



NATIONAL HIV/AIDS AND AGING AWARENESS DAY SOCIAL MEDIA OUTREACH PARTNER PARTICIPATION OPPORTUNITY

National HIV/AIDS and Aging Awareness Day (NHAAD) is observed annually on September 18th. The NHAAD theme is “***Aging is a part of life; HIV doesn’t have to be!***” [The AIDS Institute](#) and the [National HIV/AIDS and Aging Awareness Day Planning Committee](#) encourage you and your organization to use social media to reach older adults about the importance of getting tested for HIV and how to further protect themselves.

Using some of the most popular social media websites, with over 100 million registered users, including Facebook (and its associated Facebook Messenger), TikTok, WeChat, Instagram, Twitter, Tumblr, and LinkedIn, the following strategies have been developed to assist in your social media, marketing, and promotional efforts for NHAAD.

FACEBOOK (Live Streaming and Personal Stories)

Like the National [HIV/AIDS and Aging Awareness Facebook page](#). We also encourage all partners to share the messages below, blog posts and articles, along with photos from National HIV/AIDS Aging Awareness day events. Be sure to tag the website www.NHAAD.org and use the hashtags **#AIDSandAging** and **#NHAAD** in your post prior and throughout the month of September to amplify our message.

Sample Messages

#HIV doesn’t have an age limit. No matter your age, you can still be affected by HIV. Talk to your doctor about #PrEP and other prevention tools. #NHAAD

Health care providers do not always test older people for #HIV during a routine checkup. It’s important to ask your provider for an HIV test every time. #NHAAD

#HIV doesn’t discriminate - older people can acquire HIV too. Talk to your health care provider about #PrEP and testing services. #NHAAD

Worldwide, an estimated 3.6 million people aged 50+ are living with HIV. #HIV doesn't age discriminate. <https://gettested.cdc.gov> #NHAAD

This #NHAAD, we recognize that treatment has made it possible for people living with #HIV to age as if they do not have HIV. HIV doesn’t define us. #NHAAD

Aging is complex, and if you're aging with #HIV, it's important to focus on your complete health, including your physical, mental, and emotional well-being. #NHAAD

#DYK: People with #HIV are aging. @AIDSadvocacy advocates for increased research and treatment options tailored to people aging with HIV. #NHAAD

By 2030, it is estimated that up to 70% of the people living with #HIV will be over 50. This means that more people with HIV will be covered by Medicare. @AIDSadvocacy is working to protect access to their #Rx. #NHAAD

Treatment has made it possible to live a long and healthy life with #HIV and avoid transmission to someone else. This #NHAAD, even though you're living with HIV, age like you're not.

#HIV doesn't define you as you age. Take care of your physical, mental, and emotional health, of which HIV is only one component. #NHAAD

Thank you for your support of our initiative to raise awareness about HIV/AIDS in the aging community. Together, we can empower older adults to make healthy choices and promote early detection. Please visit www.NHAAD.org for more information #AIDSandAging.

Aging is a part of life; HIV doesn't have to be! Spread the word, not the disease. Start at www.NHAAD.org #AIDSandAging.

On September 18th

Today is National HIV/AIDS and Aging Awareness Day. If you don't know if you have HIV, you could be spreading it to others. Find a testing site near you: <https://locator.hiv.gov/> #NHAAD #AIDSandAging

Today is National HIV/AIDS and Aging Awareness Day. Encourage older adults in your community to get tested and learn more about HIV. Need some resources to help get you started? Visit www.NHAAD.org #NHAAD #AIDSandAging

TWITTER (Chats, Live Tweeting, and Thunderclaps)

Follow The AIDS Institute on Twitter @AIDSadvocacy. All partners are also encouraged to tweet the messages below **prior to and throughout the month of September** and post your own tips on how older adults can find resources regarding HIV/AIDS, in addition to retweeting posts from The AIDS Institute. Don't forget to use **#AIDSandAging** and **#NHAAD** so everyone can view your tweets.

Sample Tweets

The 13th annual National HIV/AIDS and Aging Awareness Day #NHAAD is 9/18/20. Learn about the campaign www.NHAAD.org #AIDSandAging

Aging is a part of life; HIV doesn't have to be! Spread the word, not the disease. Start at www.NHAAD.org #AIDSandAging #NHAAD

Older Americans don't always realize they may be at risk for HIV. More #NHAAD facts here #AIDSandAging

Coinfection with #HepatitisC is common among people living with #HIV @cdc_hep recommends #HepC testing for people born from 1945-1965 #NHAAD

HIV/AIDS is not just a young person's disease. #AIDSandAging are more connected than you think. Learn the facts: www.NHAAD.org

Want to use social media to reach older adults about #HIV #AIDS? Learn how: <https://www.hiv.gov/digital-tools>#AIDSandAging

On September 18th

Today is National HIV/AIDS and Aging Awareness Day. Enter your zip code at locator.hiv.gov for locations to #gettested #AIDSandAging

Get involved with National HIV/AIDS and Aging Awareness Day, today! Many resources available at www.NHAAD.org #NHAAD

GRAPHICS

For a gallery of graphics, customizable posters and the NHAAD logo, visit www.NHAAD.org. Share these items across your social media networks and use them for promotional materials.

Below are some additional ways to engage older adults through social media and stay involved:

Instagram: event photos, takeovers

Snapchat: custom filters

Videos and/or live streaming

Infographics

Press events