Tweeting to Zero:
How Social Marketing and Ongoing Public Education Can Help Win the War Against HIV

Becky Allen, The Body.com
Em Findley, God’s Love We Deliver
Michael Barret Jones, Iris House
Iris House: Digital Immigrants
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKEDIN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO “DONUTS”

G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
### In Line with Mission: Web Based Information

Almost Exclusively Linking to Articles of Interest

Seems to Post Hourly

<table>
<thead>
<tr>
<th>Title</th>
<th>Source</th>
<th>Description</th>
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<tbody>
<tr>
<td>TheBodyDotCom The Body RaeLT faces more bous of powerful treatment</td>
<td>TheBodyDotCom The Body</td>
<td>for herpes, and gathers strength for the battle</td>
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<td>TheBodyDotCom The Body Reaction to the AIDS Funds Strip Club Scandal</td>
<td>TheBodyDotCom The Body</td>
<td>A Blog Entry by Candace Y.A. Montague</td>
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<td>TheBodyDotCom The Body Ask the HIV/AIDS Experts: &quot;How to Lose Fat</td>
<td>TheBodyDotCom The Body</td>
<td>in All the Right Places?&quot;</td>
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<td>TheBodyDotCom The Body Blogger Brooke D contemplates moving home</td>
<td>TheBodyDotCom The Body</td>
<td>as she processes the past 1.5 yrs of HIV</td>
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<td>TheBodyDotCom The Body Ask the HIV/AIDS Experts: &quot;Can I Safely</td>
<td>TheBodyDotCom The Body</td>
<td>Breastfeed and Continue to Have Sex With My Poz Husband?&quot;</td>
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</tbody>
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External Information

Actual Case Studies

Opinions

Blogs
GREAT Use of Twitter

Involves Volunteers

Interactive with Followers

Directs to Website and News Articles

Posts OFTEN, but variety doesn’t make it overdone

- Mentions Volunteer Groups and tags them
- Thanks People for Following – and includes action items
- Acknowledges external accomplishments of key folks
- Interacts with Followers
- Helpful Articles
- Resources and Tips
Posts approximately twice a day

Good Interactive Use of Celebrity

Mostly events, pix, some articles

Offers and opportunities

Other Orgs Mentioning Events

Thanks to supporters and donors

Posting Articles – with editorial

Sense of humor

Tagging celebs so post appears on their page
Social Media and God’s Love We Deliver

Tweeting to Zero: How Social Marketing and Ongoing Public Education Can Help Win the War Against HIV
www.twitter.com

Don’t be scared!
It may look intimidating but it just takes a little bit of work
God's Love We Deliver
@godslovenyc
New York
God's Love We Deliver is a non-profit in New York that delivers meals and provides nutritional counseling to those who are seriously ill.
http://www.godslovenwedeliver.org

Loading Tweets seems to be taking a while.
Twitter may be over capacity or experiencing a momentary hiccup.
Try again or visit Twitter Status for more information.
Hashtag? Handle? Retweet? What does it all mean?

**Hashtag**: words or phrases prefixed with a # sign. These are also known as trending topics, common phrases appearing in messages
- @quicksilverwest: “Authors In Kind” #Literary luncheon. Pierre Hotel #NYC…”

**Handle**: The @ sign followed by a username (like godslovenyc) is then used for mentioning or replying to others. It is also how people on Twitter can search for you.
- @joan_rivers: Today at 3:52 pm EST, watch @godslovenyc ring the closing bell at NASDAQ

**Retweet**: To repost a message from another Twitter user and share it with one’s own followers, the retweet function is symbolized by “RT” in the message
- @therealttunie RT @heidiklum Grabbed my friend Tim Gunn and delivered meals with @godslovenyc
WHY DO WE TWEET?

• To build awareness
• To broaden our base
• To build relationships and increase the interactions we have with our entire God’s Love family
• To increase our Search Engine Optimization

WHAT DO WE TWEET?

• To/about Volunteers
• About Events
• Quotes
• Nutrition
• Corps/Foundations – grants and volunteering
#didyouknow that we deliver birthday cakes to our clients, their children and their senior caregivers?

#did you know that we provide for over 200 diagnoses

#racetodeliver Sunday November 20th... www.racetodeliver.org

#25years: Over 12 million meals. Today, we serve 2,000 clients & 4,000 meals each weekday #success!
WHO W ARE FOLLOWING AND MENTIONING TODAY

@nyamlibrary - Thx to nyamlibrary for hosting us today for @IrisHouse Summit!
We're so happy to be here @nyamlibrary with our friends @ghmc, @thebodydotcom and more!
Emergency Boiler Request

Director of Facilities, Matt Ramos

• godslovenyc: @SamSifton & #foodcommunity, pls RT 4 our clients too sick to shop/cook in NYC metro, our boiler broke! http://ow.ly/6cQNt
• samsifton: Bad week for @godslovenyc: ow.ly/6cQNt
Can I show you some more examples? You bet!

– News/information
  • RT @newyorkcares Follow @NYCMayorsOffice and @MikeBloomberg for updates on #Irene all weekend.
  • We have nearly 2,000 "tweethearts" and we're delivering to 2,000 clients a day... let's make those numbers match, please follow!

– Photos
  • Just in case we have a #brownies theme today (#chocolate), check out the super cool @enormouschampion label you get! ow.ly/i/ggGl
Celebrity Tweets

@joan_rivers: Today at 3:52pm EST, watch @godslovenyc ring the closing bell at NASDAQ to kick off their 25th year! Watch live: http://bit.ly/g7LGoK

@joan_rivers: WOW! @godslovenyc turns 25! Visit http://bit.ly/fGoCoq to learn about this charity & their (now long) history. I’m PROUD to be a part of it.
Chef Amanda Freitag, from “Chopped”

@amandafreitag: Great day! Had the honor of meeting the incredible team @godslovenyc, thank you for your incredible work, I am truly touched.
@heidiklum Grabbed my friend Tim Gunn and delivered meals with @godslovenyc http://twitpic.com/5u0l6w

@therealttunie RT @heidiklum Grabbed my friend Tim Gunn and delivered meals with @godslovenyc http://twitpic.com/5u0l6w
heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc
http://twitpic.com/5u0l6w
joan_rivers: Thanks for supporting Gods Love! RT @heidiklum Grabbed my friend Tim Gunn and delivered meals with @godslovenyc
http://twitpic.com/5u0l6w

scovello: @TimGunnOfficial and @heidiklum are amazing for supporting @godslovenyc !
existentialbear: RT @heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc http://twitpic.com/5u0l6w // Ya gotta love Heidi & Tim!
happytears: @godslovenyc @mbsinnyc @heidiklum @TimGunnOfficial beautiful!!!
maryheald: @Joan_Rivers @heidiklum @godslovenyc LOVE THAT!! You all ROCK!
ubuponter: @Joan_Rivers @heidiklum @godslovenyc Such a nice mitzvah!
max4globe: @Joan_Rivers @heidiklum @godslovenyc Thank you Joan...for all the support you've so graciously offered..bless you! Big hug, Max and "Cookie"
kristianneyoung: "@heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc http://t.co/h9GCCQV" this is what it is all about.
sherr143coll: @Joan_Rivers Its awsom @heidiklum & #timgunn helped @godslovenyc! IF DELV MEALS N EXTRM HEAT CANT GET #TIMGUNN OUT OF A SUIT & TY what can?
godslovenyc: amazing day & thank you! RT @_BB_RADIO_STARS: ... and delivered meals with @godslovenyc http://twitpic.com/5u0l6w || RT @Joan_Rivers... thefdmlife: @Joan_Rivers Oh that @heidiklum is just THE BEST! @godslovenyc desiereegruber: .@heidiklum @godslovenyc Heidi Klum and Tim Gunn Great job delivering meals and making a difference! http://t.co/h8Dwd7Y
modelinia: While you’re complaining about the heat, @heidiklum’s running and delivering meals with @godslovenyc. Inspiring, no? - http://bit.ly/oV483x
sugarcampfilms: Honored to work w/ @godslovenyc, celebrating 25 yrs of great service delivering meals to those in need! - [Pic] on set http://t.co/O7BH57G
maryheald: @Joan_Rivers... @heidiklum @godslovenyc #TIMGUNN OUT OF A SUIT & TY what can?
mbssinnyc: @heidiklum @TimGunnOfficial @godslovenyc thanks for all the work you do. Awesome! http://yfrog.com/kku91hui
brownerachel: @heidiklum @godslovenyc everyone should aspire to do this too
godslovenyc: what a grt delivery on a #hot day! thank you to ALL! RT @desiereegruber: .@heidiklum @godslovenyc Heidi Klum and Tim Gunn Great job...
margaretncy: That's so cool. RT @godslovenyc: Thanks so much!! RT @heidiklum: Grabbed Tim Gunn & delivered meals w/@godslovenyc http://twitpic.com/5u0l6w
_zbb_radio_stars: ... and delivered meals with @godslovenyc http://twitpic.com/5u0l6w || RT @Joan_Rivers (LAST PART) ~ #celebs @ #bbradio
zach_riss: Why can't all Christians learn how to MAKE IT WORK!: @godslovenyc http://t.co/HxYnLi
berly624: Awesome! RT @heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc http://twitpic.com/5u0l6w
sugarcampfilms: Honored to work w/ @godslovenyc, celebrating 25 yrs of great service delivering meals to those in need! - [Pic] on set http://t.co/O7BH57G
sugarcampfilms: Great morning with @godslovenyc, and Tim Gunn supporting their great organization - [Pic] on set http://t.co/EzT6uVc
syafuilefendil1: @Modelinia @heidiklum @godslovenyc hahaaaa
dmoneysocks: @Joan_Rivers @heidiklum @godslovenyc That’s Great Joan and Tim.*
trapezegirlnyc: Heidi Klum and Tim Gunn delivered for @godslovenyc in 100 degree weather!
lilrabbitmideast: @desiereegruber @heidiklum @godslovenyc http://t.co/HFyWyU
suzanneafrica: @godslovenyc @heidiklum @godslovenyc ROCK ON!! way to deliver...
welovesvh: RT @heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc http://twitpic.com/5u0l6w
berly624: Great morning back at @godslovenyc. Did you see that Heidi Klum and Tim Gunn were there last week? http://bit.ly/nPS9dn
suzanneafrica: @godslovenyc @TimGunnOfficial is amazing from serving to his emotional revelation about suicide this week I see the "fabric "of a leader!
glitzburgh: RT @godslovenyc: Video with Heidi Klum and Tim Gunn for God’s Love http://conta.cc/eV5L5n via #constantcontact
patchwork: Check out @heidiklum and our friends at @godslovenyc - http://t.co/DV5U9J via @AOL!
sugarcampfilms: Created this video for @heidiklum's online show with @TimGunnOfficial helping @godslovenyc celebrate 25 yrs of service - http://t.co/6NDU5o4
bluebanana17: Just when I thought Heidi Klum couldn't get any cooler, she volunteers at @godslovenyc
TheRealTTunie GOD’S LOVE WE DELIVER is a charity that feeds people who are to sick to shop or cook for themselves or their kids. Thanks HEIDI AND TIM!
But our tweets are informative and fun, just like us!

• #Didyouknow that September is #foodsafety month? Stay safe and check out these Home Food Safety Mythbusters, thanks to @Fight_BAC!

• Sabia usted que Septiembre es el mes de aprender cómo mantener los alimentos seguros? @Fight_BAC

• Why do YOU deliver? #racetodeliver
  www.racetodeliver.org
Here are some more

- check out the lovely ladies of @FoodNetwork hard at work packaging our frozen meals! [twitpic.com/6iafe5](http://twitpic.com/6iafe5)
- and check out the men of @CookingChannel helping us get ready for our staff day closing! [twitpic.com/6ib2im](http://twitpic.com/6ib2im)
FACEBOOK

What’s the big deal?
Greetings from L.A. I hope that you all made it through the heat wave alright! This past Friday I was absolutely thrilled to be working with God's Love We Deliver in NYC with my good pal Hedie. GLWD is an organization that has been delivering meals to those in need for over 25 years. I encourage those of you who have some free time to inquire about volunteering with this truly dedicated and selfless group.

God's Love We Deliver
www.glwd.org
God's Love We Deliver is collaborating with the Tribeca CSA to bring local, fresh produce to our Grocery Bag clients this season with the help of a new group of volunteers. The twenty week season started on June 14th, with the distribution of cilantro, mint, bok choy, radishes and more.

July 25 at 11:33am - Like - Comment - Share
Belinda Joy and 235 others like this.

Micky Unicka Rubia Argentina is beautiful country... my great friend ...... the most big hug
August 27 at 8:44pm - Like
Write a comment...
Greetings from L.A. I hope that you all made it through the heat wave alright! The past Friday I was absolutely thrilled to be working with God's Love We Deliver in NYC with my good pal Heidi. GLWD is an organization that has been delivering meals to...
God's Love We Deliver

Have you joined our e-mail list? For all the latest news and information, click on the "Join My List" tab on the left side of our Facebook page or text "godbloves" on your phone to the number 22828 to get started. Message and data rates may apply. Thank you!

Monica Gonzalez liked this.

God's Love We Deliver

Did you know that September is Food Safety Month? Stay safe with the helpful tips from The Partnership for Food Safety Education!

1,933 Impressions · 0.26% Feedback
Yesterday at 10:37 PM · Like · Comment · Share

Ozzie Haddad and 2 others like this.

Monica Gonzalez what? that is awesome!

God's Love We Deliver In our kitchen: Ham and rice?

Yesterday at 3:29 PM · Like

God's Love We Deliver

Celebrate apple season with some God's Love deliciousness! Try our Apple Leek Frittata with this recipe from our Nutrition Services Department.

Nutrition: Apple Leek Frittata

www.glad.org

4 eggs, large; 4 egg whites, large; canola oil spray; 1 sweet apple (sliced), large, peeled, cored and diced; 1 bell, medium, tough outer leaves removed, rinsed well and thinly sliced; salt and freshly ground black pepper; 1 tsp rosemary, fresh and minced; 1 T chopped, fresh and minced

1,459 Impressions · 0.13% Feedback
Yesterday at 2:52 PM · Like · Comment · Share

2 people like this.
Emily Findley
Communications Coordinator at God's Love We Deliver | Studied at University of Michigan | Lives in New York, New York
Add your hometown | Add languages you know | Edit Profile

Update Status | Add Photo | Ask Question

What's on your mind?

Emily Findley
Our steam boiler broke this weekend. No one was harmed, but there's soup to be made and vegetables to be cooked! Please check out the email and please "share" with all of your friends (please note the "Share" button at the top of the email when you click on the link below... or you could just forward it).

Emergency Request from GLWD
nycsteam@contact.com
Our steam boiler died this weekend and with it our ability to power the boilers we use to cook our soups, vegetables and sauces. Rolling water poured onto the floor, and the steam set off our fire alarm. Fortunately, no one was injured. The fire department responded to make sure the boiler was properly...

Like • Comment • Share • August 24 at 5:36am

Emily Findley
Thrilled to be on the vans delivering for God's Love We Deliver the morning!
Like • Comment • August 23 at 7:23am

Emily Findley was tagged in God's Love the Deliver's photo.
Wall Photos

In celebration of World Photography Day, check out the cool photo of our ad in Redbook Magazine!

August 19 at 11:28am
We have lots more happening on the internet
Heidi Klum and Tim Gunn deliver for God’s Love
From godslovedeliver | Aug 1, 2011 | 129 views
Social Media and TheBody.com

Tweeting to Zero: How Social Marketing and Ongoing Public Education Can Help Win the War Against HIV
PrEP: PK Modeling of Daily TDF/FTC (Truvada) Provides Close to 100% Protection Against HIV Infection rmdy.hm/opp #croi #croi2012

Blogger @RaeLT shares a student documentary of her about living glam with AIDS - with some of the UNglamorous parts rmdy.hm/1by
Myles Helfand
@MylesInTheBody
I editorially direct @TheBodyDotCom, the Web's most complete HIV/AIDS resource, like a maestro, but without the fame, or riches. Or musical talents.
http://TheBody.com

Tweet to Myles Helfand
@MylesInTheBody

Tweets

Myles Helfand @MylesInTheBody
@AIDSHealthcare Thanks so much for calling out our Just Diagnosed Resource Center! Any suggestions/feedback you may have is most welcome.
In reply to AIDS Healthcare

Myles Helfand @MylesInTheBody
@nelsonvergel This study makes me unhappy. (But... that's a good thing, apparently.)
In reply to Nelson Vergel

Myles Helfand @MylesInTheBody
Cool additions to the updated U.S. HIV treatment guidelines include tips on care for older HIVers and a breakdown of HIV drug costs.
27 Mar

Myles Helfand @MylesInTheBody
The U.S.'s official HIV treatment guidelines have been updated. HIV treatment now recommended for "everyone" living with HIV.
27 Mar

Myles Helfand @MylesInTheBody
@Squidward You kick ass. (And you've clearly got good taste in cartoons.)
In reply to Squidward

Myles Helfand @MylesInTheBody
@goodoverego holy crap, Jamar DESTROYED that poor kid :)
In reply to GodLoveMyDecider

Myles Helfand @MylesInTheBody
More on updated CDC HIV numbers: stable among all ethnic groups, save Native Americans (increasing); blacks still ~40% of new infections.
14 Mar

Similar to Myles Helfand

Other

Montana Lab @MontanaLab Fellow
Andy
@YehhVehhMean2B Fellow
Vancouver Island PWA @VPWAS Fellow
TheBody.com

Health/Wisdom
The Web's largest, most comprehensive HIV/AIDS resource
is on Facebook!

About
Photos
Bloggers
Twitter
Likes

Status
Photo / Video
Event, Milestone

Write something...

TheBody.com
about an hour ago via Rensley Health Media

Our This Positive Life video series is back! In this in-depth interview, Cassandra Vitrini shares the story of how she was misdiagnosed with an autoimmune disorder and it was years before she was given an HIV test.

This Positive Life: Cassandra Vitrini
www.thebody.com
Welcome to This Positive Life! We have with us Cassandra Vitrini, a 52-year-old woman from Baton Rouge, LA, Cassandara had been living with HIV/AIDS for almost a decade and was completely unaware until she was finally diagnosed in 2000.

Share via Rensley Health Media

Like · Comment

TheBody.com
4 hours ago via Rensley Health Media

In those videos from The Positive Project, nine different people living with HIV talk about what it's like to take HIV medications, and the tricks they use to stay adherent.

Like · Comment

Aless Papel mentioned TheBody.com in her status.
December 16, 2011 18

Just featured becoming all friends with Jeffrey & my first article for Thebody.com as highlights from 2010 in my timeline. No, it isn't like yet because I've got to work but soooom looseless.
Let’s sign up!
Start following and tweeting!

• Find people and organizations with similar missions
• Start and join conversations
• Cross-promote your social media channels from one to the other
• How else can you expand your social media channels?
Questions and Comments