



THE AIDS INSTITUTE

# New Media & TechLink

A News Service of The AIDS Institute

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## The AIDS Institute

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## Introduction

## Volume 2



### Dear Subscriber,

Welcome to the second edition of The AIDS Institute's **New Media & TechLink** - an E-newsletter developed out of our new media and technology strategy for "Reaching Aging Adults living with or at risk of HIV". We encourage you to read further and learn more about how The AIDS Institute is aligning with the Digital Government Strategy to ensure that the use of technology makes a real difference in people's lives.

In this issue, you will learn more about **Social Networking Sites**, **Blogs** and **RSS Feeds**, selected topics from the New Media & Technology E-Learning Session #2. In addition, you will find new media and technology resources to increase your knowledge and skills as well as enhance your use of these tools and technologies.

## Social Networking Sites

### Social networking sites

Social networking sites are defined as a platform to build social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. Most social network sites are online communities that consists of a representation of each user (often a profile), his/her social links, and a variety of additional services.

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Website

[www.TheAIDSInstitute.org](http://www.TheAIDSInstitute.org)



THE AIDS INSTITUTE

## Social Media Links

Like us on **Facebook** 

Follow us on **twitter**

View our profile on **Linked in**

View our videos on **You Tube**

Join Our List

Join Our Mailing List!

Share this Newsletter

 Forward to a Friend

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Commonly used social networking sites include Facebook, LinkedIn, Google+, MySpace, Ning, Tumblr and Twitter.

### **Users of social networking sites**

According to Pew Internet & American Life Project, 72% of adult internet users who use social networking sites, including the distinction of 70% men and 74% women. Six out of ten (60%) internet users ages 50-64 are social networking site users, as are 43% of those ages 65 and older. Facebook remains the most used social networking platform, with 67% of internet users who use Facebook and women are more likely than men to be Facebook users.

### **Benefits of using social networking sites**

Social networking sites allow users to build online communities of people to share ideas, pictures, videos, posts, activities, events, and interests with people in their network. Social networking sites can be tailored to a specific audience or area of interest. For example, [PatientsLikeMe](#) is a health-related social networking site where individuals can join to learn more about living with and treating a specific condition, connect with others who share their experiences and track their history and progress for access anywhere.

### **Reaching aging adults living with or at risk of HIV**

Social networking sites can provide a means to connect people around HIV prevention, testing, treatment, and research information. Many social networks provide opportunities for individuals to reach out to their peers, especially when seeking support. For persons living with HIV or at risk of HIV, social networking can offer a means of comfort and support by reaching out to family, friends and colleagues to share resources and information or help individuals navigate their health. Social networks can also be effective for fundraising or supporting HIV/AIDS related events or activities.

## **Blogs**

### **Blogs**

Blogs are defined as frequently updated websites that are organized in reverse chronological order and allows readers to make comments. Blogs are typically informal in tone and usually written by a sole author or group of authors with a particular expertise for a topic.

### **Why Blog?**

Blogs provide the opportunity to share information and engage in online conversation with others. Many blogs encourage dialogue

by allowing their readers to leave comments.

### **Benefits of Blogging for aging adults living with HIV or at risk of HIV infection**

Aging adults living with HIV can use blogs to share their story social media style by providing personal experiences of living with HIV or caring for someone with HIV. In addition, they can use blogs as a mechanism to discuss HIV-related issues or topics, such as medications or treatment adherence.

Older adults at risk of HIV infection can use blogs that engage individuals in dialogue about HIV prevention and the importance of getting tested and knowing one's status.

### **Tips for Blogging**

- Pick a topic and be passionate about it.
- Make sure there are resources to post, and create a strategy for regular postings.
- Create guidelines for blog authors, timing of posts and content.
- Set goals for your blog--visitors, subscribers, links, referrals, etc.
- Measure and report out on them regularly to your stakeholders
- Respect copyright and fair use. Cite sources (and link to them, where possible).
- Find out who else is blogging on the topic. Read, know, and reference them if appropriate.
- Don't over copy/edit. It doesn't have to be perfect. Remember, it is an informal blog.
- Personalize your blog to ensure you are connecting with your audience.
- Promote the blog by allowing ping-backs (a way of showing links between blogs) and enabling RSS for your posts.

### **Common Blog Tools**

The following are some common free blogging platforms

[Blogger](#)-blog platform through Google.

[WordPress](#)-is a web software that you can use to create a website or blog.

[Typepad](#)-flexible blogging platform.

[MovableType](#)-professional publishing platform.

[LiveJournal](#)-blogging platform where you can share unique passions and interests.

[Tumblr](#) -is a social blogging site where you can follow the blogs you've been hearing about and share the things that you love.

## **RSS Feeds**

### **RSS Feeds**

RSS is defined as "Real Simple Syndication". RSS feeds bring your favorite web and blog content and news to you and let you read it efficiently. By subscribing to a particular website, you

automatically receive updates via email or news reader.

### **Why RSS Feeds?**

RSS feeds reduce email clutter and information overload. However, you do need to clean house often, as RSS subscriptions tend to pile up. Set aside a small block of time daily to read your feeds. Don't feel like you have to read every post on every blog. Make sure you use the "mark read" option.

### **Benefits of RSS feeds for aging adults living with HIV or at risk of HIV infection or providers who serve them**

Aging adults living with HIV can use RSS feeds to monitor health information, specifically HIV/AIDS-related information or other areas of interest. They can also receive updates on HIV prevention, testing, treatment or research or subscribe to receive notification of HIV-related events and activities in their local area.

Older adults at risk of HIV infection can use RSS feeds to monitor health information as well as news feeds including other areas of personal or professional interest.

HIV or other health care providers can use RSS feeds to monitor local, regional and national HIV/AIDS organizations, federal government entities, HIV or health-related activities or events, fundraising events or even monitor grant announcements. Providers can also use RSS feeds to share news and updates with their readers.

### **Common RSS Reader Tools**

[Bloglines](#)-best resource for local blogs, news and events

[Feedly](#)-your news, delivered

[Kedoya](#)-news reader

[MyYahoo!](#)-great if you use yahoo email, can be included as a "feed" in the reader as well

[NetVibes](#)-social media monitoring, analytics and alert dashboard

[Newsisfree](#)-your personal news portal

[NewsBlur](#)-personal news reader

[Page2RSS](#)-will check any web page for updates and deliver them to your favorite RSS aggregator.

[Feedblitz](#)-email contact and social media marketing automation

## **E-Learning Trainings**

The following is the schedule of E-learning (EL) trainings. Please register for each session separately using the links provided.

### **September 3, 2013 @ 1PM (ET)**

REGISTER HERE FOR E-LEARNING SESSION #3

September 3, 2013 at 1PM (ET)

### **September 17, 2013 @ 1PM (ET)**

REGISTER HERE FOR E-LEARNING SESSION #4

September 17, 2013 at 1PM (ET)

## Poll Survey

The AIDS Institute is conducting a poll survey that will help to identify topics and content for future E-learning sessions and the New Media & Techlink E-Newsletter. We value your feedback and encourage you to complete the survey.

Please click on the link below to participate in this important survey.

[\*\*The AIDS Institute's New Media & Technology Survey\*\*](#)

## Resources

[PatientsLikeMe](#) is committed to putting patients first. They do this by providing a better, more effective way for individuals to share their real-world health experiences in order to help themselves, other patients like them, and organizations that focus on their conditions.

AIDS.gov has a wealth of information available including:

[Blogs](#)

[Social Networking Sites](#)

[RSS Feeds](#)

Resources for data on new media including social media

[Pew Internet & American Life Project](#)

[PewResearchCenter](#)

Additional resource for new media and technology

[We Are Media Project](#)

## Want to share your New Media & Technology experience?

### ***Reaching Aging Adults Living with or at Risk of HIV-A New Media and Technology Strategy***

The AIDS Institute (TAI) uses the New Media & TechLink E-news as a platform to provide new media training opportunities, education, resources, information, and technology capacity building support targeting adults over 50 living with HIV or at risk of HIV infection. TAI seeks to accomplish an increased online and mobile technology usage and enhanced collaboration among targeted older adult users.

If you are interested in demonstrating how the use of new media and technology is making a real difference in your life, TAI would like to share your story in one of our E-learning sessions or in an upcoming E-newsletter. For more information on how to share your experience, please contact Michelle Scavnicky at [MScavnicky@TheAIDSInstitute.org](mailto:MScavnicky@TheAIDSInstitute.org).

## Newsletter Feedback

Please let us know what you think of our New Media & Techlink E-newsletter. Please send your feedback to: [Media@TheAIDSinstitute.org](mailto:Media@TheAIDSinstitute.org).



Sincerely,



Michael Ruppal, Executive Director  
The AIDS Institute

[Forward email](#)



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