



OHIV.org

Social Media Toolkit

More than just a hotline.

1-800-332-2437

OHIV Social Media Toolkit

We have put together a collection of social media posts and graphics to help you promote OHIV's HIV/STI prevention services in your community. We are "more than just a hotline!"

Quick OHIV Facts & Talking Points

1. OHIV is an Equitas Health program supported by funding from the Ohio Department of Health.
2. OHIV is a resource for people living with – or at risk of – HIV.
3. OHIV provides information about HIV, STIs, sexual health, and testing/health resources.
4. OHIV has a live hotline, an online chat, and web-based resources.
5. The hotline is 100% FREE, private, & anonymous.
6. OHIV also offers FREE:
 - Condoms & safer sex supplies
 - HIV test-at-home kits
 - Access to PrEP resources
 - Access to HIV testing & treatment
 - HIV/STI education & training

Sample Posts for Social Media

You can use these sample posts with the attached images. These posts can be adapted to fit any platform. You are also welcome to create posts about OHIV in your own language. Visit ohiv.org to make sure your followers get the up-to-date info they need.

Hashtags | Here are some hashtags you can add to your posts

- #OHIV
- #OHIVHotline



Sample Post 1 | OHIV General

[OHIV General Shareable – Image 1]

Caption Option 1:

****Facebook****

@OHIVHotline is Ohio's sexual health resource for people living with – or at risk of – HIV. Learn more and connect with us at ohiv.org.

****Instagram****

@OHIVHotline is Ohio's sexual health resource for people living with – or at risk of – HIV. Learn more and connect with us at the link in our bio.

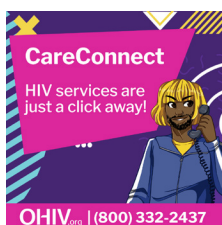
Caption Option 2:

****Facebook****

@OHIVHotline is YOUR sexual health resource for HIV testing & treatment, access to PrEP, sexual health education, and more! Learn more and connect with us at ohiv.org.

****Instagram****

@OHIVHotline is YOUR sexual health resource for HIV testing & treatment, access to PrEP, sexual health education, and more! Learn more and connect with us at the link in our bio.



Sample Post 2 | CareConnect

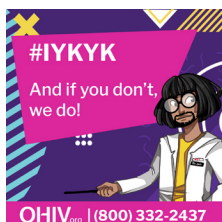
[CareConnect Shareable- Image 2]

****Facebook****

@OHIVHotline helps Ohioans get HIV testing, prevention, and treatment! Connect to the care you deserve at ohiv.org/find-hiv-care.

****Instagram****

@OHIVHotline helps Ohioans get HIV testing, prevention, and treatment! Connect to the care you deserve at the link in our bio.



Sample Post 3 | Request a Presentation

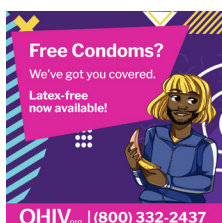
[Request a Presentation Shareable – Image 3]

****Facebook****

There's so much to learn about HIV/STI prevention! Book us for a presentation at your school or organization. Learn more at ohiv.org/request-presentation.

****Instagram****

There's so much to learn about HIV/STI prevention! Book us for a presentation at your school or organization. Learn more at the link in our bio.



Sample Post 4 | Condom Project

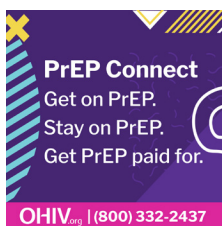
[Condom Project – Image 4]

****Facebook****

Get up to 25 latex condoms or 15 latex-free condoms delivered directly and discreetly to your door each month! Learn more about the Free Condom Project at ohiv.org/free-condoms.

****Instagram****

Get up to 25 latex condoms or 15 latex-free condoms delivered directly and discreetly to your door each month! Learn more about the Free Condom Project at the link in our bio.



Sample Post 5 | PrEP Connect

[PrEP Connect Shareable – Image 5]

Ready, set, PrEP! Get your HIV prevention meds paid for with PAPI. We can help! Connect (to PrEP) today at ohiv.org/free-prep.

Ready, set, PrEP! We want to help you get your HIV prevention meds paid for with PAPI. Connect (to PrEP) today at the link in our bio.



Sample Post 6 | Test at Home

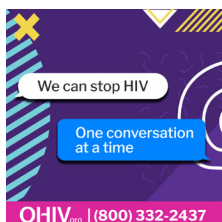
[Test at Home Shareable – Image 6]

****Facebook****

Get a FREE at-home HIV test kit delivered to your door! Learn more and connect with @OHIVHotline at [OHIV.org/free-test-kit](https://ohiv.org/free-test-kit).

****Instagram****

Get a FREE at-home HIV test kit delivered to your door! Learn more and connect with @OHIVHotline at the link in our bio.



Sample Post 7 | Hotline

[Hotline Shareable – Image 7]

****Facebook****

Get up-to-date info on HIV, STIs, sexual health, & testing resources with the @OHIVHotline Live Chat! Connect privately & anonymously at ohiv.org/live-chat.

****Link in Bio**

Get up-to-date info on HIV, STIs, sexual health, & testing resources with the @OHIVHotline Live Chat! Connect privately & anonymously at the link in our bio.

Alt-Text for OHIV Images

Make sure everybody can access your posts about OHIV by using the alt-text on the next page.

Uploading Alt-Text | Each social media platform has different ways to upload alt-text. Here are tutorials below if you need extra guidance:

- Facebook: www.facebook.com/help/214124458607871
- Instagram: www.socialmediaexaminer.com/how-to-add-alt-text-instagram-posts/
- Twitter: help.twitter.com/en/using-twitter/picture-descriptions

Image 1 | General: Two animated people, smiling and looking at each other. Above them are the words: “More than just a hotline. Connect with OHIV today!” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

Image 2 | CareConnect: An animated person on the phone. Above them are the words: “CareConnect. HIV services are just a click away!” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

Image 3 | Request a Presentation: An animated person holding a teacher’s pointer. Above them are the words: “#IYKYK and if you don’t, we can help!” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

Image 4 | Free Condom Project: An animated person putting a condom on a banana. Above them are the words: “Free Condoms? We’ve got you covered. Latex-free now available!” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

Image 5 | PrEP Connect Shareable: Text in a list with the words: “PrEP Connect. Get on PrEP. Stay on PrEP. Get PrEP paid for.” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

Image 6 | Test at Home Shareable: An animated person holding a basketball on their finger. Above them are the words: “Test yourself. Protect yourself.” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

Image 7 | Hotline Shareable: Two speech bubbles. They have the words: “We can stop HIV... one conversation at a time.” A URL (OHIV.org) and a phone number (800- 332-2437) are at the bottom.

**Thank you for helping OHIV stop HIV
one post at a time!**