



Using Social Media for Your Research Study or Site

Presentation will begin at 12:00 PM (PT)

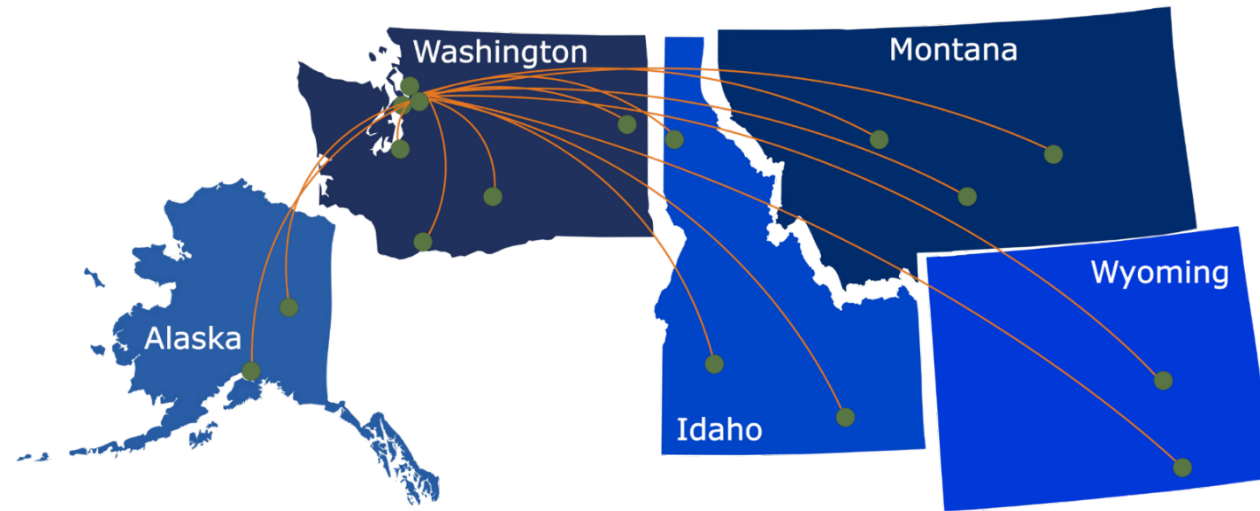
Clinical Research Education Series 2020

ITHS

Institute of Translational Health Sciences
ACCELERATING RESEARCH. IMPROVING HEALTH.



Clinical Research Education Series 2020



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Contact our Director of Research Development



- **Project Consultation**
- **Strategic Direction**
- **Resources and Networking**

Melissa D. Vaught, Ph.D.
ithsnav@uw.edu
206.616.3875



Feedback

At the end of the seminar, a link to the feedback survey will be sent to the email address you used to register.



Using Social Media for Your Research Study or Site

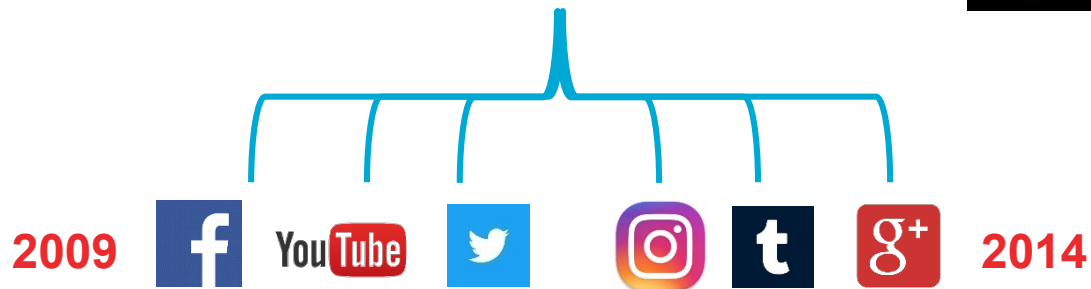
Presented by: Michael Louella

Community Engagement Project Manager/defeatHIV
Outreach Coordinator/UW ACTU
Community Liaison / UW Fred Hutch CFAR

Learning Objectives

- 1 Describe three ways social media may benefit your research study or site.
- 2 List the “Rule of Thirds” of social media posts to achieve a balanced message.
- 3 Explain one suggestion you should always follow and one thing you should never allow when engaging people via the comment section of a post.

WHO AM I?



WHO AM I?



2009



YouTube



2014



TODAY'S BREAKDOWN

- HOW CAN SOCIAL MEDIA BENEFIT YOUR PROGRAM?
- 3 PLANNING TIPS
 - START SMALL
 - STAY CONSISTENT
 - BE YOURSELF
- FACEBOOK
 - CONTENT/POSTS
 - BOOSTING
 - ENGAGEMENT/COMMENTS
- TWITTER - WHY, OH WHY

+ INSIDER TIPS

HOW CAN SOCIAL MEDIA BENEFIT MY RESEARCH STUDY OR SITE?



HOW CAN SOCIAL MEDIA BENEFIT MY RESEARCH STUDY OR SITE?

1. Increase Brand Awareness & Loyalty



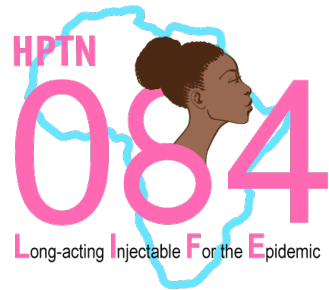
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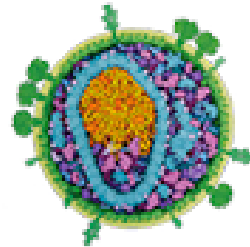
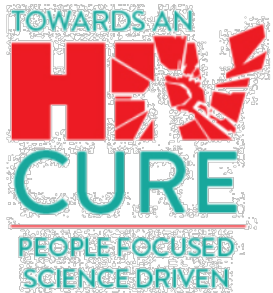
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1. Increase Brand Awareness & Loyalty



HOW CAN SOCIAL MEDIA BENEFIT MY RESEARCH STUDY OR SITE?

1. Increase Brand Awareness & Loyalty
- 2. Connect with Your Target Audience**



HOW CAN SOCIAL MEDIA BENEFIT MY RESEARCH STUDY OR SITE?

1. Increase Brand Awareness & Loyalty
2. Connect with Your Target Audience
- 3. Improve Retention / Attendance to Events**



HOW CAN SOCIAL MEDIA BENEFIT MY RESEARCH STUDY OR SITE?

1. Increase Brand Awareness & Loyalty
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3. Improve Retention / Attendance to Events
- 4. Open Up Opportunities for Sharing**



HOW CAN SOCIAL MEDIA BENEFIT MY RESEARCH STUDY OR SITE?

1. Increase Brand Awareness & Loyalty
2. Connect with Your Target Audience
3. Improve Retention / Attendance to Events
4. Open Up Opportunities for Sharing
- 5. Keep Track of Your Field**



REMEMBER

- success is audience dependent



REMEMBER



- success is audience dependent
- content balance for your audience ~~may~~ will require a little trial and error



REMEMBER



- success is **audience dependent**
- content balance for your audience ~~may~~ **will** require a little **trial and error**

A mistake is only a
mistake when you
don't learn from it.



REMEMBER





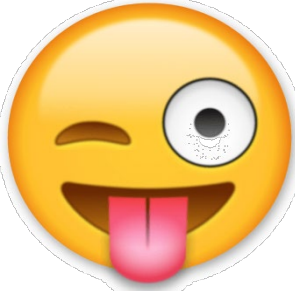
- success is **audience dependent**
- content balance for your audience ~~may~~ **will** require a little **trial and error**

A mistake is only a
mistake when you
don't learn from it.

Otherwise it is a
LESSON.



3 PLANNING TIPS

- START SMALL 
- STAY CONSISTENT 
- BE YOURSELF 



START SMALL



START SMALL



vs.



START SMALL



vs.



START SMALL

- 1 or 2 platforms

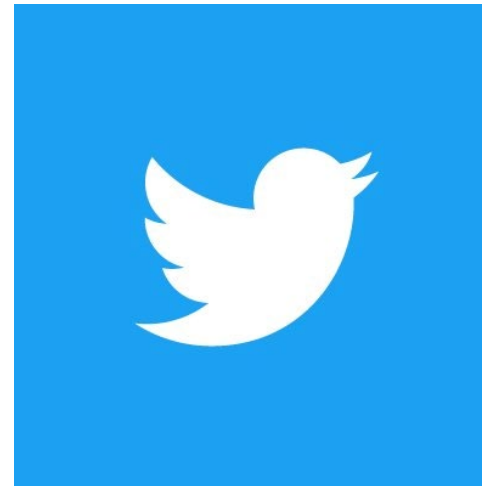


START SMALL

- 1 or 2 platforms



79% of internet users (68% of all U.S. adults) use Facebook

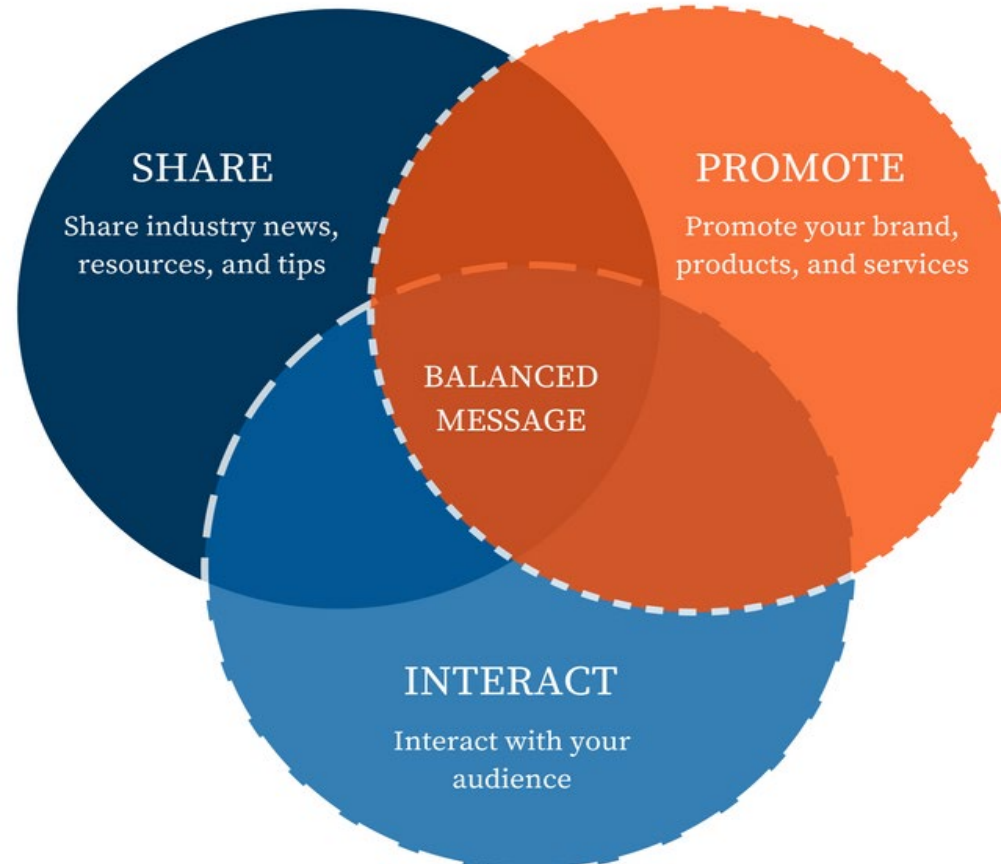


24% of internet users (21% of all U.S. adults) use Twitter

STAY CONSISTENT

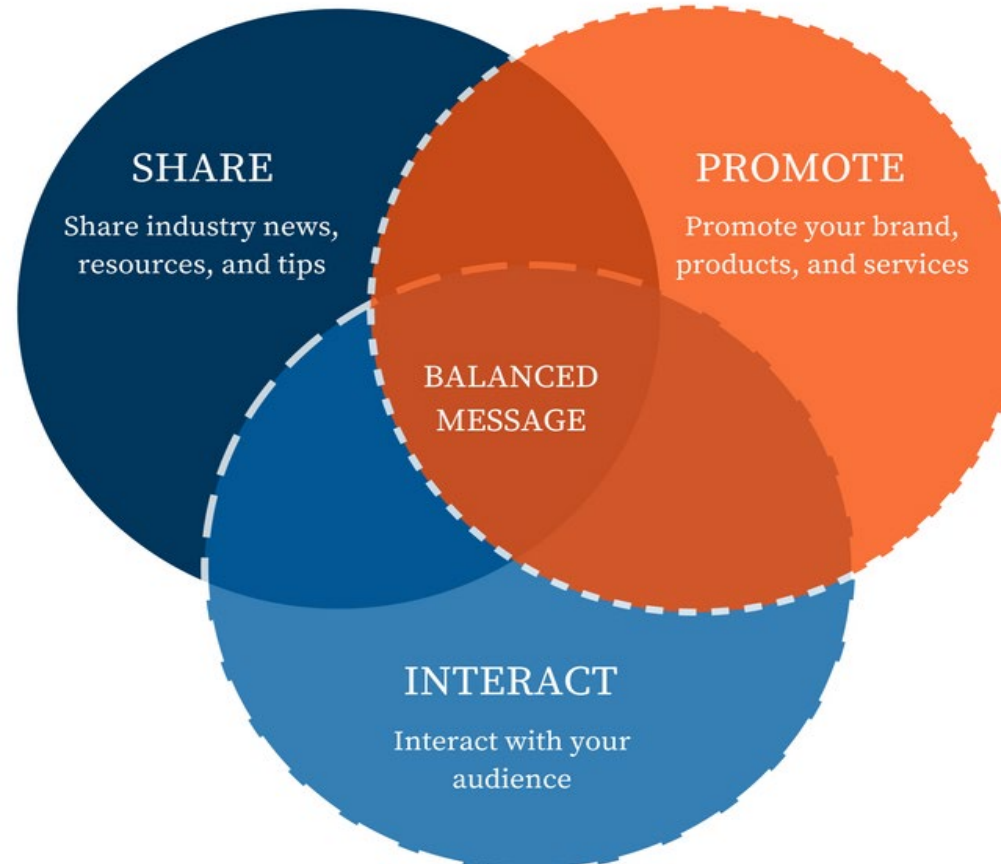


TYPES OF POSTS - **RULE OF THIRDS**



STAY CONSISTENT

TYPES OF POSTS - **RULE OF THIRDS**



$\frac{1}{3}$ promotes **your work or program**

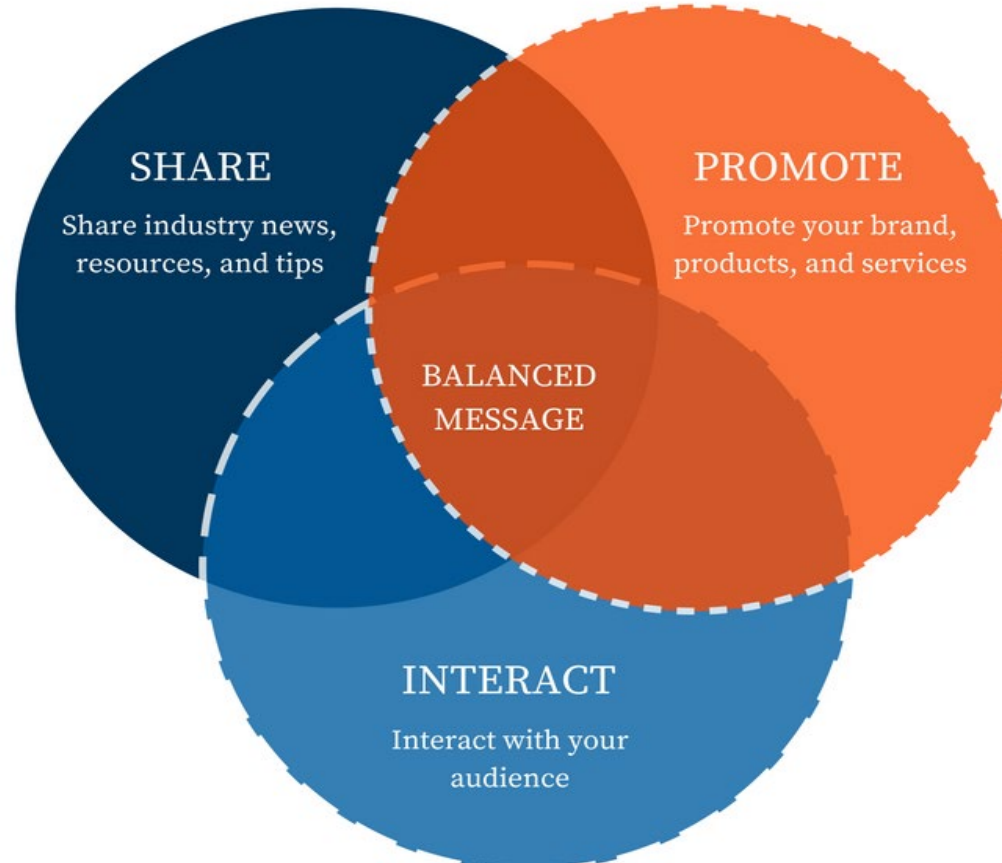


STAY CONSISTENT



TYPES OF POSTS - **RULE OF THIRDS**

$\frac{1}{3}$ shares ideas
and stories
from others



$\frac{1}{3}$ promotes **your
work or program**

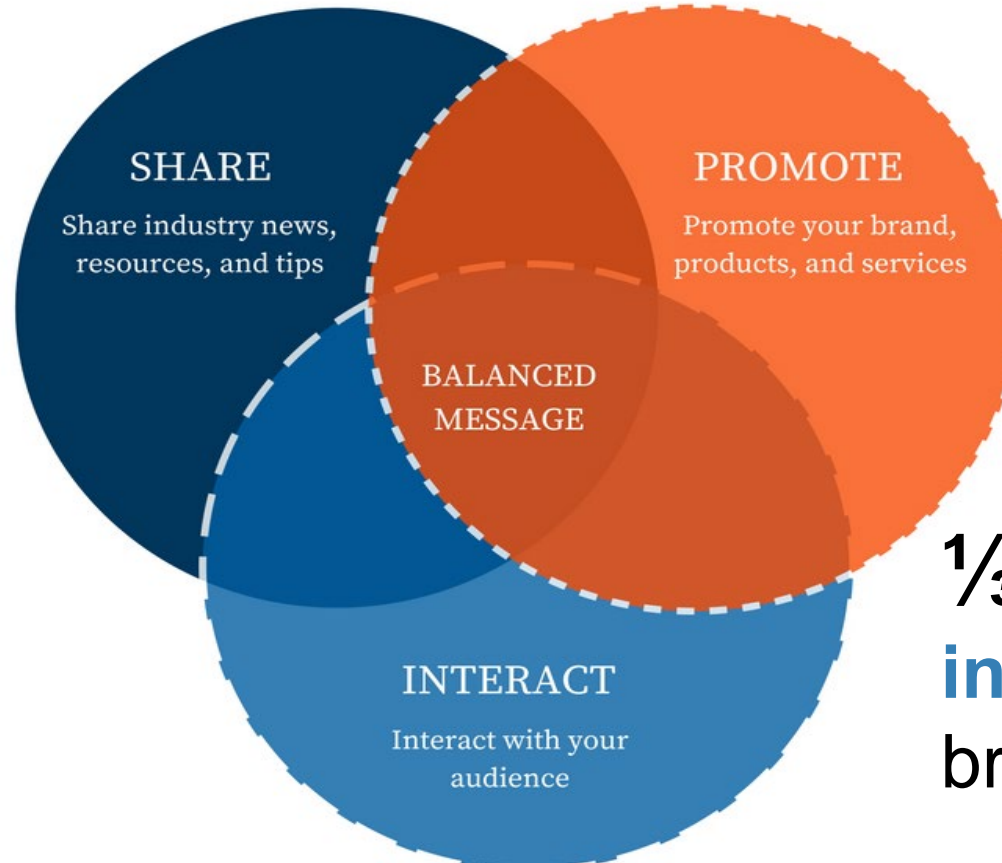


STAY CONSISTENT



TYPES OF POSTS - **RULE OF THIRDS**

$\frac{1}{3}$ shares ideas
and stories
from others




$\frac{1}{3}$ promotes **your
work or program**

$\frac{1}{3}$ based on **personal
interactions** to build your
brand




PROMOTES YOUR SITE/RESEARCH

 **UW AIDS Clinical Trials** is 🤗 feeling inspired at Harborview Medical Center.
March 22 at 3:13pm · Seattle · 🌐



Our free community update on the research presented at CROI 2018 will happen this coming Tuesday, March 27 at 5:30 PM
Register here if you wanna attend! <https://bit.ly/2IDWITV>







 **Get More Likes, Comments and Shares** ✕
This post is performing better than 90% of other posts on your Page.
Boost it to get more great results.



 75 people reached **Boost Post**



 Love  Comment  Share 





  4 Top Comments ▾



1 Share

 Write a comment...   

 **UW AIDS Clinical Trials** Maybe  1
Like · Reply · 3d

 **Karine Dube** Hope so 🤗  1
Love · Reply · Message · 3d

 Write a reply...   

 **Karine Dube** Will you guys have online version?  1
Love · Reply · Message · 3d



SHARES IDEAS AND STORIES FROM OTHERS

UW AIDS Clinical Trials
March 24 at 2:18pm · 🌐

Watch Dr. Robert H. Remien's plenary talk, "Addressing Mental Health: A Crucial Component to Ending the #HIV Epidemic", presented at the 2018 Conference on Retroviruses and Opportunistic Infections (#CROI2018).
Click here: <https://bit.ly/2pAQyHb>



46 people reached

Love Comment Share

UW AIDS Clinical Trials, James Owin, Karine Dube and 1 other


1 Share

Write a comment...

PROMOTES YOUR SITE/RESEARCH

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INTERACTS PERSONALLY

UW AIDS Clinical Trials shared TED's video.
March 24 at 7:41am · 🌐

14,346,326 Views

TED February 15 · 🌐 [Like Page](#)

This is what Judge Victoria Pratt learned while presiding over the "worst" courtroom in Newark.

Watch her full TED Talk here: <http://t.ted.com/sn855ef>

96 people reached [Boost Post](#)

Love Comment Share

UW AIDS Clinical Trials, Alicia Rais, Jodie Gordon Howerton and 4 others

3 Shares

Write a comment...



STAY CONSISTENT

SIDE NOTE: *OTHER PEOPLE'S STUFF*

- Find **Industry Influencers**
- Follow **other related 'businesses'**
- Follow industry **hashtags** and **keywords**
 - #hivcure #HIV #HIVstigma #UEqualsU
 - #RiseAboveCovid



STAY CONSISTENT

SIDE NOTE: *GETTING PERSONAL*

- hear from you as **authentic people**
- opens up your program; shows a vulnerable, more human side



STAY CONSISTENT



SIDE NOTE: *GETTING PERSONAL*

- hear from you as **authentic people**
- opens up your program; shows a vulnerable, more human side

Like their posts

comment on their posts

follow them

repost

retweet

share their stories

send them something on FB messenger

wish them happy birthday



STAY CONSISTENT WITH FREQUENCY OF POSTS



100 posts in one day,
then nothing for 3
months

VS

100 posts over the
course of three months

100 posts



3 months

VS

← 100 posts →

3 months



STAY CONSISTENT

WITH VISUALS

- add a visual ***WITH EACH POST***
- a picture, infographic or video +quotes +memes



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WITH VISUALS

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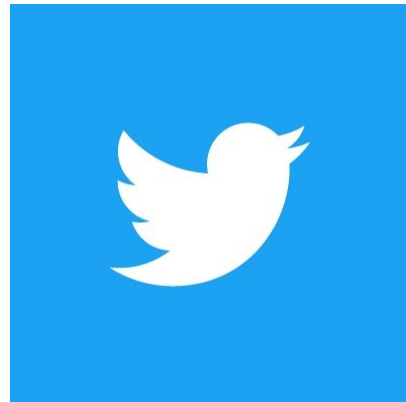
Images make up **93%** of most engaging posts
Video average **135%** higher organic reach
than photos
Ideal video length **30-60 seconds**

STAY CONSISTENT



WITH VISUALS

- add a visual **WITH EACH POST**
- a picture, infographic or video +quotes +memes



Photos = **35% more** retweets

Videos = **28% more** retweets

Ideal video length **45 seconds**

STAY CONSISTENT



WITH VISUALS

- add a visual **WITH EACH POST**
- a picture, infographic or video +quotes +memes
- when in doubt, assume a photo is subject to copyright and **don't use it without the appropriate permission**

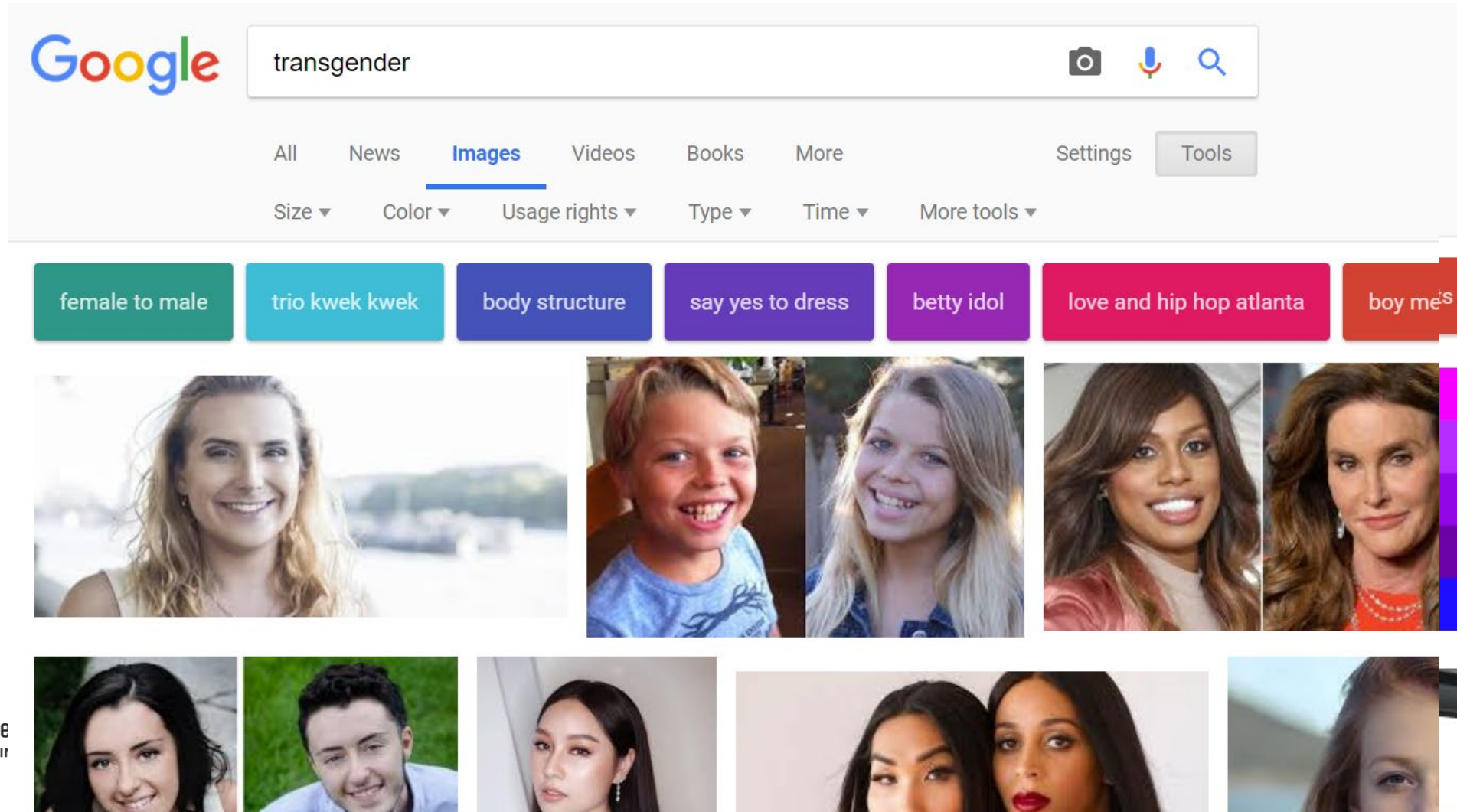


INSIDER TIP – CREATING VISUALS



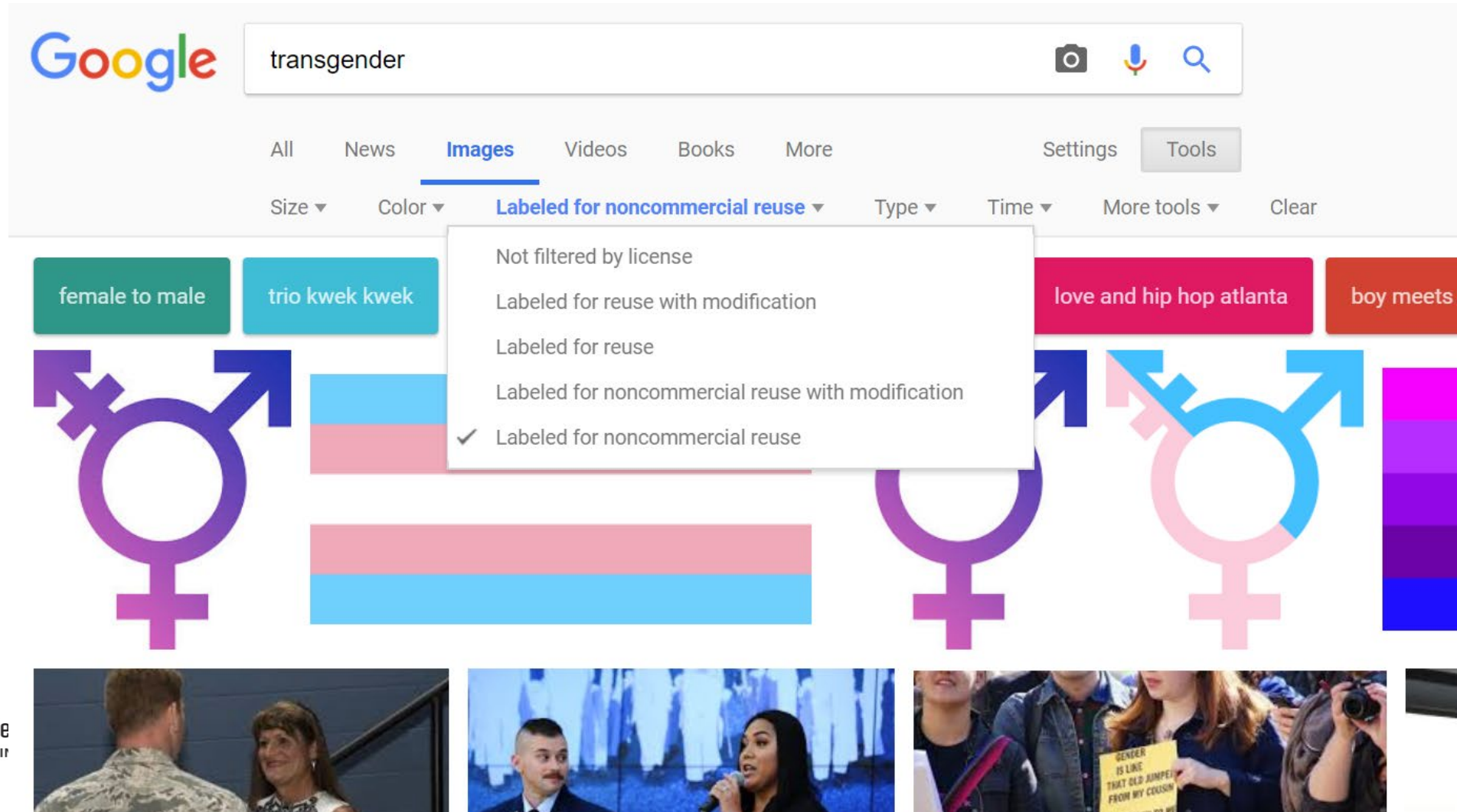
INSIDER TIP – CREATING VISUALS

- GOOGLE



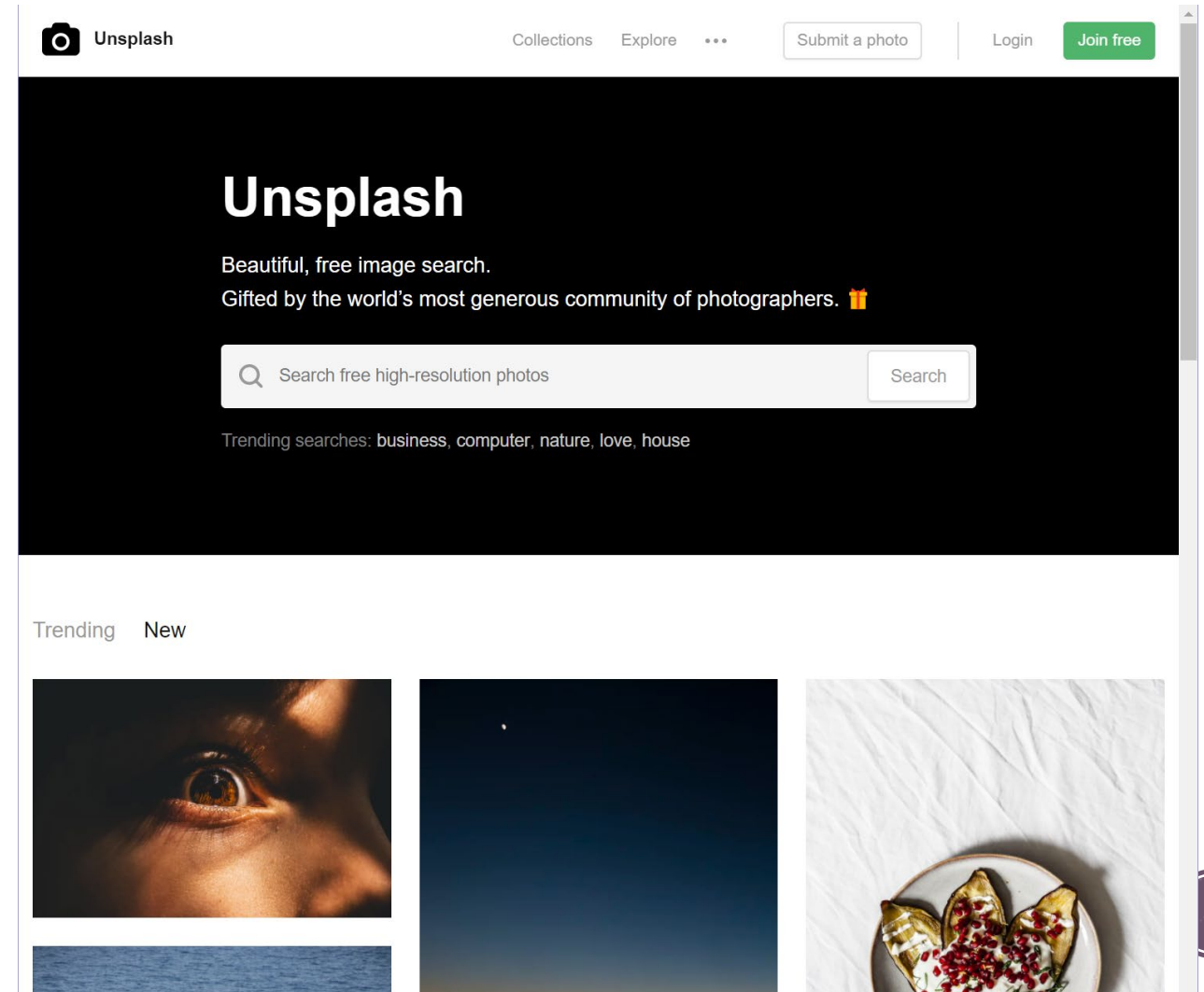
INSIDER TIP – CREATING VISUALS

- GOOGLE



INSIDER TIP – CREATING VISUALS

- GOOGLE
- UNSPLASH - <https://unsplash.com/>
 - *Beautiful, free image search.
Gifted by the world's most generous community of photographers.*



INSIDER TIP – CREATING VIDEO

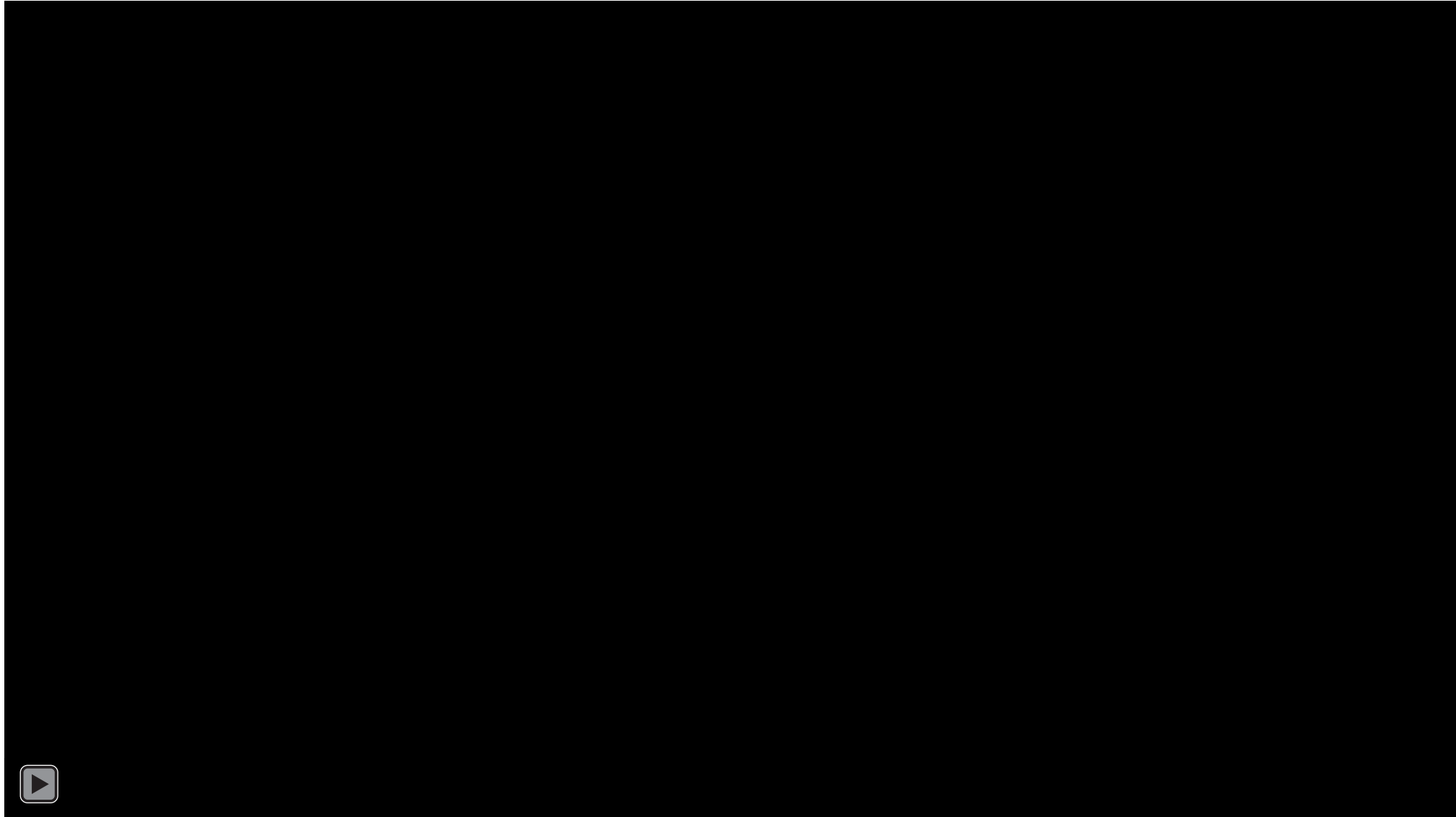


promo
BY SLIDELY

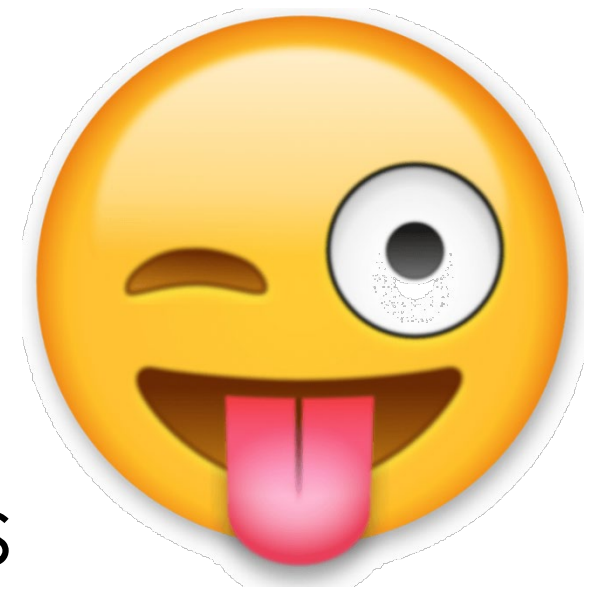
15 second videos
with music
and text



EXAMPLE: *ARE U A POZMONAUT?*



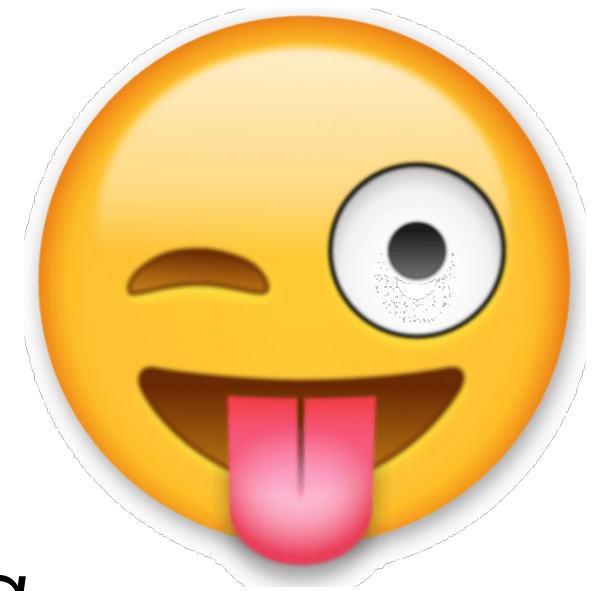
BE YOURSELF



- Your potential participants want to *talk to a person*, not a robot
- don't be afraid to be yourself in any marketing endeavor
- **If a team** → set rules for how you talk about your research/clinic and share them with all who post



BE YOURSELF



SIDE NOTE: *Be mindful of your **institution** or **network**'s social media policies*





FACEBOOK

online social media & social networking service company via devices with internet connectivity (personal computers, tablets and smartphones)

a customized profile revealing personal information

post text, photos and multimedia which is shared with any other users that have agreed to be their “friend”



FACEBOOK CONTENT

*Learn to tailor content
to **promote positive engagement***

“meaningful interactions”



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What drives these meaningful interactions?



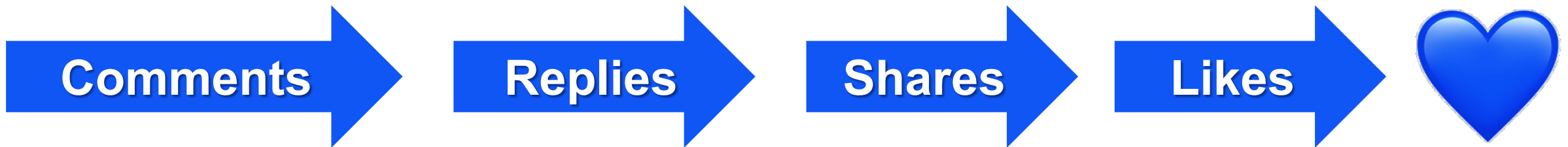
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“meaningful interactions”

What drives these meaningful interactions?



MAKING YOUR CONTENT MORE “MEANINGFUL”



MAKING YOUR CONTENT MORE “MEANINGFUL”

- Be a conversation starter




*Prompt people
to stop, interact
and share*



MAKING YOUR CONTENT MORE “MEANINGFUL”

- Be a conversation starter
- Focus on your audience



*Your identity as a
brand answering
to a specific
audience*



MAKING YOUR CONTENT MORE “MEANINGFUL”

- Be a conversation starter
- Focus on your audience
- Put ad dollars behind content with organic momentum



MAKING YOUR CONTENT MORE “MEANINGFUL”



- Be a conversation starter
- Focus on your audience
- Put ad dollars behind content with organic momentum
- Avoid click bait



MAKING YOUR CONTENT MORE “MEANINGFUL”



- Be a conversation starter
- Focus on your audience
- Put ad dollars behind content with organic momentum
- Avoid click bait
- Track your content performance



ABOUT BOOSTING POSTS



- get more people to like, share and comment on the posts you create
- reach new people who might be interested in your content but don't currently follow you
- **a call-to-action button** can drive people to take other actions
 - booking an appointment
 - signing up for a newsletter
 - getting in touch with your clinic



ABOUT BOOSTING POSTS



ABOUT BOOSTING POSTS

ISSUE: "Your promotion doesn't meet our guidelines"

SOLUTION: Remove "you" language and/or swap in a different image



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SOLUTION: Remove "you" language and/or swap in a different image



1. Too much text in the image (FB "Image Text Check" tool)
2. Use of "you" that implies personal attributes about your audience
3. Includes prohibited content



ABOUT BOOSTING POSTS

ISSUE: "Your promotion doesn't meet our guidelines"

SOLUTION: Remove "you" language and/or swap in a different image



1. Too much text in the image (FB "Image Text Check" tool)
2. Use of "you" that implies personal attributes about your audience
3. Includes prohibited content

ISSUE: Post keeps getting denied, even after applying these fixes

SOLUTION: Appeal a disapproved ad



INSIDER TIP

facebook blueprint

Categories



Introduction to
Facebook



Best Practices



Facebook
Pages



Purchasing Ads



Advertising
Objectives



Targeting



Campaign
Optimization



Managing Your
Ads



Reporting and
Measurement



Insights



Instagram



SMB



Webinars

INSIDER TIP

facebook blueprint

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Campaign
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Managing Your
Ads



Reporting and
Measurement



Insights



Instagram



SMB



Webinars



IDEAS FOR FB POSTS, ADS & EVENT PAGES

- RECRUITMENT
- COMMUNITY EVENTS
- MEETINGS



RECRUITMENT



WE'RE LOOKING FOR
CISGENDER & TRANSGENDER
MEN & WOMEN
INTERESTED IN HELPING
MEDICAL RESEARCH
ON
CANNABIS

A study to see if cannabis use has an effect on **inflammation** in the body, on **abnormalities & dysfunction** in the rectum or colon, and on the **size of the HIV reservoir**; and to compare the **gut microbiome** of HIV-negative and HIV-positive people.

If HIV-negative:

1. You *sometimes* don't use condoms with sex partners or have a partner living with HIV
2. **No cannabis requirement** (your use can be any amount — or **not at all**)
3. **No illicit drug use** in the past 12 months, nor chronic opioid use

If HIV-positive:

1. You are on meds and **undetectable for 2 years**
2. Current use of cannabis **3 times per week or more** for at least **6 months** (with no other drug use)
- OR -
3. Have **NOT** used cannabis or any other illicit drug use **in the past 12 months**

CALL US
206-744-8883

UP TO
\$250
FOR 2 VISITS

UW AIDS CLINICAL TRIALS UNIT

 **UW AIDS Clinical Trials**  

Sponsored · 

A paid study looking for men & women interested interested in supporting medical research on cannabis



THE CANNABIS STUDY
The UW AIDS Clinical Trials Unit ... [Contact Us](#)

iths.org

INSIGHTS



UW AIDS Clinical Trials is feeling hopeful with Smitty Buckler and 11 others at Harborview Medical Center. Sponsored · LIKED

Everyone is needed for this paid study to help us determine whether cannabis could become a treatment for HIV:

- men & women
- people who use cannabis & people who don't!
- HIV-positive & HIV-negative
- cisgender & transgender

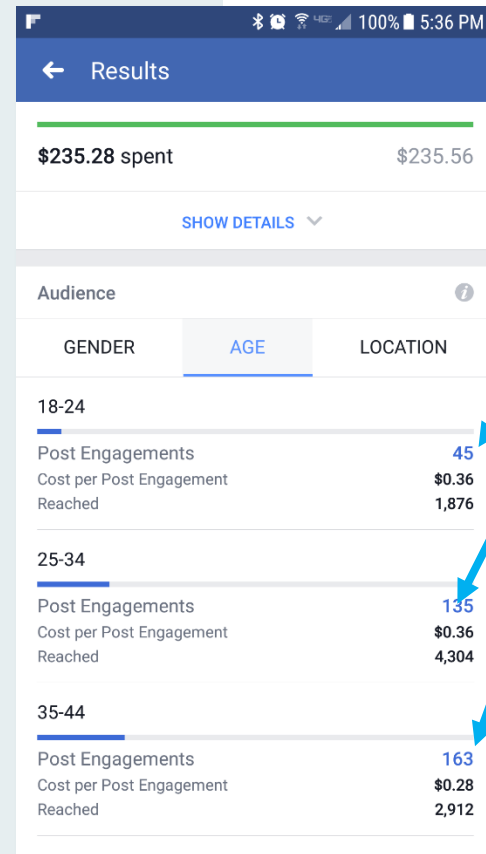
CALL OR TEXT 206-773-7129 ... Continue Reading



UW AIDS Clinical Trials
Nonprofit Organization

Learn More

Love Comment Share



Results

\$235.28 spent \$235.56

SHOW DETAILS

Audience

	GENDER	AGE	LOCATION
18-24			
Post Engagements		45	
Cost per Post Engagement		\$0.36	
Reached		1,876	
25-34			
Post Engagements		135	
Cost per Post Engagement		\$0.36	
Reached		4,304	
35-44			
Post Engagements		163	
Cost per Post Engagement		\$0.28	
Reached		2,912	

Post Engagement
The total number of actions that people take involving your ads

Reach
The number of people who saw your ads at least once

Impressions
The number of times your ads were on screen.



INSIGHTS

OVERVIEW EDIT PROMOTION

Thank you for your feedback!
We are continuously working to make Facebook better and your input is invaluable in our mission to make the world more open and connected.

You targeted **men and women, ages 21 - 65+** who live in **1 location**, and have **30 interests**.

Location - Living In:
United States: Seattle (+25 mi) Washington

Age:
21 - 65+


Language:
English (UK) or English (US)

People Who Match:
Interests: Legalize Marijuana, High Times, Cannabis sativa, Elton John AIDS Foundation, Gay pride, Prevention of HIV/AIDS, Homosexuality, AmFAR, The Foundation for AIDS Research, HIV Vaccine Trials Network, Epidemiology of HIV/AIDS, Gay Times, Medical cannabis in the United States, Cannabis Law Reform, The Advocate, LGBT community, LGBT culture, Greater Than AIDS, ACT UP, Gay News, Marijuana Policy Project, weed, Cannabis in the United States, Cannabis Culture (magazine), POZ (magazine), Leafly, World AIDS Day, BuzzFeed LGBT, Cannabis Now Magazine, Medical marijuana card or

DESKTOP NEWS FEED MOBILE NEWS FEED MORE

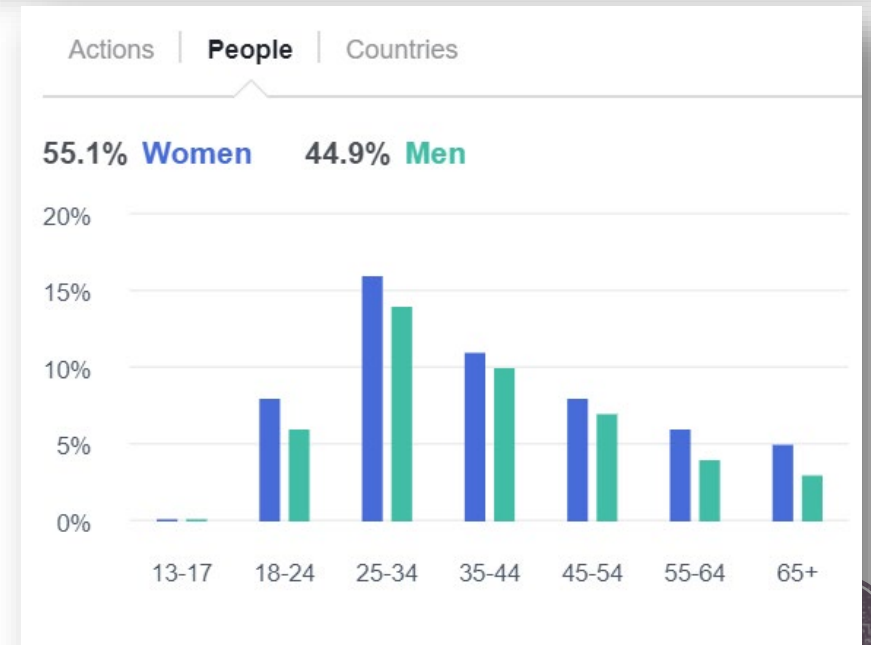
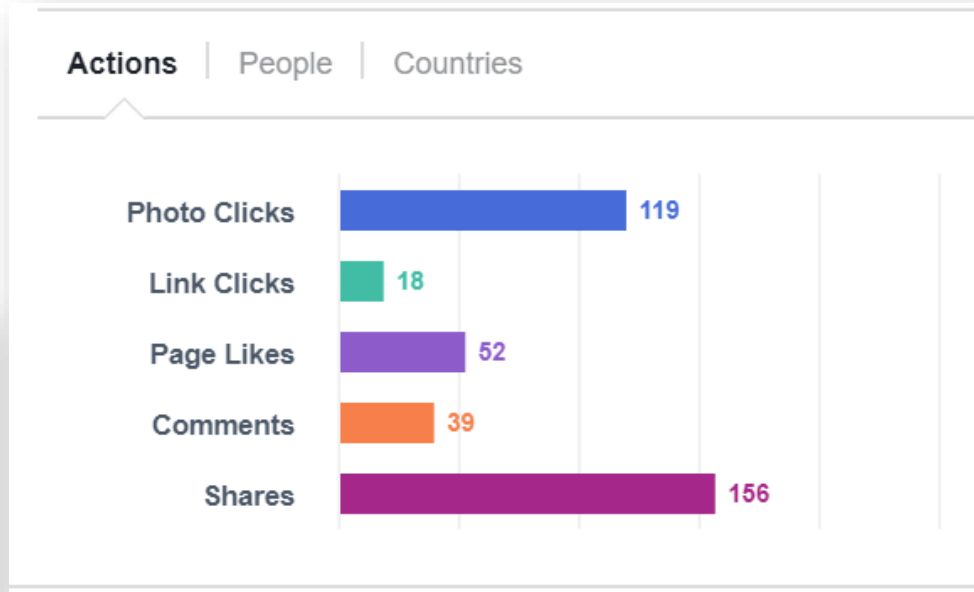
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Sponsored · 🌐 Like Page

Everyone is needed for this paid study to help us determine whether cannabis could become a treatment for HIV:
- men & women
- people who use cannabis & people who don't!
- HIV-positive & HIV-negative
- cisgender & transgender... [See More](#)



By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close



EVENTS



JUN 12 We're Scared And Brave
Public · Hosted by defeatHIV

✓ Going ▾

Monday, June 12, 2017 at 7 PM - 8:30 PM
about 9 months ago

Calamus Auditorium at Gaycity
517 E Pike St, Seattle, Washington 98122

About

Discussion

35 Went · 144 Interested

See All



Bradley, Nicholas and 16 other friends went

Details

WHAT THE PEOPLE IN SEATTLE LIVING WITH HIV HAVE TO SAY ABOUT HIV CURE RESEARCH

A community discussion of the results from focus groups of people in Seattle living with HIV on the research toward a cure for HIV.

We spoke with women, long-term survivors, Latinx gay men, and young adults recently infected.

We want to discuss the results of our community-led research with the people disproportionately burdened by HIV, with researchers and staff of community-based organizations who work with HIV+ people, and--most importantly--with the participants of each focus group.

Cure is a new idea for people with HIV to grapple with; it has different

experience.

g with HIV on
e factors that

You may just be surprised at what we discovered!

Social issue Human rights Volunteering +1



EVENTS

Tony Lightning Bug Radovich
June 9, 2017 · 🌐

Will this information (results) be available to us outside of this event? At the Planning Council perhaps? I am unable to attend due to prior commitments.

Like Comment Share

defeatHIV

Uw Actu Surely. We can share with you the slides which summarize the data succinctly. You can look it over and then if you want to talk more about it or have questions, we can follow up with you. 🙄

Like · Reply · 42w

Tony Lightning Bug Radovich Wonderful. While I am interested in its entirety, I am wondering if there are specific LTS results which may be pertinent to some discussion at TRP Seattle.

Like · Reply · 42w

Write a reply...

Write a comment...

defeatHIV is at Calamus Auditorium at Gaycity.
June 12, 2017 · Seattle · 🌐

The need to be compensated for time and other hardships was very clearly stated by many people living with #HIV in Seattle.

Come tonight to find out more of what they felt about #hivcure research.

#defeatHIV



defeatHIV, Mary Lamery, Brian Keith Pitts and 1 other · 2 Shares

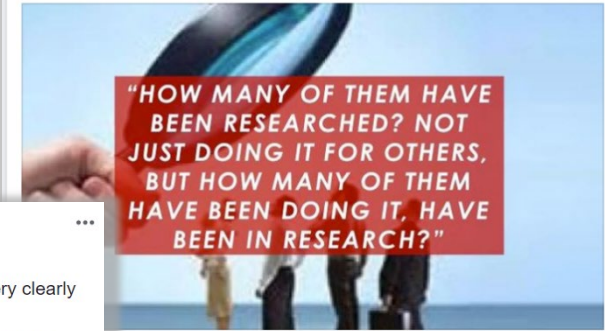
Like Comment Share

defeatHIV is at Calamus Auditorium at Gaycity.
June 10, 2017 · Seattle · 🌐

"HOW MANY OF THEM HAVE BEEN RESEARCHED?" is one of the comments people had to say directly to researchers working on a cure for #HIV?

Such a great question!

How many researchers know what it like to be "a subject" of a research study?... See More



HIV, Kate Elling, David W Freeman and 2 others

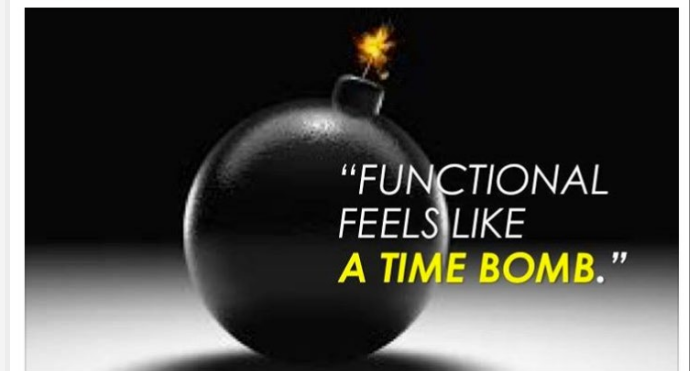
Love Comment Share

defeatHIV
June 9, 2017 · 🌐

What do the people of Seattle living with #HIV have to say about #hivcure research?

Join us on Monday and you will know!

#defeatHIV



defeatHIV and Penn Cfar Cab

Like Comment Share

MEDICAL



ANGELS

A COMMUNITY FORUM ABOUT GENE THERAPY
AND ITS POTENTIAL TO CURE HIV
LED BY PEOPLE LIVING WITH THE VIRUS

- 80+ people attended
- 908 views on FB livestream
- 115 views of Seattle Channel video
- 437 view of dH vids on YouTube



MEETINGS

15 Went · 30 Interested

[See All](#)



Stuart, Andrew and 6 other friends went

Details

A free community meeting to discuss the latest research updates from the 25th Conference on Retroviruses and Opportunistic Infections (CROI).

In the spotlight at this year's conference were improved HIV treatments, reductions in long-term complications, and the elimination of disparities in HIV prevention and outcomes.

FREE DINNER + FREE PARKING PASSES + FREE BUS TICKETS

Health



MAR
27

Chipping Away at HIV - A Community Update from CROI 2018

Public · Hosted by UW AIDS Clinical Trials

✓ Going ▾

⋮

🕒 Tuesday, March 27 at 5:30 PM - 6:45 PM
5 days ago

📍 UW AIDS Clinical Trials
325 9th Ave, Seattle, Washington 98104

[Show Map](#)

About

Discussion

MEETINGS



The Importance of Early Treatment During Acute HIV Infection

2 videos · Updated about 10 months ago

▶ Play All

Dr. Janine Maenza discusses the EARLIER Study with our community advisory board at the UW ACTU #actgnetwork #hivcure



Dr. Janine Maenza talks about our study that seeks people who...

42 views · May 23, 2017



Why is the EARLIER Study important to the efforts to cure...

99 views · May 24, 2017

HIV THERAPEUTIC VACCINE EXPLAINED

4 videos · Updated 9 minutes ago

Dr. Jim Mullins explains his Conserved Elements therapeutic vaccine to our CAB.



DR. JIM MULLINS EXPLAINS HIS THERAPEUTIC HIV VACCINE - Pt 1

30 views · June 28, 2017



DR. JIM MULLINS EXPLAINS HIS THERAPEUTIC HIV VACCINE Part 2

28 views · June 28, 2017



DR. JIM MULLINS EXPLAINS HIS THERAPEUTIC HIV VACCINE -...

24 views · June 28, 2017



DR. JIM MULLINS EXPLAINS HIS THERAPEUTIC HIV VACCINE -...

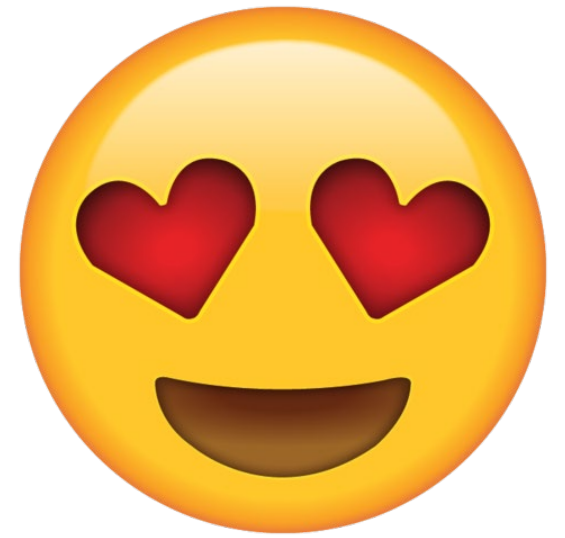
89 views · June 28, 2017

ENGAGEMENT-COMMENTS



ENGAGEMENT-COMMENTS

- **DO** moderate comments – *strive for immediacy/within reason*



ENGAGEMENT-COMMENTS



- **DO** moderate comments – *strive for immediacy/within reason*
- **DO** correct misinformation that's posted in comments, but keep in mind that commenters can and will do this too



ENGAGEMENT-COMMENTS



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ENGAGEMENT-COMMENTS



- **DO** moderate comments – *strive for immediacy/within reason*
- **DO** correct misinformation that's posted in comments, but keep in mind that commenters can and will do this too
 - *Sometimes it's better to sit back and let the conversation happen rather than always being the first one to jump in and correct people*
- **DON'T** remove **respectfully written** comments that are critical of your posting!



UNWANTED ENGAGEMENT

DON'T allow fans to post:



UNWANTED ENGAGEMENT

DON'T allow fans to post:

- profanity
- disrespectful comments
- inaccurate or misleading information
- irrelevant comments or content
- content that's self-serving



UNWANTED ENGAGEMENT



DON'T allow fans to post:

- profanity
- disrespectful comments
- inaccurate or misleading information
- irrelevant comments or content
- content that's self-serving

If they do, you should **remove the posting**; if the postings are egregious, you should also **ban the poster**



UNWANTED ENGAGEMENT



DON'T allow fans to post:

- profanity
- disrespectful comments
- inaccurate or misleading information
- irrelevant comments or content
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If they do, you should **remove the posting**; if the postings are egregious, you should also **ban the poster**

You can also report them to Facebook for things like spam/scams, pornography/nudity, graphic violence, attacks on an individual or group, hate symbols and illegal drug use



 **UW AIDS Clinical Trials** is feeling hopeful with **Smitty Buckler** and **11 others** at **Harborview Medical Center**.
Sponsored · 🌐

LIKED

Everyone is needed for this paid study to help us determine whether cannabis could become a treatment for HIV:

- men & women
- people who use cannabis & people who don't!
- HIV-positive & HIV-negative
- cisgender & transgender

CALL OR TEXT 206-773-7129 ... Continue Reading



UW AIDS Clinical Trials
Nonprofit Organization

[Learn More](#)

Love Comment Share

 **You, LaMont Jackson and 74 others**



Lannette Sargent
Thanks for sharing!

Thu at 10:24 AM · Love · Reply · 1 · Message



defeatHIV Thank you!



UW AIDS Clinical Trials
Thanks for sharing the word about our Cannabis Study! 🧑🏿👄

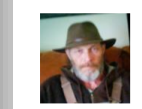
Wed at 12:32 PM · Love · Reply · 2



Erick Allmon
Salvation is free forever for everyone that believe the gospel of Jesus Christ. Jesus Christ died for our sins and He was buried and He rose again the third day according to the scriptures, to save us from eternal judgement and give us eternal life. Believe it in your heart and become a



was buried and He rose again the third day according to the scriptures, to save us from eternal judgement and give us eternal life. Believe it in your heart and become a new creation inside! Jesus will baptize you with the Holy Ghost and you will be sealed unto eternal life forever. Guaranteed!
Yesterday at 11:02 PM · Message

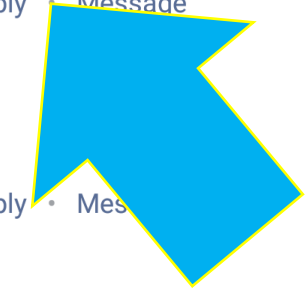


Lonny Thorp
THEY ALREADY FOUND TOTAL 99% CURE RATE VACCINE IN AFRICA AFTER 2YRS FULL TRIAL TESTS. IT'S GOTTA GO INTO OTHER COUNTRIES FOR THERE TESTING. TESTING FINISHED 1 MONTH AGO OVER THERE

9 hours ago · Like · Reply · Message



Charles Matte
Bullcrap
8 hours ago · Like · Reply · Mes



Grearv Sthav

 Write a comment...  

CURED?

MEET THE 1st PERSON TO BE CURED OF HIV
& THE DOCTOR WHO DID IT

OF

HIV

THURSDAY
FEBRUARY 26, 2015

6 to 8 PM

SEATTLE CENTRAL LIBRARY

1000 4TH AVENUE MORE INFO: 206-386-4636 OR ask@spl.org



BROUGHT TO YOU BY:



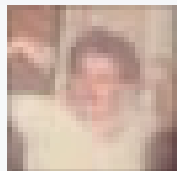
COMMUNITY
ADVISORY
BOARD



The Seattle Public Library

CURED?

MEET THE 1st PERSON TO BE CURED OF HIV



Bryan Tipton No offense, but if someone was technically cured of HIV wouldn't it be World news?

Unlike · Reply · 7 · February 12 at 4:31pm

THURSDAY
FEBRUARY 26, 2015

6 to 8 PM

SEATTLE CENTRAL LIBRARY

1000 4TH AVENUE MORE INFO: 206-386-4636 OR ask@spl.org



BROUGHT TO YOU BY:



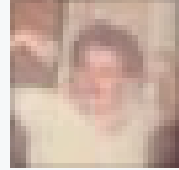
COMMUNITY
ADVISORY
BOARD



CURE REPORT



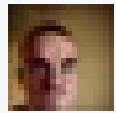
The Seattle Public Library



Bryan Tipton No offense, but if someone was technically cured of HIV wouldn't it be World news?

Unlike · Reply ·  7 · February 12 at 4:31 pm

 Hide 28 Replies



Christopher Andrew Brewer It has already been world news! Circa 2008.

Like · February 12 at 4:37pm



defeatHIV Christopher is right, and it goes to show us how hard it is for truly important things to reach anyone's mind, given the flood of information we are subjected to.





1 Share

2 Comments



Write a comment...



Mary Jackson i am Mary from UNITED STATES i was diagnosed with HIV/AIDS for over 12 years which made loose my job and my relationship with my fiance after he discovered that i was having HIV, he departed from me i tried all my best to make him stays with me, but neglected me until a friend of mine on Facebook from Singapore told me Great healer, who will restore my life back with his powerful healing spell, he sent me the email address to contact and i quickly contacted him, a he said my condition can solved, that he will treat the disease immediately only if i can accept trust him and accept his terms and condition, i Agreed because i was so much in need of help by all means, so i did all he want from me and surprisingly on Sunday last week He sent me a text, that i should hurry up to the hospital for a checkup, which i truly did, i confirm from my doctor that i am now (HIV NEGATIVE) my eyes filled with tears and joy, crying heavily because truly the disease deprived me of many things from my life, This is a Miracle, Please do not en-devour to email osabaspelltemple gmail com or whatsapp Dr Osaba on [+2348105462180](https://www.whatsapp.com/message/2348105462180) for healings Thanks

Hide or embed this

Like · Reply · Message · 24m

View 1 more comment

Seattle · 🌐

ational studies related to the research effort to cure #HIV

duce an #hivcure—they represent research toward that goal.

Boost Post

8 ...

Comment

Share



9 others

Top Comments ▾

2 Comments



ED STATES i was diagnosed with HIV/AIDS for over 12 years relationship with my fiance after he discovered that i was having my best to make him stays with me, but neglected me until a igapore told me Great healer, who will restore my life back with re the email address to contact and i quickly contacted him, and at he will treat the disease immediately only if i can accept trust him and accept his terms and condition, i Agreed because i was so much in need of help by all means, so i did all he want from me and surprisingly on Sunday last week He sent me a text, that i should hurry up to the hospital for a checkup, which i truly did, i confirm from my doctor that i am now (HIV NEGATIVE) my eyes filled with tears and joy, crying heavily because truly the disease deprived me of many things from my life, This is a Miracle, Please do not en-devour to email osabaspelltemr gmail com or whatsapp Dr Osaba on [+2348105462180](https://www.whatsapp.com/message/2348105462180) for healings Thanks

Like · Reply · Message · 23m

Write a reply...





1 Share

2 Comments



Write a comment...



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Seattle · 🌐

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Like · Reply · Message · 23m





Mary Jackson

Add Friend

Message

- Video Call
- Report
- Block

Timeline About Friends Photos More

DO YOU KNOW MARY?


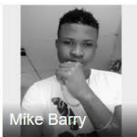
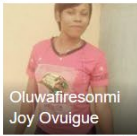
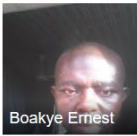


To see what she shares with friends, send her a friend request.

Add Friend

Photos



Friends · 64

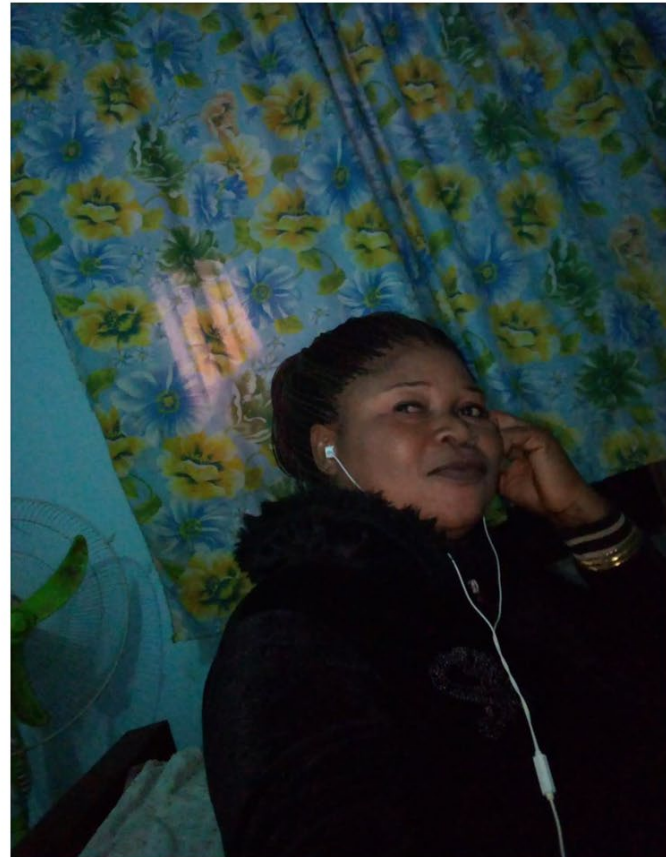
 Mike Barry	 Faheem Behrani
 Joy Ovuigwe	 Boakye Ernest
 Md Ripon Ahmed	 Samkelo Mnguni

See what you have in common with Mary's friends. View

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2018

Mary Jackson updated her profile picture.
February 18 ·



Share

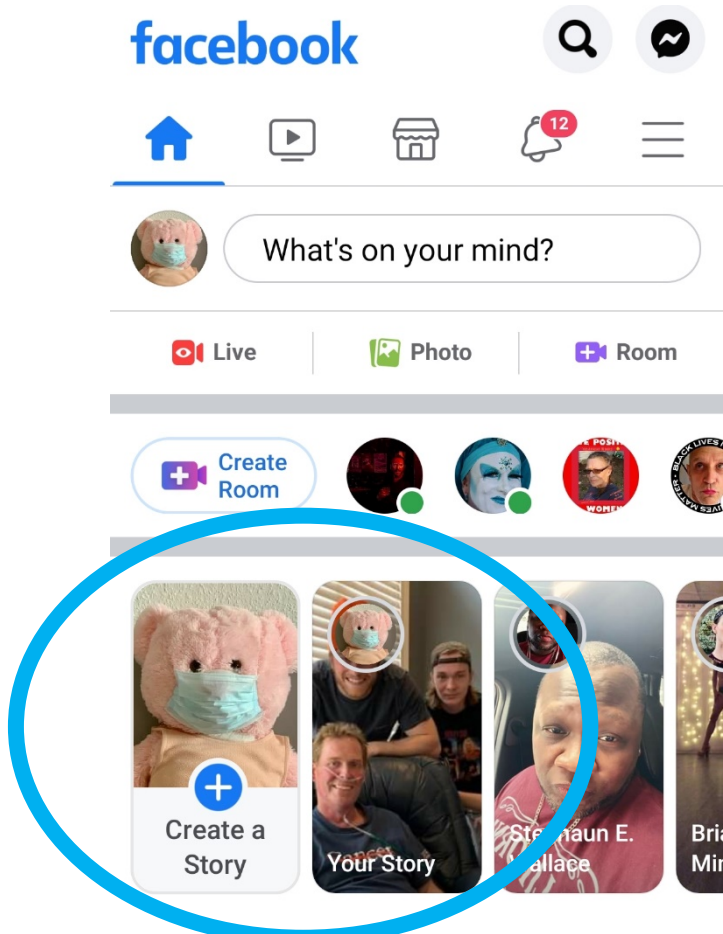
FACEBOOK STORIES

short user-generated
photo/video collections
that can be viewed
and then **disappear**
after 24 hours

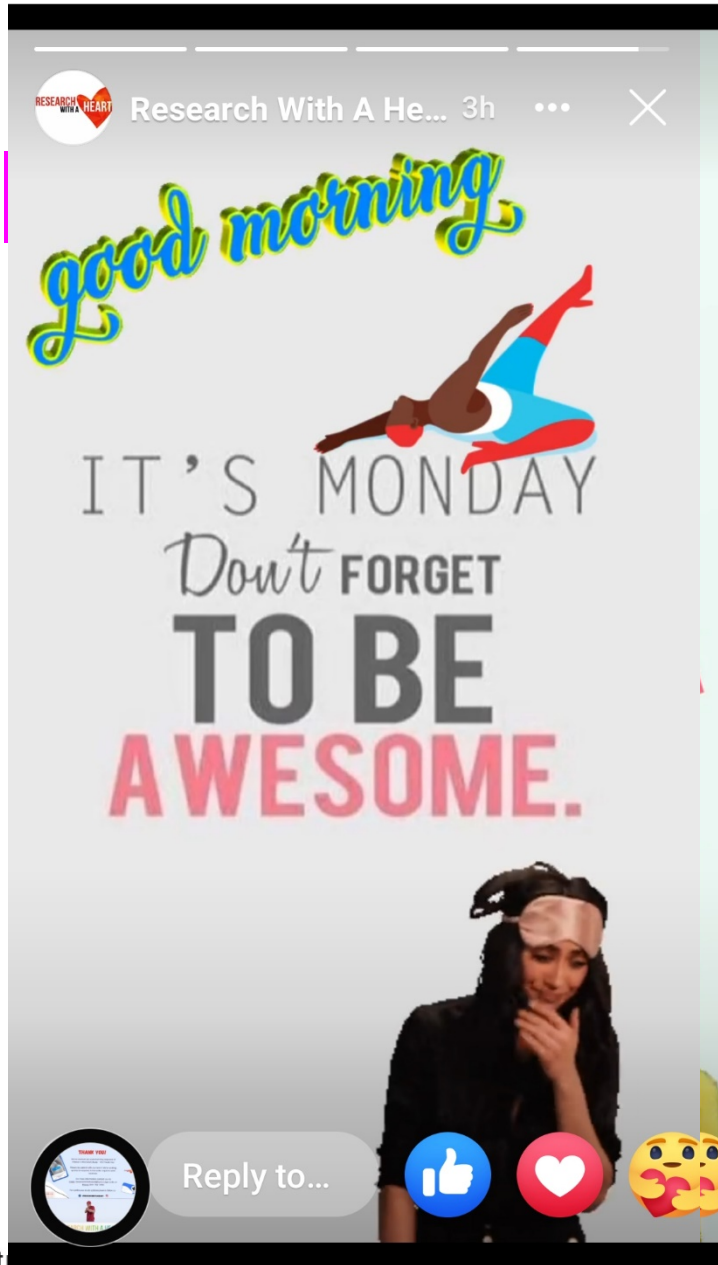
format made famous
by **Snapchat**



FACEBOOK STORIES



INS



FACEBOOK STORIES



FACEBOOK STORIES

Promote posts

Share a quote

Pose a question

Promote your studies

#ThrowbackThursday

Conduct a poll

Countdown to an event

Share some tips or tricks

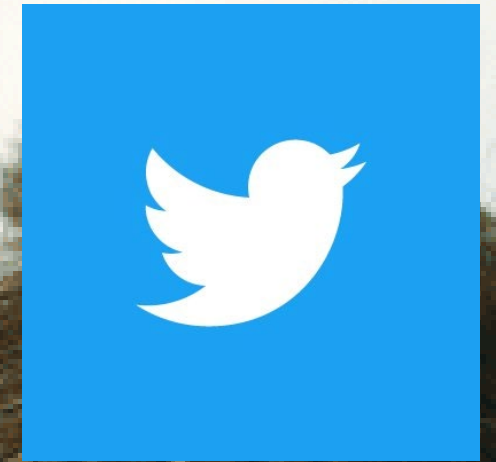
Tutorials and how-tos

Show off the
office or lab

Contests and
giveaways

Share reviews
or testimonials

TWITTER— WHY, OH WHY?



T

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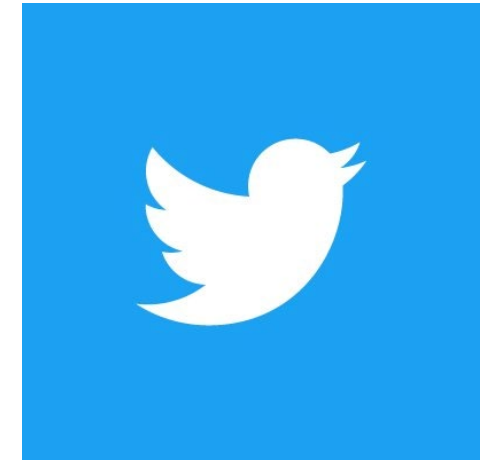
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D

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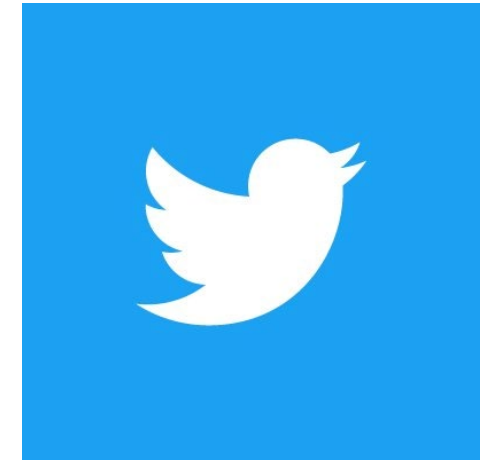
TWITTER– WHY, OH WHY?



- **TL;DR (Too Long; Didn't Read)**
 - **140 characters** to say what you want to say in a tweet (excluding URLs)
 - forced to get to the point quickly
 - pare the facts down to 'core essence'



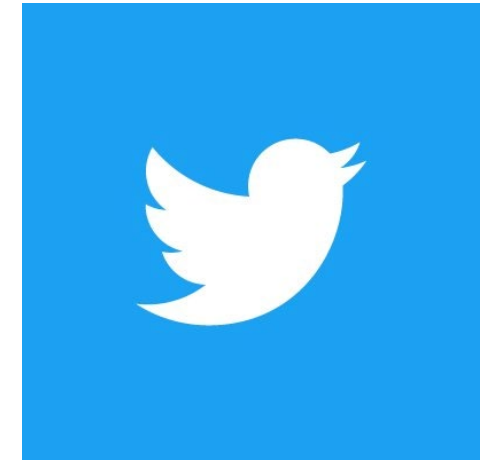
TWITTER– WHY, OH WHY?



- **TL;DR (Too Long; Didn't Read)**
 - **140 characters** to say what you want to say in a tweet (excluding URLs)
 - forced to get to the point quickly
 - pare the facts down to 'core essence'
 - Nov 7, 2017 - doubled the # of characters to **280**



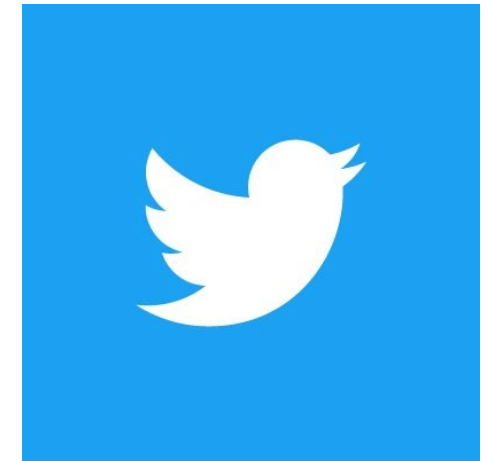
TWITTER– WHY, OH WHY?



- INTERESTING PEOPLE
- BREAKING NEWS
- TRACK TRENDS – *hashtags (tailor from worldwide to country specific)*
- CONTACT WITH OTHER AGENCIES / CBOs / SITES / RESEARCHERS / MEETINGS



TWITTER— WHY, OH WHY?



IN-FOCUS FRIDAYS

September 11, 2020

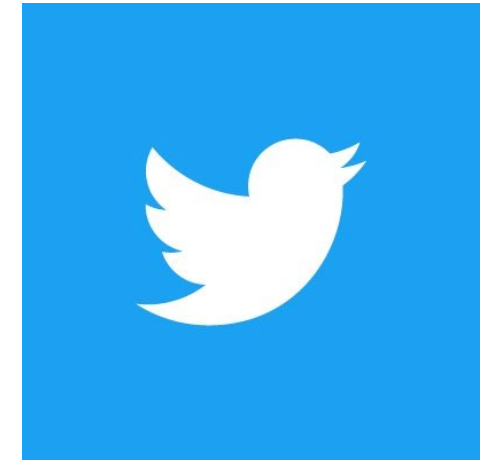


FRED HUTCH
CURES START HERE*

IN-FOCUS FRIDAYS



TWITTER – WHY, OH WHY?

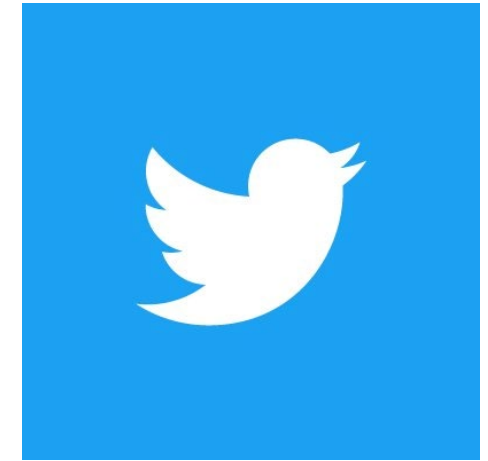


DO use Twitter for:

- News & event updates
- Play-by-play reporting from events, conferences, etc.
- Other types of eyewitness reporting
- Encouraging conversations with your followers
- Consider following your followers → become aware of what they're interested in



TWITTER – WHY, OH WHY?



DO use Twitter for:

- News & event updates

DON'T SET UP AN ACCOUNT IF YOU'RE NOT GOING TO FEED IT REGULARLY

- Other types of eyewitness reporting
- Encouraging conversations with your followers
- Consider following your followers → become aware of what they're interested in



TWEETS

defeatHIV @defeatHIV · Oct 5

The HIV Frontiers Program starts with the premise that the journey towards an #hivcure will be long (15-25 years) and that it will ultimately yield a "single-shot cure".

bit.ly/3jxZAOR

#HIV #GeneTherapy



Bill & Melinda Gates Medical Research Institute and 9 others

1 5 19 Tip

defeatHIV @defeatHIV

No words 😞😞😞



You Retweeted

Bruce Richman @BR999 · Sep 9

Calling on providers! Do you want to help improve the quality of life for your patients w/HIV? Data show when you share the lifechanging #UequalsU news w/ your patients w/HIV it's associated w/ greater adherence, viral suppression & treatment satisfaction



A third of people living with HIV have not discussed U=U with their he...
Data from an international survey of people living with HIV in high-income and upper-middle-income countries show that while two-thir...
aidsmap.com

21 29 Tip



#hivcure

■ People

The screenshot shows a Twitter search page for the hashtag #hivcure. The top navigation bar includes 'Top', 'Latest', 'People', 'Photos', 'Videos', 'News', and 'Broadcasts'. The 'People' tab is selected, displaying a grid of profiles. On the left, there are sections for 'Search filters', 'Who to follow', and 'Trends for you'. The 'Who to follow' section lists profiles like RANAA and Hope for HIV Cure. The 'Trends for you' section lists hashtags like #TuesdayThoughts, #Villanova, #Michigan, #WorksFunWhen, #ScottPruitt, #Skagit, #Russia, #MakeABandSickly, and #Baltic. The main grid of profiles includes: 2BeatHIV, Dr Clovis Palmer, Young HIV activist, HIV cure, Cure HIV positive, New HIV Cure, HIV Cure Foundation, HIV Cure News, Hope for HIV Cure, HIV Cure, hiv cure, and American Gene Technologies. Each profile card shows a profile picture, name, handle, and a brief bio.

#hivcure

Top Latest **People** Photos Videos News Broadcasts

Search filters · Show

Who to follow · Refresh · View all

Followed by REPRIVE Trial and others

RANAA @RANAA_Network · Follow

Hope for HIV Cure @hop... · Follow

Find people you know

Trends for you · Change

#TuesdayThoughts
@mr_kennethcole is Tweeting about this

#Villanova
Villanova beats Michigan to win their second NCAA Championship in three years

Michigan
203K Tweets

#WorksFunWhen
Your guide to making work fun

Scott Pruitt
93K Tweets

#Skagit
302K Tweets

Russia
302K Tweets

#MakeABandSickly
13.1K Tweets

Baltic
26.3K Tweets

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2BeatHIV @2BeatHIV · Following
We are a research project at UNC Chapel Hill aiming to improve community engagement for HIV cure research through crowdsourcing contests. We...

Dr Clovis Palmer @HIV_IMET_Study · Following
Head of #Immunometabolism Studying #immune cell metabolism, finding ways to slow #aging & "starve the reservoir" as a new #HIV cure strategy ...

Young HIV activist @Syd_HIVaus · Following
Working toward an HIV-free generation #AIDS, #HIV, #HIVcure, #HIVPrEP

HIV cure @HIVcureAU · Following
Bringing HIV cure science to the community, with information and commentary on current research and clinical trials.

Cure HIV positive @hiv_cure · Follow
We are here to cure the HIV positive patients and give them a new life.

New HIV Cure @cureforHIV · Follow
A combination of two long-acting injectable antiretrovirals, cabotegravir and rilpivirine, given once every 4 or 8 weeks

HIV Cure Foundation @cure_hiv · Follow
This is the official account of HIV Cure Foundation. Helping find a cure for HIV/AIDS since 2013.

HIV Cure News @HIVCureNews · Follow
HIV Cure: Breaking news and updates from HuffPost

Hope for HIV Cure @hopeforcure8 · Follow

HIV Cure @HIVCureNow · Follow
HIV Cure.biz is a site dedicated to raising awareness for HIV/AIDS everywhere!

hiv cure @hivcure2014 · Follow
Как вылечить ВИЧ

American Gene Technologies @americangene · Follow
AGT is a gene and cell therapy company with a proprietary lentiviral platform

#hivcure

News

The screenshot shows a Twitter interface for the #hivcure hashtag. At the top, there are navigation tabs: Top, Latest, People, Photos, Videos, News (selected), and Broadcasts. Below the navigation is a search bar and a 'Search filters' section. The 'Who to follow' section lists users like 'InstapaperHelp' and 'Audun Utengen'. The 'Trends for you' section lists trending hashtags such as #TuesdayThoughts, #Villanova, Michigan, #WorksFunWhen, Scott Pruitt, #Skagit, Russia, #MakeABandSickly, and Baltic. The main content area displays three tweets:

- All Physician Jobs** (@USPhysicianJobs) - Mar 16: "#HIV is a virus unlike any other, but scientists are getting closer and closer to a cure, and they're optimistic. #FutureOfHealthcare #HIVcure". The image shows a person standing on a large pile of colorful pills.
- Shawn DeRay** (@DeRay_Shawn) - Feb 14: "Man 'cured' of #HIV through gene editing holds hope for others nyp.st/2EAAQ7B via @nypost #HIVcure". The image shows a document icon and text about gene editing.
- defeatHIV** (@defeatHIV) - Feb 11: "The B-Cell Follicle in #HIV Infection: Barrier to a Cure bit.ly/2BU1kjp #hivcure @FrontImmunol". The image is a microscopic view of a B-cell follicle with labels for 'Subcapsular sinus macrophages (green)', 'T cell zone', and 'B cell follicles (blue)'.

At the bottom of the page, there is a copyright notice: © 2018 Twitter. About Help Center Terms Privacy policy Cookies Ads info.

An hourglass with blue sand is positioned on a beach of smooth, grey and brown pebbles. The hourglass is made of dark wood and has a glass bulb in the center. The sand is a vibrant blue color. The background is a soft-focus view of the ocean and sky at sunset or sunrise, with warm, golden light. The text "FINAL WORDS OF WISDOM..." is overlaid in the center of the image in a light blue, outlined font.

FINAL WORDS
OF WISDOM...

**DON'T WAIT TILL YOU
THINK YOU'RE READY.**



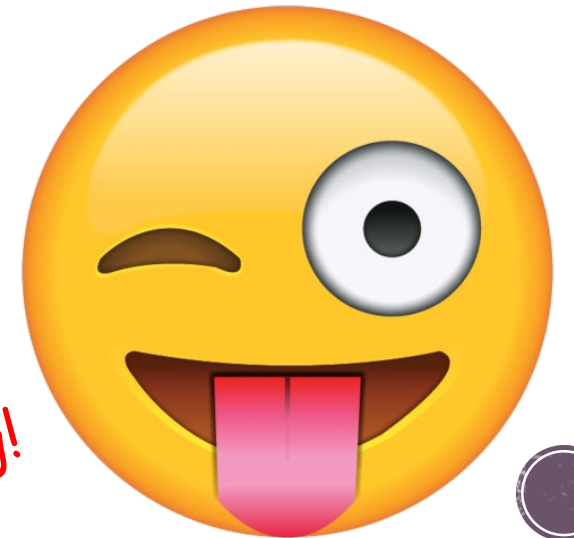
**DON'T WAIT TILL YOU
THINK YOU'RE READY.
YOU'LL NEVER FEEL
READY.**



**DON'T WAIT TILL YOU
THINK YOU'RE READY.**

**YOU'LL NEVER FEEL
READY.**

*Thanks
for
listening!*



**REACH OUT! LIKE!
FOLLOW! RETWEET!**

mlouella@fredhutch.org

mlouella@uw.edu

THE SOCIAL MEDIA I RUN:



facebook.com/defeatHIVseattle

facebook.com/UWACTU

facebook.com/UWCFAR

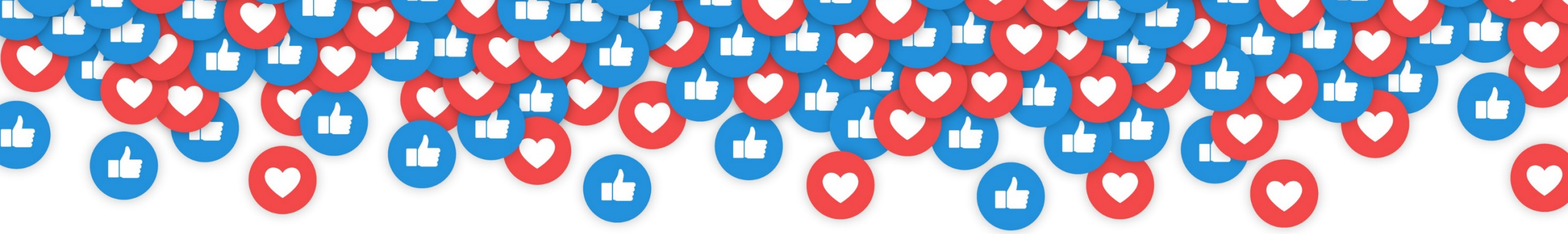


[@defeatHIV](https://twitter.com/defeatHIV)



youtube.com/user/defeatHIV





Questions?



Thank You

Open for Questions



Feedback Survey

A link to the feedback survey has been sent to the email address you used to register.

Please get out your device, find that email, and spend a few moments completing that survey before you leave today.

Tip: If on a mobile device, shift view to landscape view (sideways) for better user experience.

