

## Using Social Media To Change Behaviour in Men Who Have Sex With Men

### The Role of Social Media in Sexual Health

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New Zealand AIDS Foundation  
The National HIV and STI Response



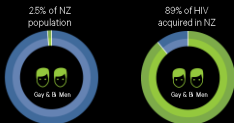
- Define social media
- HIV and MSM in New Zealand
- Ending HIV
- Strengths and limitations of social media for social marketing

## Social Media

Online platforms that enable users to participate in social networking.



## The burden of HIV among MSM in 2017



## Why are gay men at higher risk of HIV?

Gay men are more likely to contract HIV through unprotected anal sex compared to unprotected vaginal sex.



Unprotected vaginal sex



Unprotected anal sex



[ STAY SAFE ] + [ TEST OFTEN ] + [ TREAT EARLY ] = [ END HIV ]

## Why use social media?

### 1. MSM are traditionally hard to reach

- Span all demographics – age, ethnicity, income
- Spread across the entire country
- Sometimes not open about their sexuality

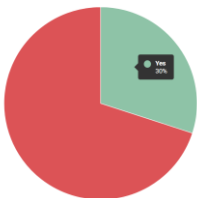
- Apps like Grindr, Hornet and Scruff are designed to help MSM find casual sex
- The people using these apps are exactly the population we most need to reach



When you're  
on an app,  
you are  
typically  
looking for:



Have you ever met anybody in person without seeing pictures of his face?



## 2. More cost effective than traditional media

- Purchase cost is significantly cheaper
- More targeted, less wastage
- Lower production costs

## Facebook Affiliate Network



- Can reach the people we need to reach, without having to physically be there



### 3. Engagement

- A two-way conversation
- Likes, shares, comments, tagging friends – expands reach
- Learning opportunities eg. quizzes, giveaways
- Makes consultation a simpler, faster process



### 4. Speed

- Allows for fast responses to community issues
- Can tell quickly if creative isn't performing well
- Social media allows real-time feedback









Very rapid content cycles

## Trolls

- Homophobia
- HIV stigma
- "Cure" sellers and conspiracy theorists



## Strengths

- Find hard-to-reach audiences
- Cost-effective
- Fosters engagement
- Speed

## Limitations

- At the mercy of censors
- Rapid content cycles
- Trolls

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Thank You

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