

Using Social Media to Promote Awareness of HIV and AIDS in Children: Education and
Community Resources

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Abstract

In this day and age, social media is critical to the success of a company whether it be for-profit or nonprofit. Eighty (80) percent of nonprofits use Facebook and 70 percent use Twitter worldwide which means that agencies who opt not to use social media are missing out on free to low-cost advertising and community engagement/ awareness (Domingues, Lopez, & Astudillo, 2016). No matter the business model or tax status, the way a company gains social media attention stays consistent in terms of what to post, how often, and the overall aesthetic and graphics that go along with the posts. H.E.R.O. for Children, Inc. is a nonprofit 501 (c)(3) organization in Roswell, Georgia that is intending to expand their reach on social media (i.e., Facebook, Twitter, and Instagram) and shift the content from intimate interactions with current clients to overall public education of pediatric HIV/AIDS. The deliverable provided to H.E.R.O. for Children, Inc. consists of social media post templates, a suggested posting schedule, relative hashtags to reach a broad audience, recommendations on next steps for the agency, and literature-based research to inform them on the nuances and algorithms of social media. The findings from the literature review and observations of social media trends support the notion that social media platforms are useful for promoting advocacy, growing a client base, increasing fundraising and stakeholder involvement, and destigmatizing HIV/AIDS in children. The deliverable will ensure posts are visually appealing, posting happens at specific times with potential to reach the greatest audience, and that the content is consistent with the mission/vision and engaging to the audience.

Keywords: Social media, stakeholder involvement, destigmatizing HIV/AIDS