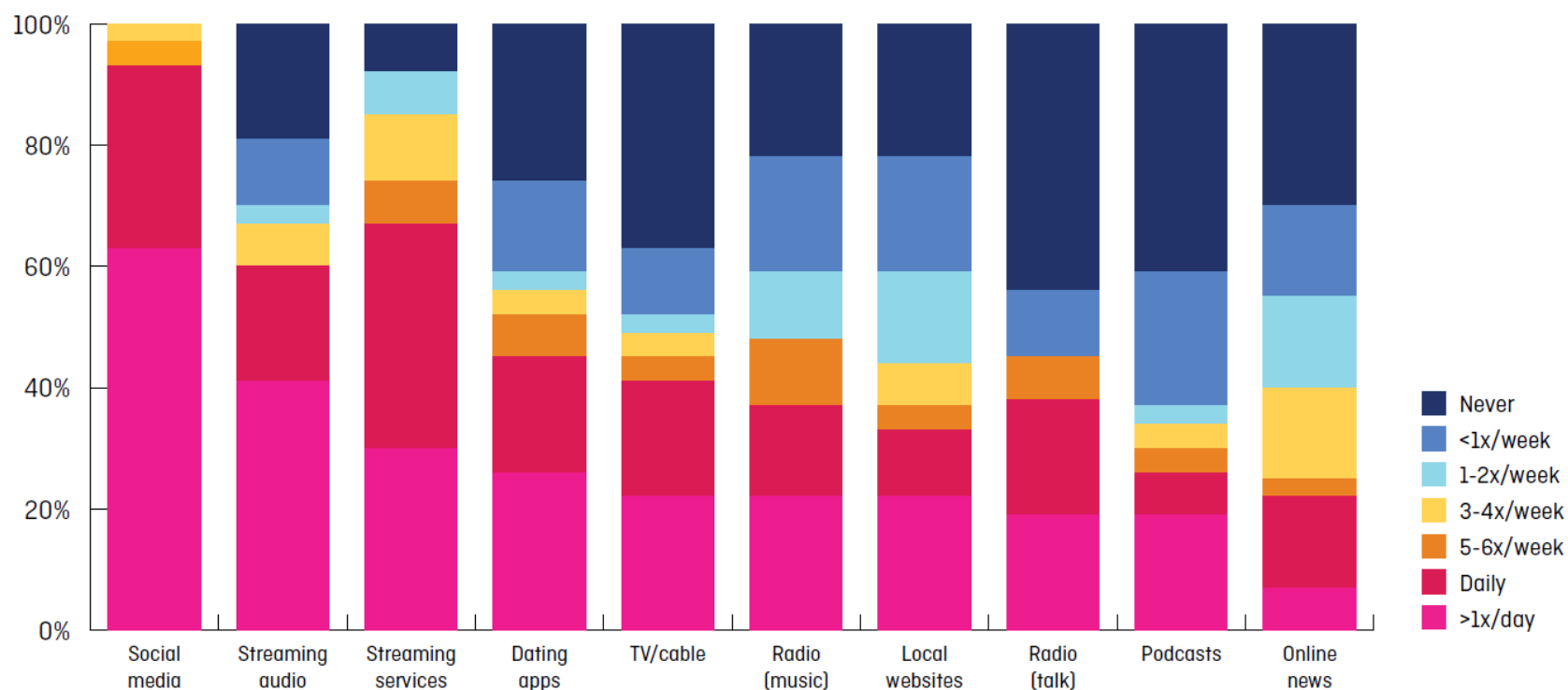
Focus Group Testing

“I went to the doctor and they told me about the syphilis outbreak. I literally was like, ‘Isn’t that the disease that pirates used to get?’ And they said, ‘No, that’s scurvy.’”



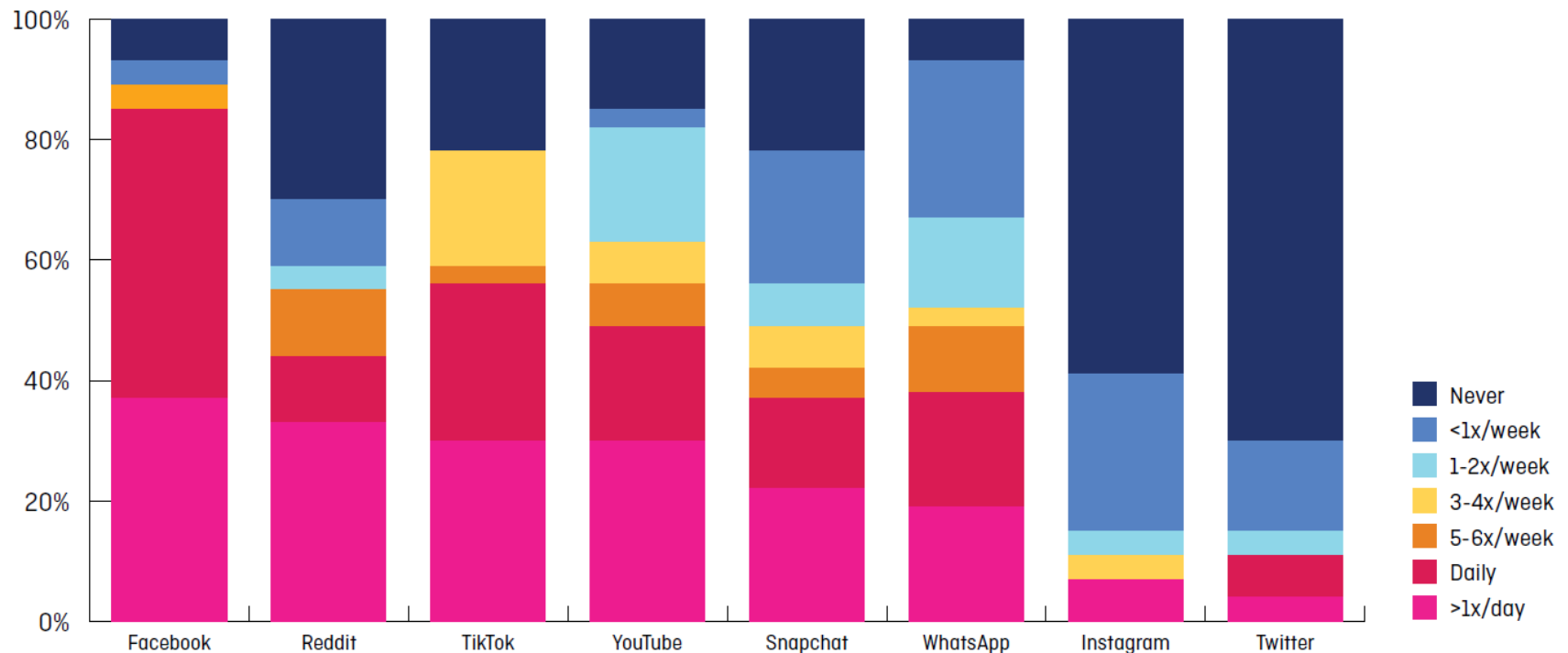
Focus Group Testing

In a normal week, how frequently do you use the following apps or media?



Focus Group Testing

In a normal week, how frequently do you use the following social media sites or apps?



Campaign Revisions



A research-driven strategy:

This installment of the Know HIV No Fear campaign was based on findings and insights provided by past influencers and our intended audiences to help drive the strategy for this campaign. This research identified the need for:

- Increasing the inclusivity of the ads
- Making ads more informative
- Providing a stronger call-to-action
- Education on how to access PrEP

Driving this campaign, we were able to access the most used channels buy our audience and incorporate a user-generated campaign that gave us the opportunity to leverage peer-to-peer education through paid media tactics.

Campaign Results

Key Takeaways

Reached the Correct Audience

- The most traffic and engaged audiences came from sites where the audience self-reported that they spent their time during the research phase of this campaign. Those sites included Grindr and YouTube.

User Generated Content Resonated with the Audience

- The user generated content saw a View Through Rate (VTR) of 74%. This far exceeds the benchmark of 15% VTR. Many users related to this content and watched the messaging in full.

Trackable Call To Actions

- We saw lower than expected CTR and traffic to the site from this campaign. This was due to not being able to fully track traffic with the CTA of Click to Calls.

Campaign Results

14% Over Delivery
of Impressions

7,115,986 Impressions Delivered

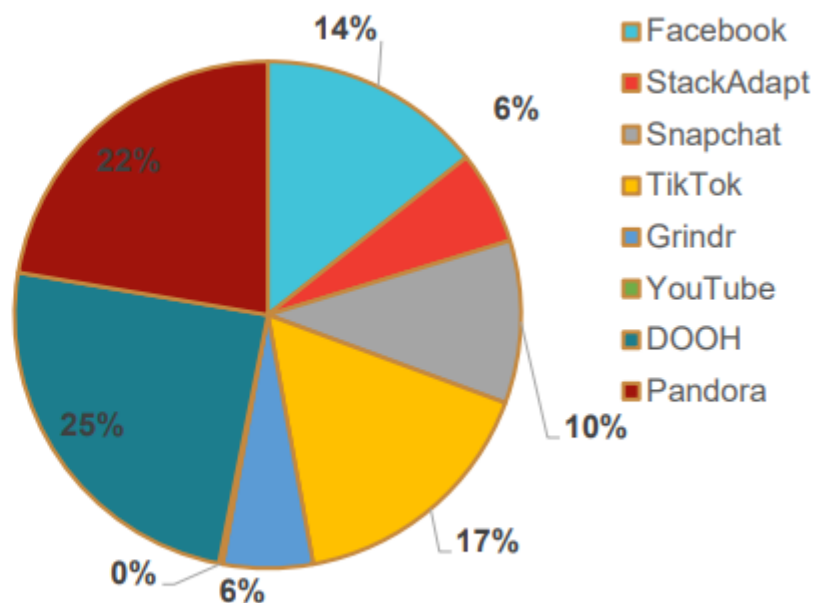
24,878 Clicks or Calls Overall

9,209 Clicks Delivered from Snapchat

0.35% CTR Overall

1.71% CTR from Grindr

Total Impressions Served



Campaign Results

Goal: Increase Visitors to Landing Page

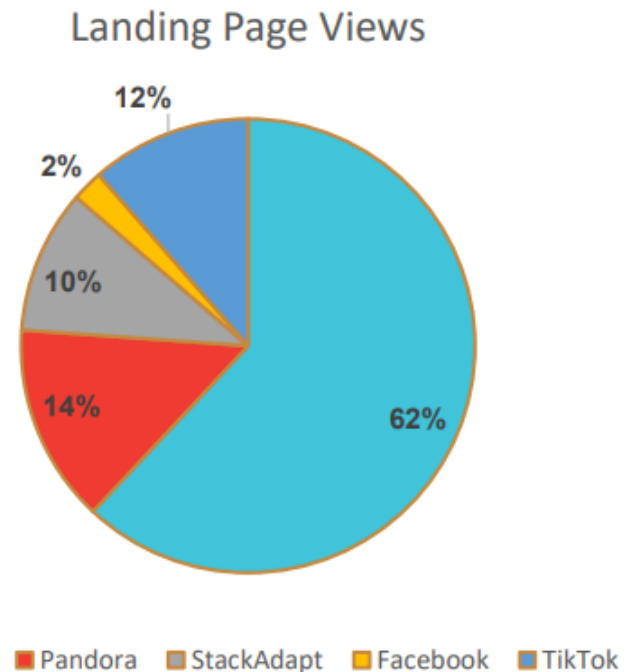
9,287 Overall Sessions

7,327 New Users

55% of Users Came from Grindr

12.95% Average Engagement Rate

14.37% Highest Engagement Rate from Grindr



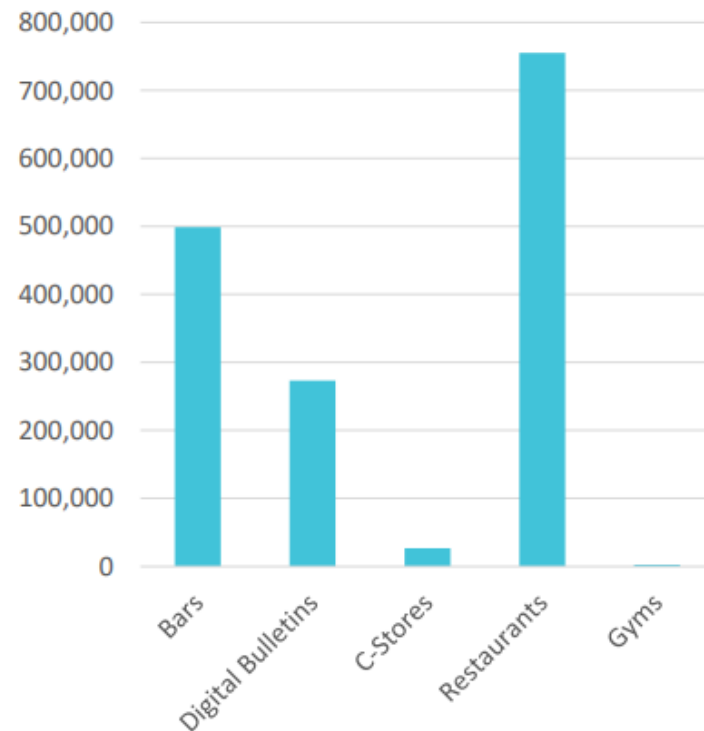
Campaign Results

Programmatic Digital Out of Home

KPIs	Ordered	Delivered
Impressions	1,666,666	1,748,802
EMR (Exposed Mobile Retargeting)	250,000	262,509
Clicks	N/A	285
CTR	N/A	0.11%
Budget	\$23,000	\$23,000

→ Value of over delivery = \$1,136

Impressions by Location



Campaign Results

Pandora

KPIs	Ordered	Delivered
Impressions	1,250,000	1,588,155
Clicks	N/A	1,594
CTR	N/A	0.28%
Budget	\$20,000	\$20,000



→ The Easy-to-Get messaging served the most impressions.

→ Overall CTR Exceeded Streaming Audio Benchmarks.



Campaign Results



816,318 Impressions Delivered

6,658 Clicks Delivered

0.82% CTR

\$6,138.03 Budget

Platforms: Facebook, Video, YouTube, TikTok, Snapchat

Drove **24%** of all clicks
from User Generated
Content

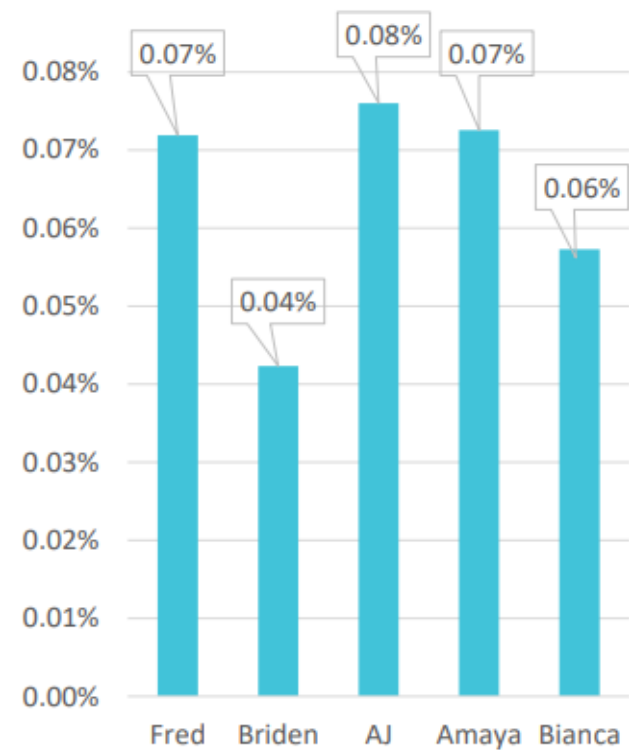
Campaign Results

Video

KPIs	StackAdapt	YouTube
Impressions	422,014	17,242
Clicks	277	37
CTR	0.07%	0.21%
Budget	\$6,187.19	\$166.87

- YouTube faced creative challenges, however delivered the second highest CTR of all video tactics.
- The AJ videos were the most cost-efficient ads with the lowest CPM of \$13.34 and an overall CTR of 0.08%.

Click Through Rate by Creative

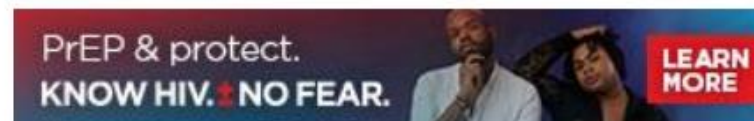


Campaign Results

Paid Social

KPIs	Facebook	Grindr	Snapchat	TikTok
Impressions	1,019,772	407,755	738,962	1,172,883
Clicks	1,716	6,959	9,209	5,086
CTR	0.17%	1.71%	1.25%	0.43%
Budget	\$7,500	\$5,000	\$5,000	\$6,275

- Social Channels over delivered in impressions by 61%.
- Grindr Delivered highest CTR with 320x480 size driving the highest number of sessions to the website.
- Click to Call CTA lowered the CTR on Facebook as compared to previous campaigns (0.38% historic average).



* Budget was shifted from YouTube into Snapchat, StackAdapt and TikTok due to YouTube not scaling.

A close-up portrait of a Black man with a short beard and mustache, smiling broadly and showing his teeth. He is wearing a blue and white vertically striped button-down shirt. The background is a soft, out-of-focus blue and white gradient.

Questions?

KNOW HIV.
+ NO FEAR.