

ROLES OF SOCIAL MEDIA PLATFORMS IN PROMOTING HIV AWARENESS AMONG MIGRANTS

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Background/Purpose:

Despite nearly 30% of Australians being born overseas, this group has not seen the same decline in HIV infections as those born in Australia. Moreover, individuals born in Sub-Saharan Africa, Southeast Asia, and Latin America or the Caribbean experienced the highest rates of late HIV diagnoses from 2018 to 2022. The complexity of raising HIV awareness of HIV among the overseas-born population is compounded by their diversity in language, culture, religion, visa statuses, education level, health literacy and so on.

Approach:

Traditional face-to-face HIV education attracts few people to attend among migrants, primarily due to its low priority, the strong stigma associated with HIV, as well as misconceptions that everyone underwent HIV testing before immigrating to Australia. With the growing use of social media platforms for communications among migrants, we have leveraged various platforms to disseminate HIV-related messages. In addition to major social media social networks like Facebook and Instagram, we also utilise specific social media platforms to target populations, such as WeChat for Chinese-speaking communities and WhatsApp for diverse groups.

Outcomes/Impact:

During the 2023 World AIDS Day Promotion, we conducted a multilingual social media campaign that included a video and a poster. The campaign on Facebook and Instagram garnered significant engagement in Queensland, achieving 56,416 reaches, 86,253 impressions and 7,969 engagements. Although we reached a broader audience through other ethnic social media platforms and videos, we were unable to collect data from these sources.

Innovation and Significance:

Using social media platforms to promote health messages is not uncommon among the mainstream services. However, our approach involved leveraging diverse media platforms, using multiple languages to reach out migrants facing language barriers. Strategically targeting different migrant groups through specific social media platforms has been crucial to achieving better outcomes.

Disclosure of Interest Statement: