



HIV Home Testing - Dried Blood Spot (DBS) HIV Testing Kit

Social Media Toolkit - New Content
November 2017



On World AIDS Day 2017 support HIV prevention
by promoting the new HIV home testing kit,
Dried Blood Spot (DBS) HIV test,
through your organisation's social media platforms.

About

This social media toolkit provides guidelines on how you can support and promote the new home HIV test, Dried Blood Spot (DBS) HIV test, on your organisation's social media platforms with new and updated animations and messages.

The new home HIV testing kit makes testing easy, reliable and convenient by allowing individuals to order a free self-sampling kit online, take their own blood sample in the privacy of their home and send it to a laboratory for testing and results management. The free testing kit can be ordered at <http://www.hivtest.health.nsw.gov.au>

The new toolkit has animations and messages available in English, Chinese (Simplified), Indonesian, Thai and Vietnamese.

Starting conversations on social media enables us to share information and raise community awareness of HIV testing, by engaging with our existing audiences and reaching out to new ones.

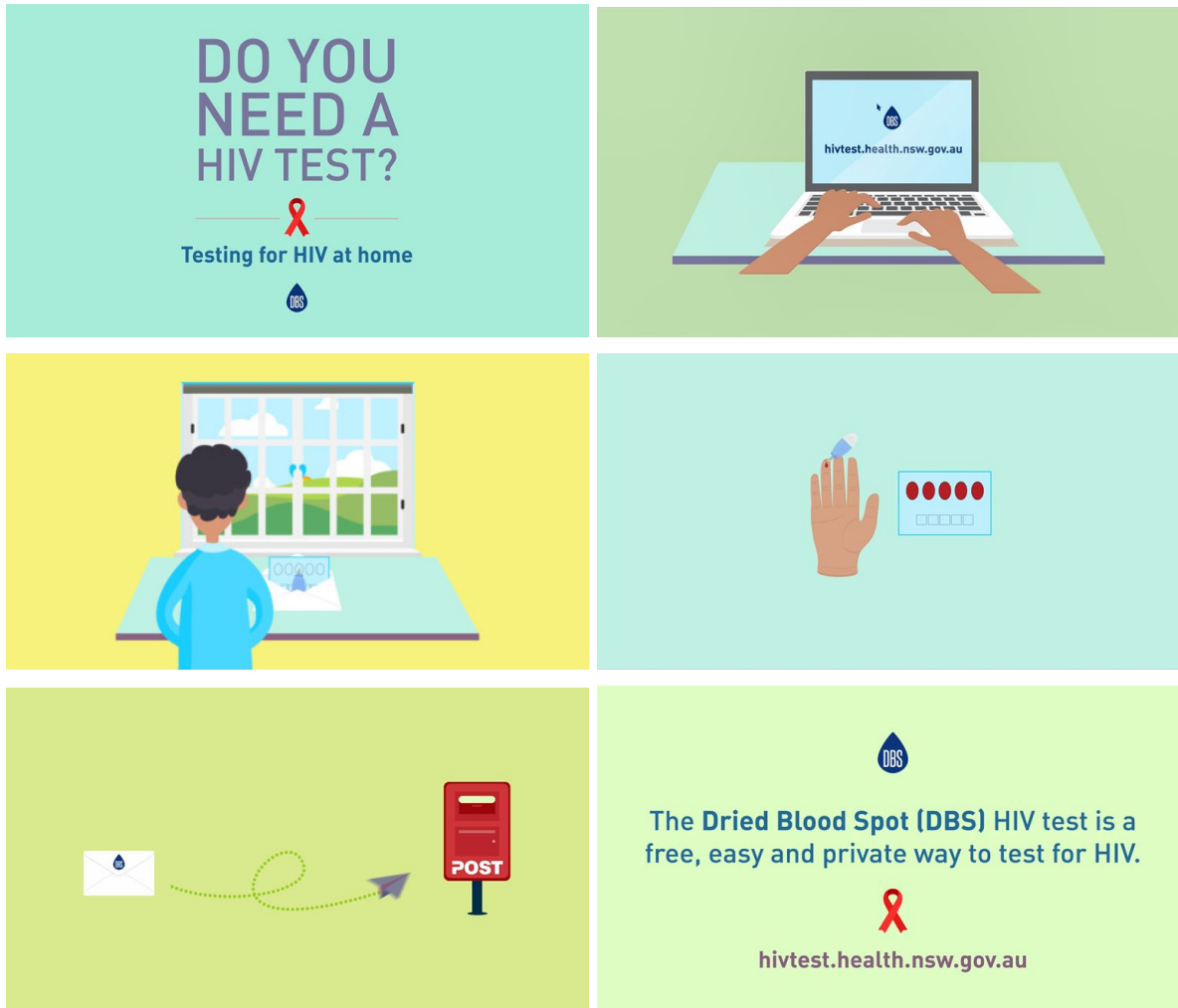
Supporting the campaign, reaching your community:

Promoting this campaign is simple. Just download the social media animations and key messages by clicking [here](#), or share them by following the provided examples below.

It is important that when you share the campaign on your social media platform (e.g. Facebook page), you **include the animation**, a **key message** and the **link to the primary website**. It's recommended that you create a post on social media once a week for the next two weeks.




Video:

[Watch the new animation here](#)



[Watch the new animation](#)

Suggested Social Copy Examples – English

Animation	Key themes	Key message to accompany animation
 <p>DO YOU NEED A HIV TEST?</p> <p>Testing for HIV at home</p> <p>Download ENGLISH animation here</p>	<p>Easy Testing</p>	<p>The HIV home testing kit makes testing easy, reliable and convenient by allowing you to order a free kit online and take the test in the privacy of your home.</p> <p>www.hivtest.health.nsw.gov.au</p>
 <p>DO YOU NEED A HIV TEST?</p> <p>Testing for HIV at home</p> <p>Download ENGLISH animation here</p>	<p>HIV Statistics</p>	<p>Nearly 1 in 10 Australians living with HIV are unaware they have the virus and may be unknowingly passing on the virus to others. Go to: www.hivtest.health.nsw.gov.au</p>
 <p>DO YOU NEED A HIV TEST?</p> <p>Testing for HIV at home</p> <p>Download ENGLISH animation here</p>	<p>Doctor Access</p>	<p>Are you uncomfortable asking your doctor for a HIV test? Don't worry you can get a free and confidential home HIV Dried Blood Spot (DBS) test. Go to: www.hivtest.health.nsw.gov.au</p>

Suggested Social Copy Examples – Multilingual

The Following message has been translated into all languages below:

Do you need a HIV test?

For a free, easy and confidential test you can do at home visit

www.hivtest.health.nsw.gov.au

Animated Video	Language	Key message to accompany animation
 <p>你需要艾滋病测试吗? 在家里测试艾滋病</p> <p> </p> <p>Download CHINESE animation here</p>	Chinese - simplified	<p>你需要艾滋病测试吗? 对于一个免费, 简单和保密的测试, 你可以在家里做</p> <p>www.hivtest.health.nsw.gov.au</p>
 <p>Apakah anda membutuhkan tes HIV? Pengetesan HIV di rumah</p> <p> </p> <p>Download INDONESIAN animation here</p>	Indonesian	<p>Apakah anda membutuhkan tes HIV? Untuk uji gratis, mudah dan rahasia yang dapat anda lakukan di rumah kunjungi: www.hivtest.health.nsw.gov.au</p>
 <p>คุณมีความจำเป็นที่จะต้องมีการทดสอบ เอชไอวีหรือไม่ การทดสอบเอชไอวีที่บ้าน</p> <p> </p> <p>Download THAI animation here</p>	Thai Text: Keep line breaks and spaces.	<p>คุณมีความจำเป็นที่จะต้องมีการทดสอบเอชไอวีหรือไม่ สำหรับการทดสอบฟรีที่ง่ายและเป็นความลับที่คุณสามารถทำได้ที่บ้าน ให้เข้าไปที่ www.hivtest.health.nsw.gov.au</p>
 <p>Bạn có cần xét nghiệm HIV không? Xét nghiệm HIV tại nhà</p> <p> </p> <p>Download VIETNAMESE animation here</p>	Vietnamese	<p>BẠN CÓ CẦN XÉT NGHIỆM HIV KHÔNG? Để có một thử nghiệm miễn phí, dễ dàng và bảo mật, bạn có thể làm ở nhà, xin vào trang mạng www.hivtest.health.nsw.gov.au</p>

Key contacts



Primary Facebook Page:

<https://www.facebook.com/pozhet/>

Primary Website:

www.hivtest.health.nsw.gov.au

If you have any questions regarding the use of these Social Media assets please contact:

David Clune – Social Media Consultant

E: Davidmjc@gmail.com

If you would like to receive more information about HIV DBS home testing visit www.hivtest.health.nsw.gov.au or call Sexual Health Info Link on 1800 451 624