

DISCLOSURE OF INTEREST

No pharmaceutical grants were received in the development of this project. This work was supported by Pill Testing Australia (operating under the auspices of Harm Reduction Australia) through in-kind contributions and festival partnerships.

PILL TESTING AUSTRALIA

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GOING VIRAL, ETHICALLY:

Translating Drug Checking Results into Youth-Centred TikTok and Instagram Health Promotion

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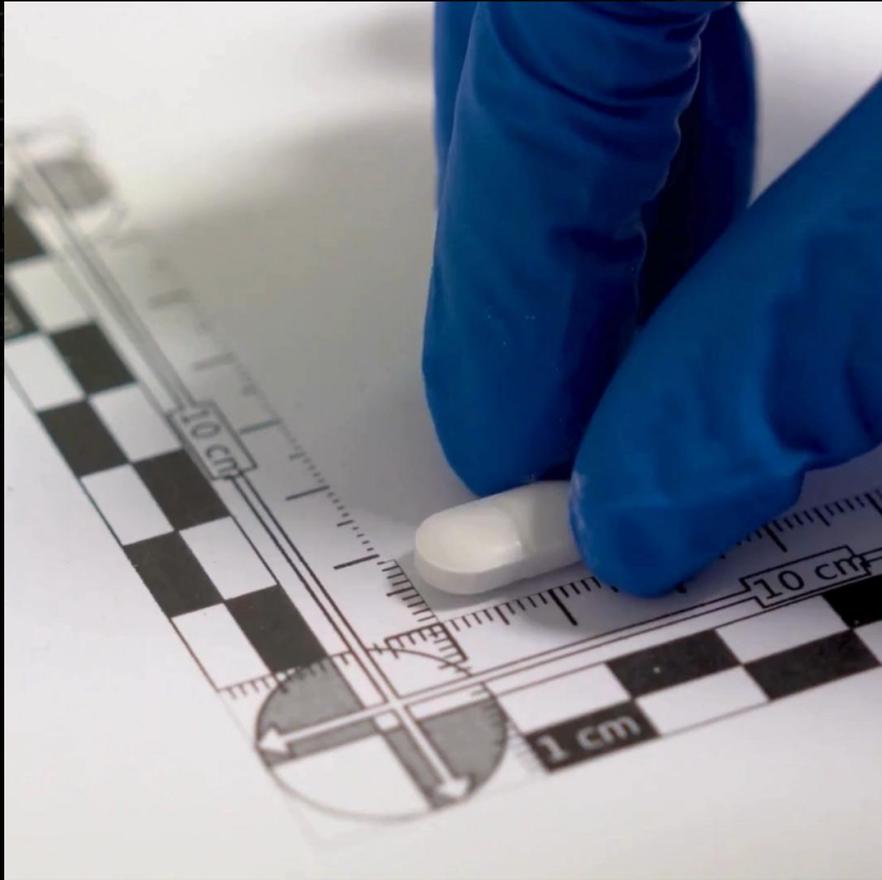
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DRUG CHECKING RESULTS



Drug Checking Aims

- Inform both the individual and community about current or emerging risks
- Provide harm reduction strategies to reduce risk
- Increase awareness amongst organisations and networks of emerging risks and potential harms and inform response.

Result Communication

- Accurate
- Timely
- Reach target audience
- Engage & educate

DIGITAL SPACES = YOUTH SPACES = KNOWLEDGE & CULTURAL SHARING SPACES

- In 2025, Approx. 20.9 million Australian social media users¹
 - Facebook: 17.2 million users
 - Instagram: 14.3 million users
 - Snapchat: 8.27 million users
 - TikTok: 8.1 million users (18+)
- Younger people (18-24yrs) were most likely to use Instagram (80%), Snapchat (60%), TikTok (57%)²
- 46% of young people (18-24) nominated social media as their main news source³
- A meeting place for information, identity exploration, social connection⁴

¹ Data Reportal, Digital 2025 - Australia, <https://datareportal.com/reports/digital-2025-australia>

² Australian Communications and Media Authority, 'Communication and Media in Australia Series: How we communicate Executive summary and key findings', December 2024, <https://www.acma.gov.au/publications/2024-12/report/communications-and-media-australia-how-we-communicate>

³ Australian Communications and Media Authority, 'ACMA research reveals Australian news consumption trends, 21 February 2024, <https://www.acma.gov.au/articles/2024-12/acma-research-reveals-media-and-communications-trends>

⁴ Nasim Salehi, Georgia Rose Marshall, Mohammad Hossein Maziarfar, Alice Zúbrinich, Nazanin Madani, Mansoureh Nickbakht, Ahmed A. Moustafa, (2025), *A Double-Edged Sword Perspective on Young Australian's Use of Social Media: A Structured Narrative Review*, Health Promotion Journal of Australia, Vol 36, Issue 4, <https://onlinelibrary.wiley.com/doi/full/10.1002/hpja.70093>

ENGAGEMENT STRATEGY



- **Objective:** Create engaging public health content designed with a digital cultural lens.
- **Target Audience:** People who use drugs; young adults (18-30yrs), festival and event attendees
- **Targeted Platforms:** Instagram & Tik Tok
- **Content Type:** Infographics, memes, and short-form video content
- **Goal:** Increase engagement

Ethos: Authentically engage and adapt to the cultural norms, dynamic demands, and participatory culture of the digital space.

TRIAL & ERROR 404

ALERT

MEME

SOUND

RESULT



Like a Prayer (Choir Version from Deadpool & Wolverine)



2,461 Views



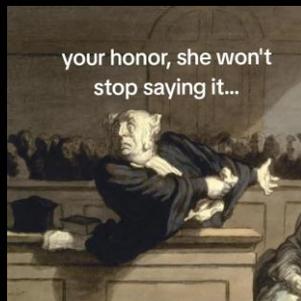
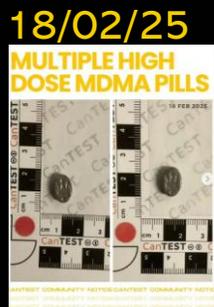
Red light, green light Korean ver. acapella



1,077 Views



1,961 Views



Requiem: Dies irae

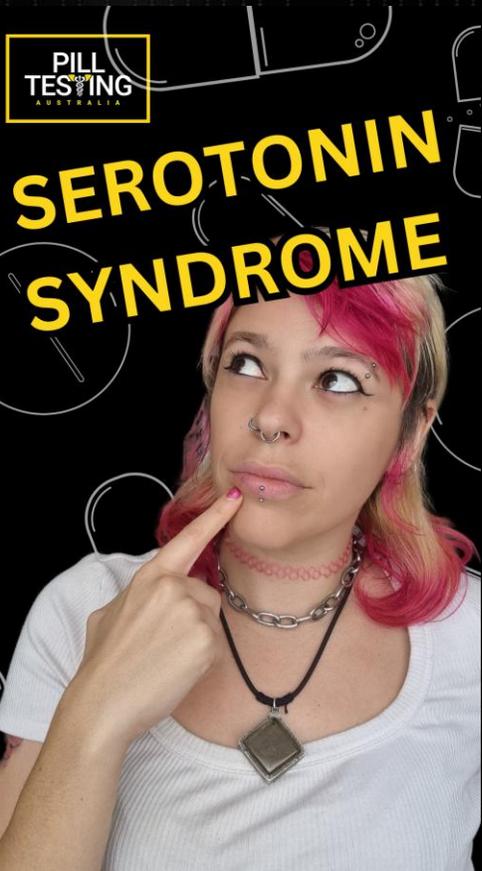


602 Views



812 Views

GOING VIRAL & FINDING MY VOICE



07/03/25

17,548 Views

1,756 Views



20/03/25

58,380 Views

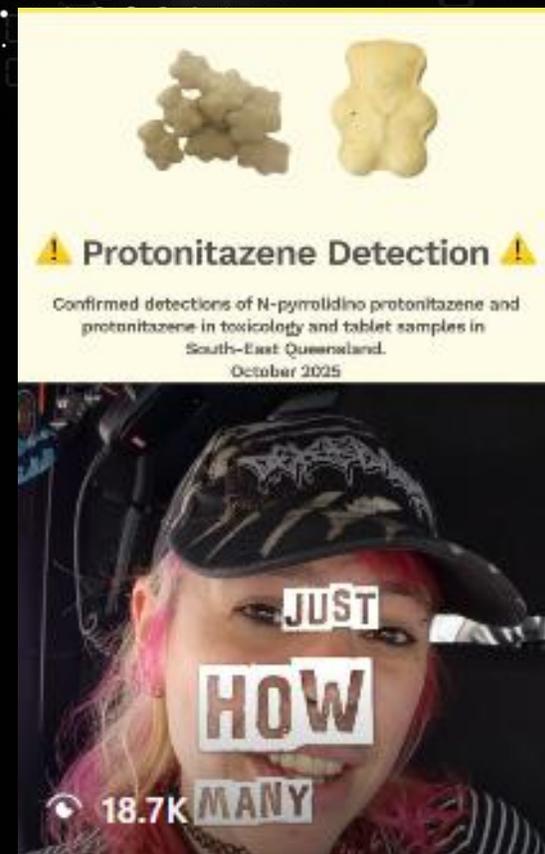
3,696 Views



17/07/25

41,409 Views

4,906 Views



17/10/25

1,027 Views

19,254 Views

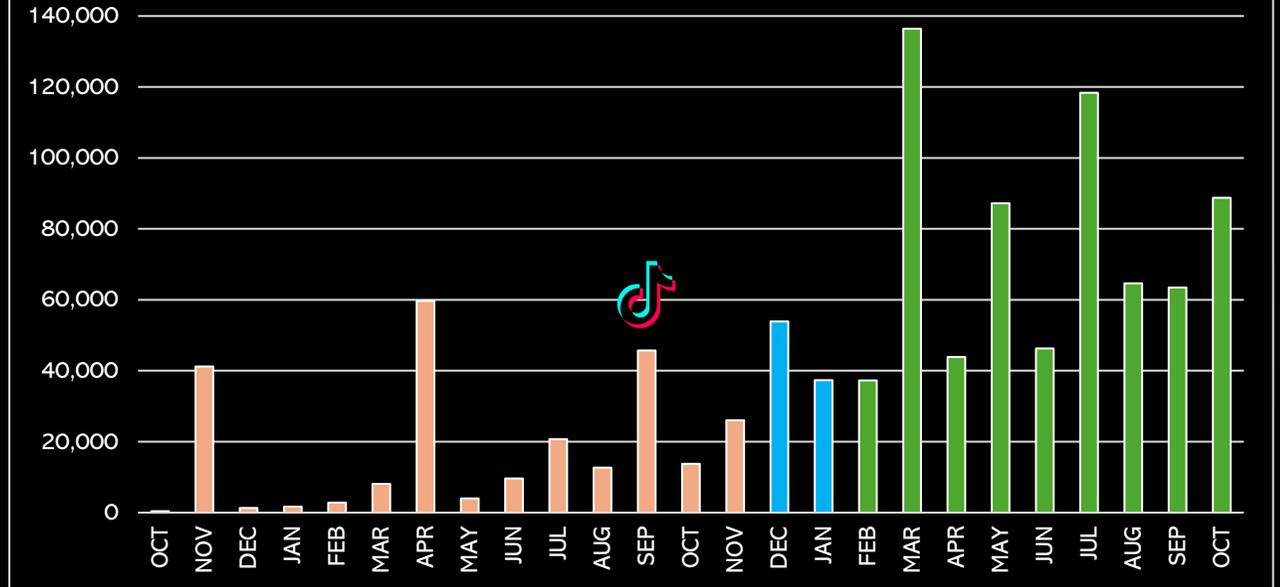
RESULTS

Total Followers on IG and TikTok, Oct 2024 vs Oct 2025

	Instagram	TikTok
Oct 2024	1,472	78
Oct 2025	2,523	2,597

- 78% of all engagement on IG is with reels
- Views on reels are predominantly with non-followers (avg. 60%)

PTA Social Media Views, Oct 2023 - Oct 2025



Total Views on IG and TikTok, 2024 vs 2025

	Instagram	Tik Tok	TOTAL
2024	244,576	19,050*	263,626
2025	436,417	307,479	743,896

*TikTok Account created Sept 2019

COMMUNITY RESPONSE

[redacted] @dannyrants great account your subs would probably love to know exists 🙌
5 w Reply

[redacted] Love this! Thank you
5 w 1 like Reply

[redacted] 100%. education and information is vital
6 w Reply

[redacted] Someone definitely needs to hear this.
14 w 1 like Reply

[redacted] I didn't know naloxone was available for people who might be bystanders to an overdose. Excellent post 🙌
5 w 4 likes Reply

[redacted] ICON, Get your bag up, get your pussy up!
5 w 1 like Reply

[redacted] Alzheimer's meds...that's an interesting one. I wonder if they were discretely dispensing their prescription, or medicating someone who they suspect is suffering from Alzheimer's...

[redacted] Spot on...always great HR info ❤️
14 w 1 like Reply

[redacted] Thank you for keeping us safe =)
5 w 3 likes Reply

[redacted] Thanks heaps PTA and Harm Reduction superstar Erica for the inclusion of the H in Hobart 🙌. Love your work

[redacted] Top notch nos knowledge here 🔥
14 w 4 likes Reply

[redacted] Thanks for the great info breakdown and education 🙌
8 w 2 likes Reply

[redacted]
You gained a follower for harm reduction 🙌
7-17 Reply

[redacted] Thanks 4 answering my question , i needed the info, no wonder I was confused as all my friend has is the nangs, and i thought you could open the nang somehow and release into balloon but obvioudly you need a cream dispenser to put the nang in 🙌 thanks for your info hey, i just had 30 mins wth at the dentist but the toxcity seemed low. But im not as curious now, but , is that right the nangs need to be loaded into a dispenser?
14 w Reply

[redacted] Thank you for your advocacy ❤️
1 w Reply

[redacted] My poor poor frost bitten lips. Will NEVER forget. Awesome info here!!!
14 w Reply

[redacted] You do the best alerts !! thank you
6 w 3 likes Reply

[redacted] Erica you are so good at all your vids! A born educator 🙌
14 w 1 like Reply

[redacted] Well said! And such a disappointing day for Queensland. We keep fighting though 🙌
7 w 7 likes Reply

[redacted] Yes yes yes !! Love me a good nang but you need to be so careful with them. I thought I had good safety knowledge for them but there were some things in here I didnt know. Thank you ^^
14 w 2 likes Reply

[redacted]
Critical info, thank you for your work!! (And great work on the codes ~ frustrating that it's needed)
7-17 Reply

[redacted] Big agree!! This has been on my mind a lot. Crazy to hear about the Aussie passing (last night?? Last few days at least) due to one of these pressed bears, I was drivin and listening on the radio and at the end they still say "and testing is still illegal in QLD" it breaksss my brain. There's like oh booi we have a health / drug crisis people are dying but god forbid we give them the most best prevention aids possible

[redacted]
This type of information is life changing and absolutely amazing. Thanks for sharing
7-17 Reply

Anastasia K... · Friend
Yes yes yes girl love seeing u here educating the peers out here bless ya take care loved working with u at NUAA have the best 2025 🙌❤️ babes ur looking so good love the hair 🙌❤️
3-23 Reply

CONSIDERATIONS

- Supports drug checking aims
- Supports harm reduction education aims
- Low set-up & operating costs
- High levels of reach, engagement
- Well received by community
- Two-way conversation and connection
- Algorithm updates
- Community guidelines & permitted content
- Implications of under 16s social media ban
- Being the “face” of an organisation e.g. hateful comments
- Comment moderation
- Chronically online

The logo for Pill Testing Australia is centered within a yellow rectangular border. It features the words "PILL" and "ING" in white, uppercase letters. Between "PILL" and "ING" is a stylized caduceus symbol, which is a staff with two snakes entwined around it and wings at the top. The word "TEST" is written in white, uppercase letters, with the caduceus symbol positioned over the letter "S". Below the main text, the word "AUSTRALIA" is written in yellow, uppercase letters, with wide letter spacing.

**PILL
TESTING**
AUSTRALIA

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