

Sustaining Community Engagement: Successful Strategies for Promotion

Learning Series: Part Three

Date: August 19, 2025

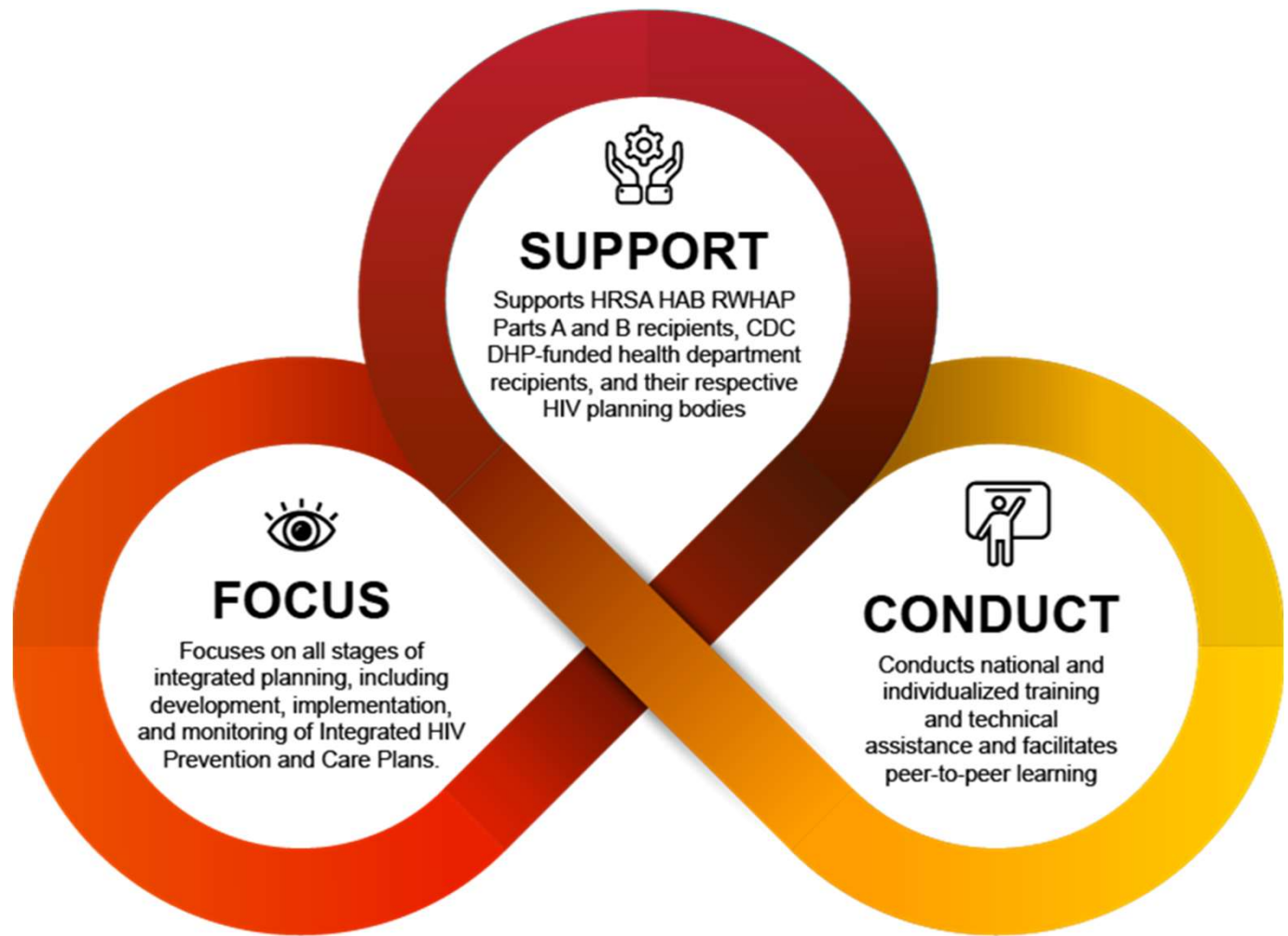
Time: 3:00 PM ET



INTEGRATED HIV/AIDS PLANNING
TECHNICAL ASSISTANCE CENTER



About the Integrated HIV/AIDS Planning Technical Assistance Center - IHAP TAC



INTEGRATED HIV/AIDS PLANNING
TECHNICAL ASSISTANCE CENTER

Meet Your Facilitators!



Eddie Wiley
IHAP TAC TA Coordinator



Chanel Richmond
IHAP TAC TA Coordinator

Overview of the Learning Series

- Three-part learning series to facilitate peer-to-peer sharing on recruitment, retention, and sustained community engagement in jurisdictional HIV prevention and care planning bodies
- Each session will have a short presentation and then breakout groups for sharing challenges with recruitment and retention and solutions to address
- Participation in each session is recommended, but sessions will also stand alone

Learning Series Sessions



Part 1:
Recruitment

Part 2:
Retention

Part 3:
Promotion

Part 3 Objectives

Following today's session, participants will be able to:

- Understand the importance of social marketing as related to recruitment
- List the seven (7) Cs of effective communication
- Describe at least three promotion considerations in a recruitment strategy

Session 2 Recap



Orientation vs. Ongoing Training

- **Orientation** means providing new members with basic information about RWHAP and planning council/planning body (PC/PB) structure and what it does
- **Ongoing training** throughout the year ensures that the new member has the knowledge and skills to perform their PC/PB roles

Orientation: Sound Practices

■ Frequency

- If member terms end at the same time, provide orientation at least once a year
- If member terms end at different times, or if there is high turnover, it may be necessary to provide individual or small group orientations a few times per year

■ Structure

- At least a half day and full day if possible
- Be interactive
- Cover both full PC/PB meetings and committee activities
- Include a 90-day roadmap for an individual member

Ongoing Training: Sound Practices and Topics

- Embrace adult learning principles
 - People learn best when:
 - Exposed to the same information multiple times and via different modalities
 - They can apply the information immediately to their roles
- Adult learning strategies in PC/PB training
 - Create multiple versions of the training
 - 20-30 minute sessions to deliver during PC/PB meetings
 - 1-2 hour training sessions to deliver during committee meetings
 - Develop training topics for committee officers
 - Roles and responsibilities
 - Committee operations and how they relate to other committees
 - PC/PB work plan and tools

Setting the Stage



Why Use Social Media for Recruitment?

- People engage differently with social media than traditional media.
 - Social media audiences:
 - Sift through large volumes of information
 - Skim headlines
 - Browse sites quickly to determine where to focus their attention
 - Often consume short-form content (less than 1000 words or 3 minutes)
- Social media provides an opportunity to reach new audiences, leverage trends, and develop innovative content.
 - Develop content in response to audience preferences
 - Structure content aligned with channel formats and limitations

Respond to Audience Benefits, Barriers, and Competition

Based on social marketing concepts, it is important to consider the benefits, barriers, and competition from the audience's perspective to develop compelling recruitment messaging and identify the appropriate channels to promote the messages:

- **Barriers:** reasons your audience cannot (easily) or does not want to participate in your PC/PB
- **Benefits:** reasons your audience might be interested in your PC/PB or what might motivate them to participate
- **Competition:** activities your audience prefers to participate in

Recruitment Messaging & Promotion



Recruitment Strategy: Messaging

- Messaging must be reflective of your audience's barriers, benefits, and competition
- Effective message development involves:
 - Review and input by your audience
 - Use of images that are relevant to your audience
 - Use of plain language

Recruitment Strategy: Promotion

- Who will deliver the messages?
- When will your audience receive recruitment messaging?
 - Timeframe and frequency
- Where will your audience receive recruitment messaging about the PC/PB?
 - Communication channels (e.g., print media, social media, websites, posters, email, texts, radio, posters, etc.)

Planning Body Recruitment Best Practices

- Create a category of at-large members or alternates
- Advertise for membership strategically in relevant, local media outlets
- Conduct community outreach year round
- Recruit through providers and other community partners
- Make applications available online and share them on social media

7 Cs of Effective Communication



7 Cs of Effective Communication

1. Complete
2. Concise
3. Considerate
4. Clear
5. Concrete
6. Courteous
7. Correct



Best Practices for Websites



Website Best Practices

- Create a great first impression
- Provide a great user experience
- Powerful copywriting
- Update frequently
- Maintain consistent branding
- Optimize for mobile use



Best Practices for Web Design

- Easy navigation
- Text minimization
- Consistent color scheme
- Adequate “white space”
- Images and visuals matter
- Dynamic content
- Powerful calls to action
- Storytelling



Content: Documentation Not Creation

Type of Post	General Effect = Objective/Purpose
PC/PB meeting announcements	Increase engagement in planning body meetings
Participation opportunities for non-members	Building a pipeline
Awareness days	General awareness raising
HIV related events	Partnership building
Data spotlights	Create urgency for the issue
PC/PB meeting recap from executive committee member	Information sharing and intentional positive branding
PC/PB accomplishments	Intentional positive branding; trust building
Member spotlights	Intentional positive branding; trust building

Navigating Social Media





Scheduling Woes?

- Loomly
- Hootsuite
- Sprout Social
- Later
- Buffer

Any others?



Manage Social Media in Less than 2 Hours Per Week

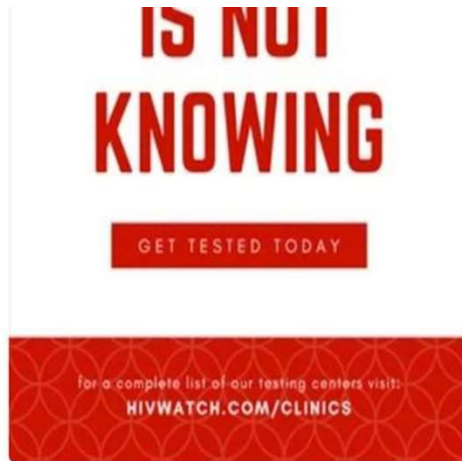
WEEKLY

- Reviewing metrics from previous week (15 minutes)
- Creating content (30 minutes)
- Scheduling content (15 minutes)

DAILY (10 min)

- React and respond to comments
- Engage with follower content (share, comment)

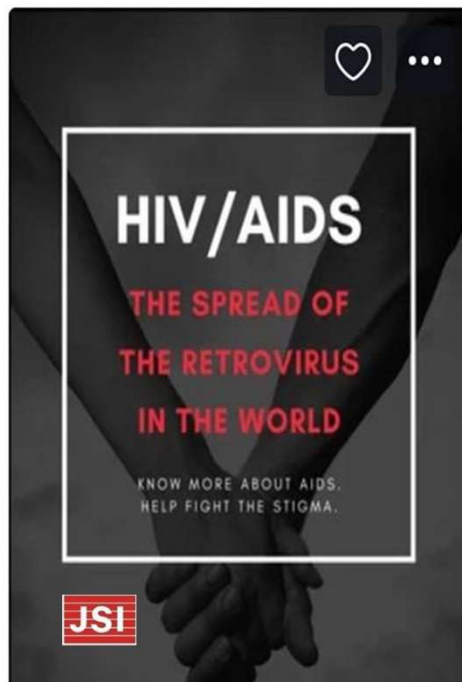




Graphic Design Resources

- Canva
- Pexels
- Unsplash
- PicsArt
- Gratisography
- Picography

Others?



Metrics

- Likes/reactions
- Views
- Link clicks
- Shares/reposts
- Comments



What Can I Do?

Places to Post

- Newsfeed
- Timeline
- Stories
- Spaces
- Reels
- Shorts

Types of Content

- Takeovers
- Behind the scenes
- Member testimonials
- Community events
- Voiceovers
- Partner content

Social Media Do's and Don'ts

Do

- Be warm - we want the audience to feel like they are engaging with a person
- Express friendliness - give the audience a reason to follow you by being conversational
- Be knowledgeable - your content should always be fact-filled
- Invite - invite your audience to engage with you through comments, messages, replies, etc.
- Be clear - give the message in a way that the audience understands

Do NOT

- Be generic - your voice should always be expressive
- Be judgmental- we can be educational without being critical
- Always ask - audience burn out comes if all of your content asks something of our audience
- Be out-of-date - we want to show our audience we are always staying up-to-date and informed

What to Do if You Can't Promote on Social Media

INTERNALLY

- Prepare graphics for dissemination
- Gather important dates in advance
- Routinely update your site with content

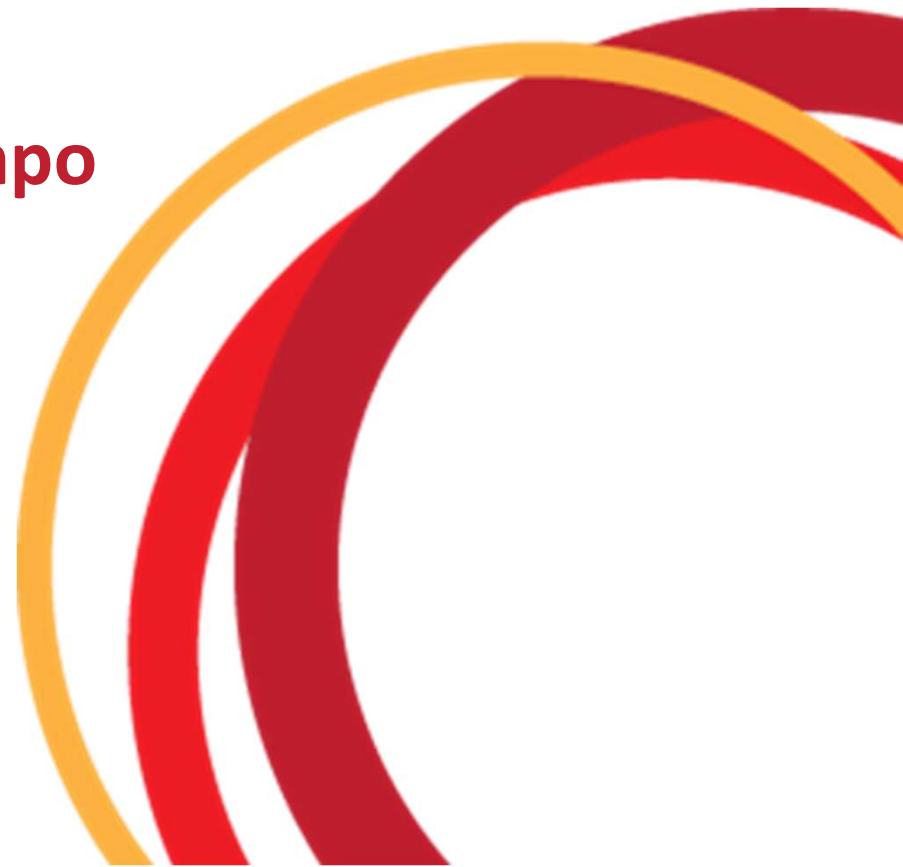
EXTERNALLY

- Send graphics and blurb to community partners
- Ask members to post to their social media channels
- Inquire about contracting a social media consultant/firm

DON'T GIVE UP



Guest Speaker: Christina Bontempo



Sustaining Community Engagement

Successful Strategies for
Promotion: Social Media
and Other Promotions

Buy In

More than 3 billion people are on Facebook.

About 2 billion people use Instagram.

More than 2.7 billion people use YouTube.

Use of the platforms is free.

You may want to consult your Recipient or legal team to ensure there are no local restrictions on what you can and can't post or if there are preferred or restricted platforms.

Content should be “public” and accessible to anyone with or without a personal account.



Before You Get Started

Assign a Content Manager

- ✓ Create a general email address in case the social media person in your organization changes.

Choose your platforms!

- Facebook
- Instagram
- YouTube
- ☐ TikTok
- ☐ LinkedIn



Consider Other Tools

- Canva (Pro → \$120 / year)
- Picsart (Gold → <\$100 / year)
- Smartphone



Get Started – Set Up Accounts

Facebook

- ☐ Download the Facebook app on your phone.
- ☐ Create a new account at www.facebook.com; or
- ☐ Use your existing account to add a new account.
- ☐ Easier on the computer.

Instagram

- ☐ Download the Instagram app on your phone.
- ☐ Create a new account at www.instagram.com, or
- ☐ Use your existing account to add a new account.
- ☐ Easier on your phone.

Both accounts will be added to the
Meta Accounts Center



Helpful Tip

If possible, pick the same “Username” or “Handle” for both accounts.

Get Started – Post Content

To get started, have 6 to 9 posts ready to go.

Consider starting around an HIV Awareness Day and use the graphics and Social Media Kit at www.hiv.gov/events/awareness-days

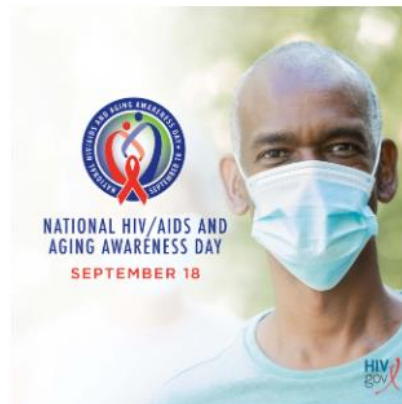
Event Planning Guide >

Social Media Kit >

Share These Resources



<https://www.hiv.gov/topics/agingawarenessday>



<https://www.hiv.gov/events/awareness-days/aging>



<https://www.cdc.gov/hiv/library/awareness/nhaad.html>

Post Original Content

- ❑ Celebrate your planning council's activities!
- ❑ Celebrate members!
- ❑ Meeting flyers
- ❑ Newsletters
- ❑ Training opportunities

MIAMI-DADE HIV/AIDS PARTNERSHIP

Get on Board

Member Enrichment Training

Station 20: Ryan White Part B, the AIDS Drug Assistance Program, and You!

Wednesday, August 6, 2025
12:00 p.m. - 1:00 p.m.
via Microsoft Teams

Topics

- What are the Ryan White Part B Program and the AIDS Drug Assistance Program (ADAP)?
- What services do Part B and ADAP provide?
- Why is it important for people with HIV and service providers to know about Part B and ADAP?

Registration Required:
https://bit.ly/Aug062025_GOBStation20_PtB

hiv_partnership

hiv_partnership Get on Board! Spend hour with us for this fun and interacti Enrichment Training! Everyone is welc comments for the registration link.

#hivpartnership #hivtraining @health #aidsdrugassistanceprogram @ryany

Wednesday, August 6, 2025

Liked by prevention305 and 4 others

Miami-Dade HIV/AIDS Partnership
July 12, 2024

Happy Friday! Enjoy today's Newsletter, featuring Lamar McMullen!
#hivpartnership @healthy_fl @empoweruchc @empoweru_chc

COMMUNITY NEWSLETTER

Your biweekly bulletin board for HIV news and resources in Miami-Dade County.

MEET OUR MEMBERS!

Lamar McMullen

NEEDS ASSESSMENT

A major activity of the Care and Treatment Committee

Don't miss the final 2 meetings!

August 8, 2024 - 10 AM - 1 PM
Care Resource Community Health Center
3510 Biscayne Boulevard, Miami, FL 33147

- 2024 HIV Community Input Findings
- Final Data Review
- Service Categories Review - PCN#16-02

September 12, 2024 - 10 AM - 1 PM
Care Resource Community Health Center
3510 Biscayne Boulevard, Miami, FL 33147

P - Priority
S - Setting

EVENTS

- National Ryan White Conference**
Registration is Now Open for Virtual and In-Person Attendance!
August 22-23 in Washington, DC or Virtual
2024 Dates: August 22-23 in the US
Speakers: Empowering Communities, Empowering Professionals, Empowering Interventions
- July 26, 2024: AIDS 2024, the 25th International AIDS Conference**
in Durban, South Africa
- August 24: The Family Foundation of Greater Miami Annual AIDS Benefit and Awards Dinner**
8:00 PM at Biltmore Hotel (Miami Airport), 2500 NE South River Drive, Miami, FL 33132

LEARN MORE

WEBINARS & TRAINING

- First Session - July 25, 2024**
• Remote Needs Assessment
- Second Session - August 29, 2024**
• Importance of Testing and Care to End the HIV Epidemic
• Empowering HIV Drug Resistance and Its Impact
• HIV and the Black/African American Population
- Third Session - September 26, 2024**
• Briefcase: HIV in the Workplace
• HIV and the Latino Population
• Culture, Community & Healthcare

ZERO HIV STIGMA DAY
#ZeroHIVStigmaDay

Post Shared Content

- ❑ HIV Awareness Days
- ❑ Recognition of members in the community.
- ❑ Health fairs
- ❑ Food distribution
- ❑ Back to school drives
- ❑ Support groups
- ❑ Webinars and training

CELEBRATING THE COLORS OF PRIDE, RESILIENCE, AND LIBERATION ACROSS THE BLACK CULTURAL COLLECTIVE

LEGACY'S JUNE TEENTH Honorees

THUR. JUNE 26 7PM TO 9PM



BIS. ROBERT GRIFFIN
COMMUNITY VISIONARY AWARD



RAJEE NARINESINGH
COMMUNITY ICON AWARD



THOMAS MURRELL
COMMUNITY INFLUENCER AWARD



ALECIA TRAMEL-MCINTYRE
COMMUNITY BUILDER AWARD

SPECIAL PERFORMANCES ALLISON ROXANNE SMALLING AND JAMAAL STARKS
MASTERS OF CEREMONY KLIFTON S. FEHR, LMHC, CGP

BE FEHR COUNSELING

Legacy Builders
Uplifting Black Communities

ARTS UNITED 2401 N DIXIE HWY WILTON MANORS, FL ATTIRE BUSINESS CASUAL

hiv_partnership

hiv_partnership Congratulations, Alecia and all the honorees! Thank you for everything you do!
#june15th #hivpartnership @artsunitedfl

5w

View insights


Boost post

1 like

June 26


Miami-Dade HIV/AIDS Partnership
Published by MD HIV/AIDS Partnership · July 15 at 3:34 PM ·

2025 THEME: HIV STIGMA WARRIORS
#hivzerostigmaday #hivstigmawarriors @prevention305 @bienestar.miami @survivorspathwayorg @healthy fla @ahf_events #hivpartnership



ZERO HIV STIGMA DAY HEALTH FAIR
BEYOND LABELS
July 21st 2025 11 AM - 3PM
MD West Campus, Garage Plaza 3800 NW 15th Ave, Doral, FL 33178
Activities Planned: HIV Prevention Education, free HIV/STI testing, free pasta lunch for health fair participants

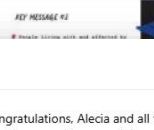
KEY MESSAGE #1



A GLOBAL CHALLENGE: HIV STIGMA
HIV stigma refers to the negative attitudes, beliefs, and discrimination that people living with and affected by HIV experience. It involves social disapproval, prejudice, marginalization, and stereotypes associated with HIV.

- HIV stigma involves the devaluation and labeling of individuals based on certain attributes, leading to social exclusion or marginalization.
- HIV stigma influences people's perceptions and beliefs, which leads to discrimination (tangible actions that result in unequal treatment or denial of rights).
- HIV stigma can manifest as institutional, intersectional, and self-inflicted actions.
- HIV stigma and discrimination have detrimental impacts on individuals and communities affected by HIV, by reinforcing social inequities and hindering access to prevention, testing, care, support, and other necessary resources.


KEY MESSAGE #2



By challenging HIV stigma, we will:

- Realize the right to dignity, health, and well-being for all people affected by HIV, regardless of their sexual identity or sex.
- Reduce fear of disclosure and social isolation, and allow people to live more openly and on their authentic selves.
- Drive demand for HIV testing, leading to earlier diagnosis, and timely access to HIV treatment, care, and services leading to well.
- Enable open conversations about HIV, promoting accurate information, HIV transmission and prevention, and encouraging individuals to adopt behaviors that reduce their risk, and their reduction strategies.
- Drive efforts to combat HIV stigma, discrimination, and treatment for all, particularly, populations of most HIV risk.

KEY MESSAGE #3



By challenging HIV stigma, we will:

- Realize the right to dignity, health, and well-being for all people affected by HIV, regardless of their sexual identity or sex.
- Reduce fear of disclosure and social isolation, and allow people to live more openly and on their authentic selves.
- Drive demand for HIV testing, leading to earlier diagnosis, and timely access to HIV treatment, care, and services leading to well.
- Enable open conversations about HIV, promoting accurate information, HIV transmission and prevention, and encouraging individuals to adopt behaviors that reduce their risk, and their reduction strategies.
- Drive efforts to combat HIV stigma, discrimination, and treatment for all, particularly, populations of most HIV risk.

TAKE ACTION TO END HIV STIGMA WAYS TO GET INVOLVED



- Change the way you think and talk about HIV
- Be vocal in your understanding that stigma is the challenge, the impact, and how we can eliminate HIV stigma
- Post information on your website about HIV stigma
- Share stories to reduce social media posts on your website
- Encourage your staff and community to join the movement of HIV stigma
- Host a virtual or in-person community about HIV stigma
- Host a virtual or in-person community about HIV stigma
- Practice as well as the campaign challenge on our day long goals: [#hivzerostigmaday](#) [#hivstigmawarriors](#)
- Engage in the leading up to the day long goals that we support and mobilize your community to take a stand to end HIV stigma

[#hivzerostigmaday](#) [#hivstigmawarriors](#)

Boost post

Post Using a Smartphone



Image required.

- ❑ Open Instagram.
- ❑ Click 
- ❑ Select one picture or click  to select multiple pictures (up to 20 pictures; no more than 10 is recommended).
- ❑ Click **Next** (top of screen).
- ❑ Add music if appropriate.
- ❑ Click **Next**→ (bottom of screen)
- ❑ Add a caption.
- ❑ Click Share.



Automatic sharing should be the default.
Otherwise scroll down and select **Automatic sharing** to your Facebook account.

Post Using Meta

- ❑ Open Facebook – computer recommended!
- ❑ Select  Meta Business Suite
- ❑ Select 
- ❑ Follow each prompt:
 - ❑ **Post to** (select Facebook and/or Instagram)
 - ❑ **Media** (image required if posting to “the gram”)
 - ❑ **Post details** (Option to *Customize post for Facebook and Instagram*)
 - ❑ **Scheduling options**
 - ❑ **This is the tool that allows you to set up posts up to 4 weeks in advance!**
 - ❑ Collaborator
 - ❑ Share to your story
 - ❑ Privacy settings
 - ❑ **Publish**



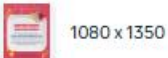
Create post

Post to

 Miami-Dade HIV/AIDS Partnership and hiv_partnership

Media

Share photos or a video. Instagram posts can't exceed 10 photos.



1080 x 1350



 Add photo

Post details

☐ Customize post for Facebook and Instagram

Text

We have a new name!





Scheduling options

Set date and time ☒

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

 Aug 19, 2025

 10:22 AM

Instagram

 Aug 19, 2025

 10:22 AM

 Active times

☐ Boost



Cancel

Finish later

Schedule

Facebook Feed preview



 Miami-Dade HIV/AIDS Partnership
Just now · 

We have a new name!













Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

WeekMonth<Today>

August 2025

Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22
	<div>10:22 AM</div> <div></div>	<div>9:42 AM</div> <div></div>	<div>11:00 AM</div> <div></div>	<div>1:00 PM</div> <div><p>This week, your Instagram followers are most active at this time.</p><div>Schedule</div></div>	<div>10:00 AM</div> <div></div>
<div>10:22 AM</div> <div><div>2</div></div>	<div>9:42 AM</div> <div></div>	<div>7:00 PM</div> <div></div>			<div>1:00 PM</div> <div></div>
		<div>7:00 PM</div> <div><p>This week, your Facebook followers are most active at this time.</p><div>Schedule</div></div>			

#Hashtags and @Mentions

- ❑ Not all # and @ work on Facebook.
- ❑ Use the @ for organizations or people connected to your post.

#hivzerostigmaday #hivstigmawarriors
@prevention305 @bienestar.miami
@survivorspathwayorg @healthy_fla @ahf_events
#hivpartnership



- ❑ Double check #hashtags
 - ❑ **#prep** is used for PrEP *and for extreme bodybuilding!*
 - ❑ **#hivprep** is a better option.
- ❑ Keep a list of # and @ you use regularly and ones that you shouldn't use.
- ❑ Create a hashtag of your profile: #hivpartnership, so you can be found via @ and #.



Promotion

Add your Facebook and Instagram links to your meeting agendas, website, brochures, and other marketing materials.

Ask your members to like and follow (especially helpful if you're just getting started).

Just having the FB and IG logos on your materials let's people know where to find you!

When you @mention someone, consider asking them to be a collaborator (this option will automatically pop up).

Follow other community partners.

Like and/or share posts.

Comments and Messages

Remember this is your PC's platform!

- ❑ **Avoid liking or commenting** on anything selling a product; anything political or that could be seen as lobbying; anything hurtful or negative; or anything overtly sexual or party-drug-related.
- ❑ Be cautious when responding to comments. If the comment is positive, a **Thumbs Up** might suffice.
- ❑ **Beware of bots and haters!** You might need to delete some comments, for instance, comments by a “person” claiming to have an herbal cure for AIDS, or comments that are abusive.
- ❑ Unless someone can monitor your socials all the time, it's helpful to **have an automatic standard reply** for messages such as, “Hi, thanks for contacting us. We do not reply through Facebook and Instagram messages. Please direct questions or requests to [email address or phone number].”
- ❑ **You can turn off comments** on both platforms if they become burdensome to manage.

Websites and Newsletters

Miami-Dade HIV/AIDS Partnership

Next Meeting: September 29, 2025, at 10:00 a.m.
Miami-Dade County Main Library, 101 West Flagler Street, Auditorium, Miami, FL 33130

AGENDA
September 29, 2025

MINUTES
August 4, 2025

BYLAWS
[Click here.](#)

RETURN TO MENU

Meeting Documents

- Report for Action! meeting briefing (September 25, 2025)
- Committee Report of Action Items
- [Top Line Summary Report](#)

Reference

Getting to the Meeting

2024 ~ A Year in Review

Next Partnership Meeting Coming Up In...

047: 00 : 06 : 25
Day Hrs Min Sec

RSVP

JOIN THE PARTNERSHIP!
[Click here.](#)
People with HIV may be eligible for vouchers!

What We Do

- Obtain input on community needs.
- Develop and implement a community-wide comprehensive plan compatible with State of Florida and county plans regarding the provision of health and supportive services to individuals with HIV/AIDS.
- Establish service priorities and allocations for Ryan White Program (Part A/MAI) services within the County.
- Serve in an advisory capacity to the Board of County Commissioners, City of Miami, Miami-Dade County Health Department Office of HIV/AIDS, the respective mayors, the U. S. Health Resources and Services Administration (HRSA) and other public and governmental entities with respect to all issues affecting or relating to persons at risk of contracting or living with HIV/AIDS.
- Participate in the development of the Statewide Coordinated Statement of Need.
- Establish mechanisms for addressing grievances with respect to Part A funding and any other matter deemed appropriate by the Partnership.
- Assess the efficiency of the administrative mechanism (Office of Management and Budget-Grants Coordination).
- Perform any other duties conferred to the Partnership by the Code of Miami-Dade County and/or required by funding sources for Partnership programs.

Alecia Tramel-McIntyre
Partnership Chair

Harold McIntyre
Partnership Vice Chair

Past Meetings

[Agendas](#) [Minutes](#) [Meeting Documents](#)

[RETURN TO MENU](#)

MIAMI-DADE HIV/AIDS PARTNERSHIP

COMMUNITY NEWSLETTER
Your bulletin board for HIV news and resources in Miami-Dade County.

JUNE 20, 2025

PARTNERSHIP NEWS!

The Miami-Dade HIV/AIDS Partnership is your Ryan White Planning Council!

Annual Needs Assessment is underway! Please join us July 10 and be part of the team making decisions for more than 9,000 people with HIV in Miami-Dade County!

2025 NEEDS ASSESSMENT
Join the Care and Treatment Committee for the 2025 Annual Assessment Overview.
Be a decision maker for Ryan White Program service priorities and funding!
Your participation helps us more than 9,000 people live with HIV in Miami-Dade County!

• June 12, 2025
• July 31, 2025
• August 14, 2025
• September 15, 2025

10 A.M. TO 12 P.M.

And don't miss these upcoming meetings!

- July 1: Community Coalition Roundtable at Boringen Medical Centers
- July 3: Report for Action! 30-minute Partnership meeting briefing on Teams
- July 7: Partnership meeting at the Miami-Dade County Main Library

[LEARN MORE](#)

NATIONAL HIV TESTING DAY

June 27
#HIVTestingDay2025

Walgreens and Greater Than HIV/STDs, a public information campaign of the Kaiser Family Foundation, are joining with health departments and community organizations to provide free rapid HIV, syphilis and hepatitis C testing at more than 575 Walgreens stores on June 27 for the nation's largest National HIV Testing Day (NIHD) event.

National HIV TESTING DAY
June 27, 2025
Level up your self-love: check your status.
[#HIVTestingDay2025](#)

[LEARN MORE](#)

Tools

- ☐ Canva
- ☐ WordPress

Member Enrichment



Get on Board
Member Enrichment Training

Station 21: The Integrated Plan and You!

Wednesday, September 3, 2025
12:00 p.m. - 1:00 p.m.
via Microsoft Teams

Topics

- What is the Integrated Plan?
- How is the 2027-2031 Integrated Plan being developed?
- Why is it important for people with HIV, service providers and Planning Council members to be a part of Integrated Planning?


Registration Required:
<https://bit.ly/45a2LGO>




Report for Action!
*Partnership Meeting Briefing
for Member Enrichment*

Join Partnership Staff for a 30-minute briefing before your next Partnership meeting. We'll walk you through your meeting does on aidsnet.org/the-partnership/ and highlight meeting action items. Items to review may include:

- Committee Report to the Partnership - Action Items!
- Membership Report
- Top Line Summary Reports: Part A/MAI, Part B, ADAP, GR, HOPWA
- New Business
- And more!

Thursday, September 25, 2025
12:00 PM - 12:30 PM

 **JOIN VIA MICROSOFT TEAMS**
Meeting ID: 238 353 321 012
Passcode: pW9t2mR7

Questions? Contact us at mdcpartnership@behavioralscience.com

Tools

- ☐ Canva
- ☐ MS Publisher

Final Thoughts

**The average time spent on social media daily is
2 hours and 24 minutes!** *~Search Engine Journal~*

Facebook and Instagram are simple platforms used by billions of people.

You can create Reels and Stories and TikToks and original content! The possibilities are endless!

Consider a time investment of up to 2 hours per week to:

- ☐ Schedule posts with Meta.
- ☐ Check messages.
- ☐ Respond to or clean up comments.
- ☐ Like and share other posts.

Thank you!

Feel free to reach out to me with questions, suggestions, or if you need help using FB or IG.

Christina Bontempo

Project Manager/Community Liaison
Behavioral Science Research Corporation

Direct Line: 305-448-8297

www.PartnershipMiami.org

[www. PartnershipMiami.org/contacts/#christina](http://www.PartnershipMiami.org/contacts/#christina)

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

https://www.instagram.com/hiv_partnership/



Breakout Sessions!

You will automatically be assigned to a breakout session.



Breakout/Group Discussion

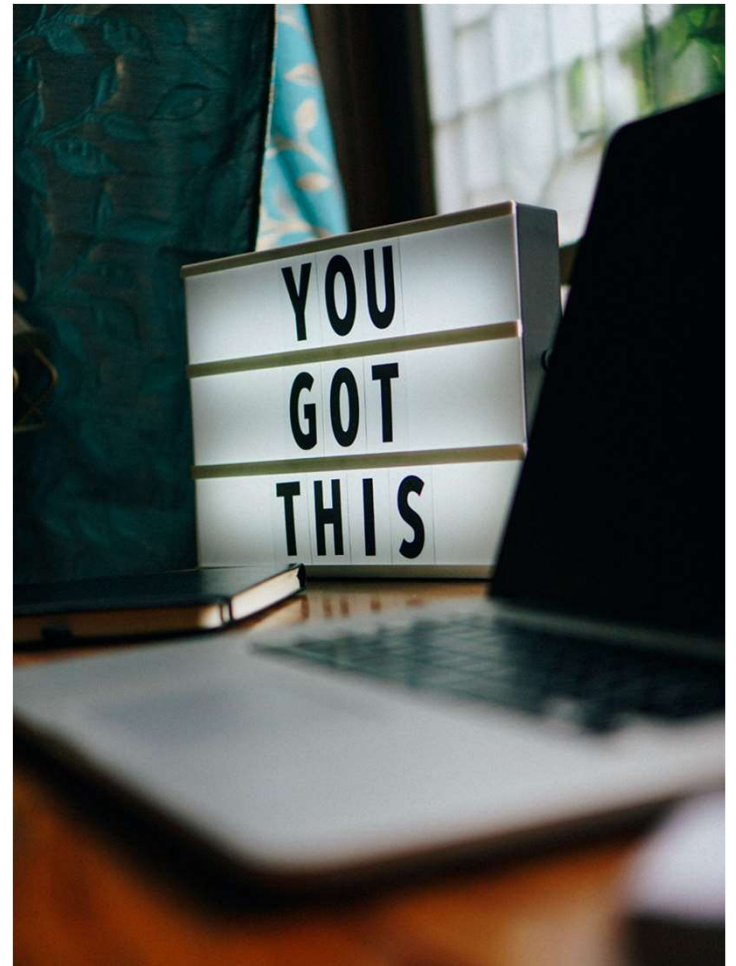
1. What has been your most successful recruitment approach for a specific population? (People with HIV, young people, etc)
2. What messages have resonated most?
3. What promotion channels have been most successful?
 - *ex. Health Fairs, Website, Word of mouth, Instagram, Facebook, etc*
4. For those allowed to use social media for recruitment, what are your successes and challenges?

Putting it All Together



Putting it All Together

- Stay focused
- Stick to a schedule
- Experiment
- Learn
- Ask for help
- Track your performance
- Be encouraged



Upcoming IHAP TAC Events

- **Virtual Office Hours: Gearing Up for Integrated Planning 3.0**
 - August 25, 2025 3-4pm ET
- **Webinar: Gearing Up for Integrated Planning - Approach and Community Engagement**
 - September 16, 2025 3-4 ET

Session Evaluation





Thank you!

Contact us at ihaptac@jsi.com!

Obtain more information, join our mailing list, request TA, or share your experiences or resources.

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U69HA30144, Ryan White HIV/AIDS Program Integrated HIV Planning Implementation. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.