

# AIDS.gov

## Using New Media in Response to HIV and AIDS

OFFICE OF HIV/AIDS POLICY, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

AIDS.gov provides access to Federal HIV information through a variety of new media channels. In addition, AIDS.gov supports the use of new media tools by Federal, minority, and other partners to improve domestic HIV programs serving communities living with, affected by, or at risk for HIV. AIDS.gov is funded through the Minority AIDS Initiative.



### Blog

Our weekly blog posts (also available as audio podcasts) highlight programs using new media in response to HIV.



### Photo Sharing Sites

We use photo sharing sites such as Flickr for HIV events such as World AIDS Day.



### Podcasts

We capture conversations with Federal and community partners on topics affecting the lives of people living with, affected by, or at risk for HIV.



### RSS feeds

AIDS.gov visitors can subscribe to receive automatic news and blog updates.



### Social Network Sites

We share information/connect with the public health community and people living with, affected by, or at risk for HIV, on MySpace, our Facebook Fan Page, Daily Strength, PatientsLikeMe, and others.



### Text Messaging

We link mobile phone users to local HIV testing centers by inviting them to send text messages with their ZIP codes to "KNOWIT" (566948)—a partnership with the Kaiser Family Foundation and the CDC.



### Twitter

We post daily "tweets" (updates), limited to 140 characters, about AIDS.gov and other Federal HIV information, national HIV awareness days, and new media resources and events.



### Virtual Worlds

We collaborate with the National Library of Medicine and people living with HIV to provide HIV information in Second Life, a computer-based, virtual world.



### Webinars/ Webcasts

We host online "events" about topics such as HIV testing, web accessibility for people with disabilities (Section 508), and new media use among underserved communities.



### Widgets

We use widgets to promote HIV testing story videos and other information.



### Wikis

We use wikis to collaborate internally on documents with multiple contributors, such as our AIDS.gov blog posts.



### Video Sharing Sites

We use video sharing sites such as YouTube and iYou to share HIV information and messages.

**Join the  
Conversation**

website: [www.AIDS.gov](http://www.AIDS.gov)

blog: [blog.AIDS.gov](http://blog.AIDS.gov)

email: [contact@AIDS.gov](mailto:contact@AIDS.gov)

 [www.twitter.com/AIDSgov](http://www.twitter.com/AIDSgov)

 [www.myspace.com/AIDSgov](http://www.myspace.com/AIDSgov)

 [www.facebook.com/AIDSgov](http://www.facebook.com/AIDSgov)

 [www.youtube.com/AIDSgov](http://www.youtube.com/AIDSgov)