

HIVST demand creation via social media can reach unreached populations and increase awareness and uptake in Kenya, Nigeria and Uganda

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BACKGROUND

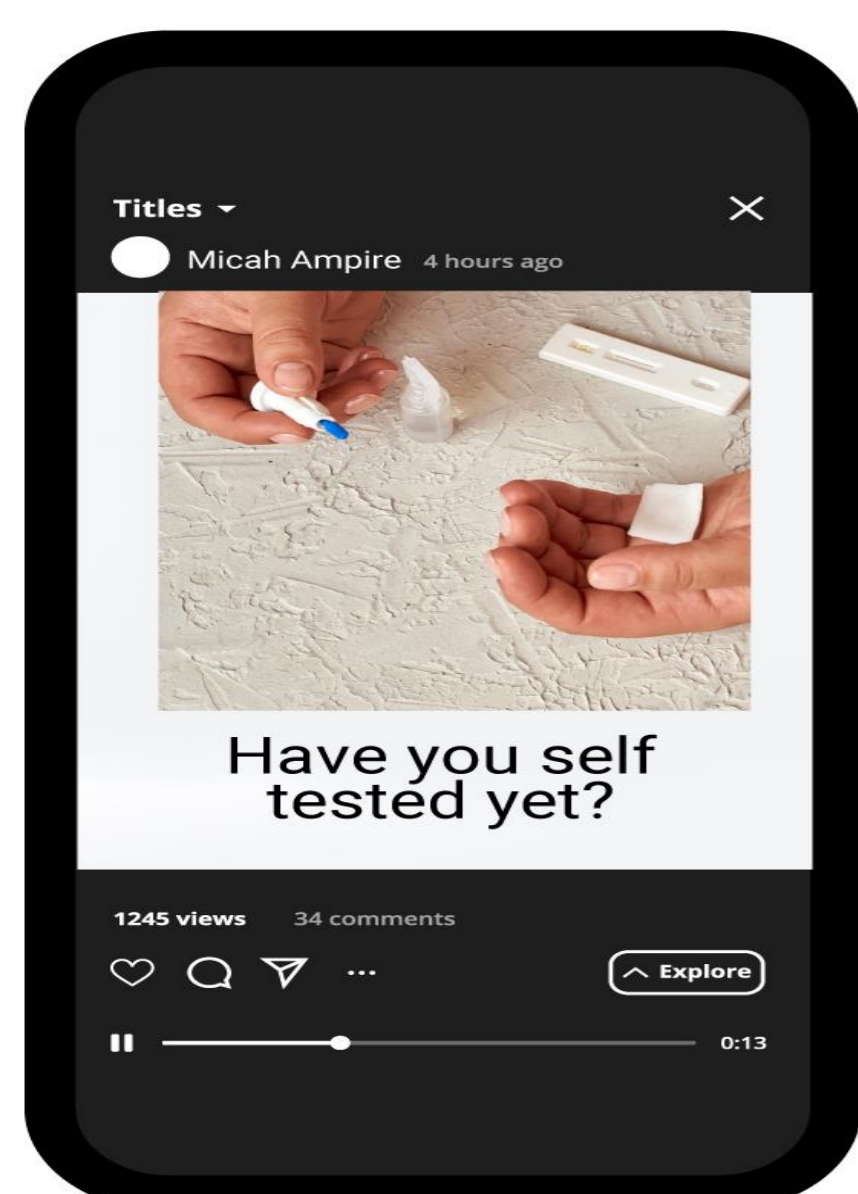
HIV self-testing (HIVST) has been proven to be effective in increasing demand for HIV testing among populations that are at risk of HIV acquisition. We piloted various social media platforms to disseminate messages on HIVST especially among younger audiences of 15-24 years in Kenya, Nigeria and Uganda

DESCRIPTION

Using human centered design, demand creation messages were developed, and appropriate social media platforms identified based on preference of our target populations.



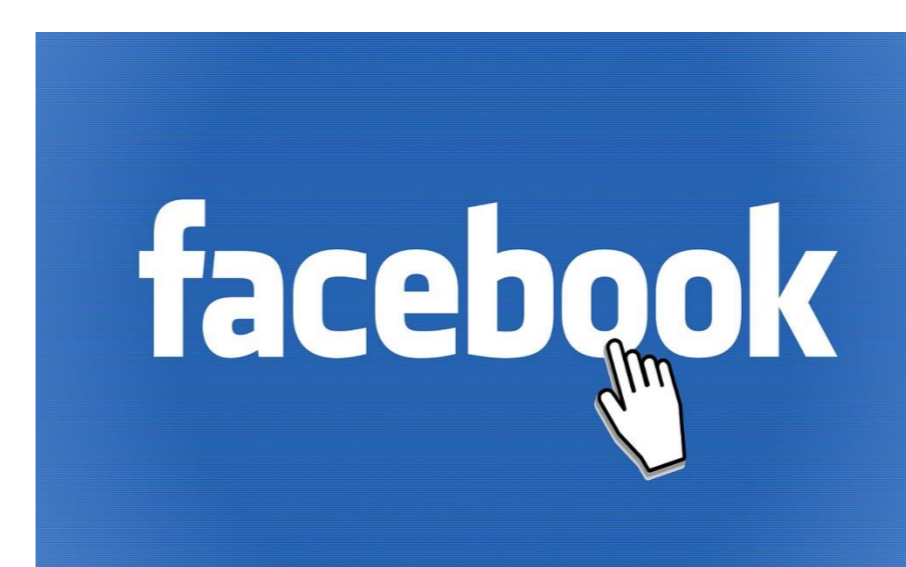
Messages on HIVST were placed on social media platforms.



The Pulsar Social Listening and Monitoring Tool was used to refine social media campaigns weekly, based on online conversations and demographics of the target segments.

WHAT WE LEARNED

Between April – December 2022



7,085,985 individuals reached



6,154,712 individuals reached



878,037 Profile views



17,753 individuals reached

Facebook and Instagram were most popular in Kenya, Instagram in Nigeria and Facebook in Uganda. Live social media sessions with influencers and HIVST experts yielded the highest views and engagements. Digital content such as stories, videos, animations and slide had high audience reach. Sponsored social media with click through links result in better audience targeting as they reach audiences in our target geographies and ages compared to organic posts that reach the general public.

CONCLUSION

Social media can be effectively used to reach individuals with messages on HIVST. Individuals can be stimulated to act and spur desired behaviour through innovative ways such as clicking through links to detailed information, access videos on use of HIVST kits, engage in live sessions with experts and influencers to have their questions answered. Using social media allows for access to information in modalities that are desirable for users and can reach wider audiences compared to traditional demand creation such as distribution of information materials.

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