

Tips For Engaging Your Health Center Community in PrEP and HIV Prevention

Sharing information about PrEP in Health Centers through your organization's social media is a great way to raise awareness and let patients know you understand their needs. NACHC has developed an informative social media video that can be customized with your health center logo and shared broadly. Here are step-by-step instructions:

STEP 1

Download the Video

The video is available on YouTube. Download it [here](#) to your device or computer. You may use a video downloader tool or app for this.

STEP 2

Add Logos

1. To add logos, you'll need video editing software.
 - Desktop video editors: Use professional software like Adobe Premiere Pro or Final Cut Pro, or free options like HitFilm Express.
 - Mobile video editors: You can use apps like iMovie (iOS) or PowerDirector (Android).
2. Open your video editing software and import the video.
3. Import your logo images and position them where you want in the video. Make sure they are appropriately sized and not too intrusive.
4. Adjust the logo opacity to make it transparent, so it blends with the video content. This step may vary depending on the software you use.
5. Export the video with the added logos. Save it to your device.

Below are a list of video resources that you can refer to for additional information.

- [Add images on to videos in Instagram Reels](#)
- [How to add multiple photos or videos in Instagram](#)
- [How to add video watermark to YouTube](#)

STEP 3

Share on Social Media

Below are template posts you can share on social media platforms with added logos to raise awareness about the availability of PrEP and PEP services in your health center. When posting, don't forget to tag (@) relevant organizations or individuals to expand your reach. In the caption, you can also add related hashtags (#) for broader reach (see samples below). Remember to engage with comments, shares, and likes people offer so you can keep the conversation going and to maximize the video's impact.

Facebook and Instagram Template

Discover Easy Access to PrEP and PEP Services

[Organization name] offers accessible PrEP and PEP services! Watch our video to find out how you can take control of your health and reduce your risk.

What's Inside:

- ✔ The importance of PrEP and PEP in HIV prevention.
- ✔ How to access PrEP and PEP services at your local health center.
- ✔ Empower your community to stay safe and healthy.

Let's make our community healthier. It's time to ensure everyone knows how to protect themselves against HIV. To learn more visit [insert health center website]

#HIVPrevention #PrEP #HealthForAll #StayProtected

[Upload video with relevant logos]

Twitter Template

Your health, your choice! [Organization name] now offers PEP & PrEP services. Watch our video to discover how you can take control and reduce the risk of HIV. To learn more visit [insert health center website link] #HIVPrevention #PrEP #HealthForAll #StayProtected

[Upload vertical video with relevant logos]

Social Media Strategy

A sample social media strategy would be to post the video content 2-3 times per month and during dates related to the issue (e.g., World AIDS day, Pride Month etc.). We recommend maintaining this activity for at least 6 months.

Let us know what you think!

Your feedback about this video or videos like this is welcome. Please send comments and inquiries to Pedro Carneiro at pcarneiro@nachc.com