



THE AIDS INSTITUTE

*“Reaching Aging Adults Living with or at Risk of HIV—
A New Media and Technology Strategy”*

*New Media & Technology E-Learning Session 2
August 20, 2013*

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AGENDA

- 1) **Project Background**
- 2) **New Media & Technology Strategy Survey**
- 3) **Social Networking Sites**
- 4) **Blogs**
- 5) **RSS Feeds**
- 6) **New Media Resources**
- 7) **Questions**



GOAL 1

Increase new media knowledge and skills of tools and technologies

GOAL 2

Increase online and mobile technology usage.

E-LEARNING SESSION OBJECTIVES

- 1) Provide information on social networking sites, blogs and RSS feeds in an effort to increase new media knowledge and skills for adults over 50 living with HIV or at risk of HIV infection and providers who serve them.
- 2) In providing detailed information on social networking sites, blogs and RSS feeds, adults over 50 living with HIV or at risk of HIV infection will increase online and mobile technology use.

E-LEARNING SESSION QUESTIONS

- 1) Why should an adult over 50 with HIV use a social networking site, blog or RSS feed?
- 2) Why should an adult over 50 at risk of HIV use a social networking site, blog or RSS feed?
- 3) Why should a healthcare provider serving the above population use a social networking site, blog or RSS feed?

BACKGROUND

Target population:

Adults over 50 living with HIV or at risk of HIV infection.

What the data suggest:

- By 2015, half of the people living with HIV infection in the US will be 50 years of age or older.
- 1 in 6 new diagnoses in the US are people age 50 and older.

RESEARCH

- 91% of American adults have a cell phone
- 56% of American adults have a smartphone
- 85% of US adults use the internet
- 72% have looked online for health information in the past year.

Pew Internet & American Life Project, May 2013

TECHNOLOGY MAKES A DIFFERENCE

Aligning with the Digital Government Strategy (DGS), TAI's project attempts to ensure that the use of new media and technology makes a real difference in people's lives.





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NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

- Results of age range of respondents
- Results of where respondent accesses health-related information
- Results of where respondent shares health-related information
- Results of ranking of selected topic of choice

NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

Age

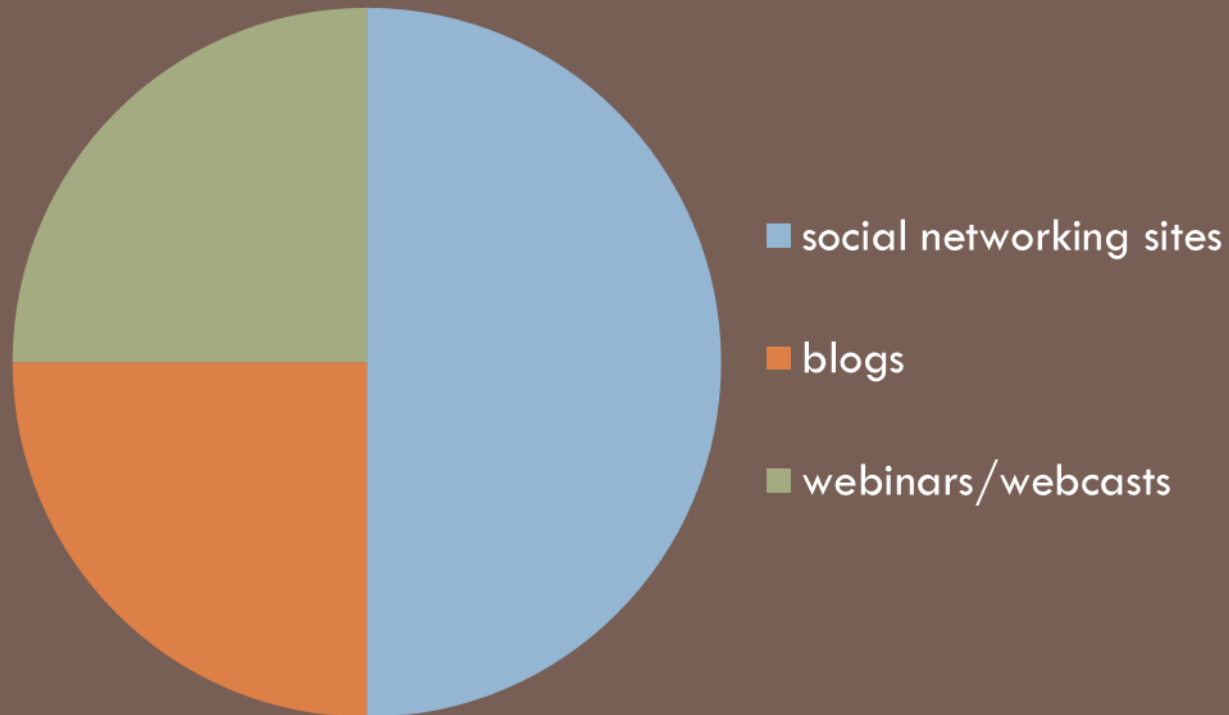


100% of respondents

■ 50-59 years

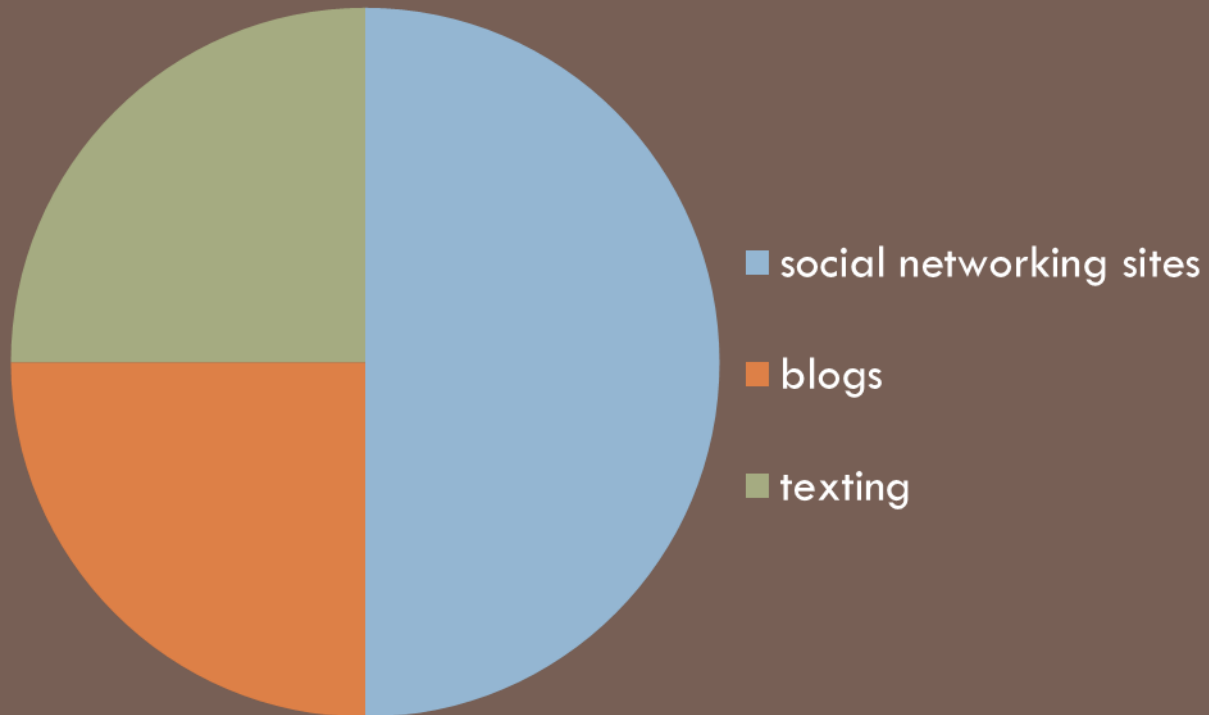
NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

Access health-related information

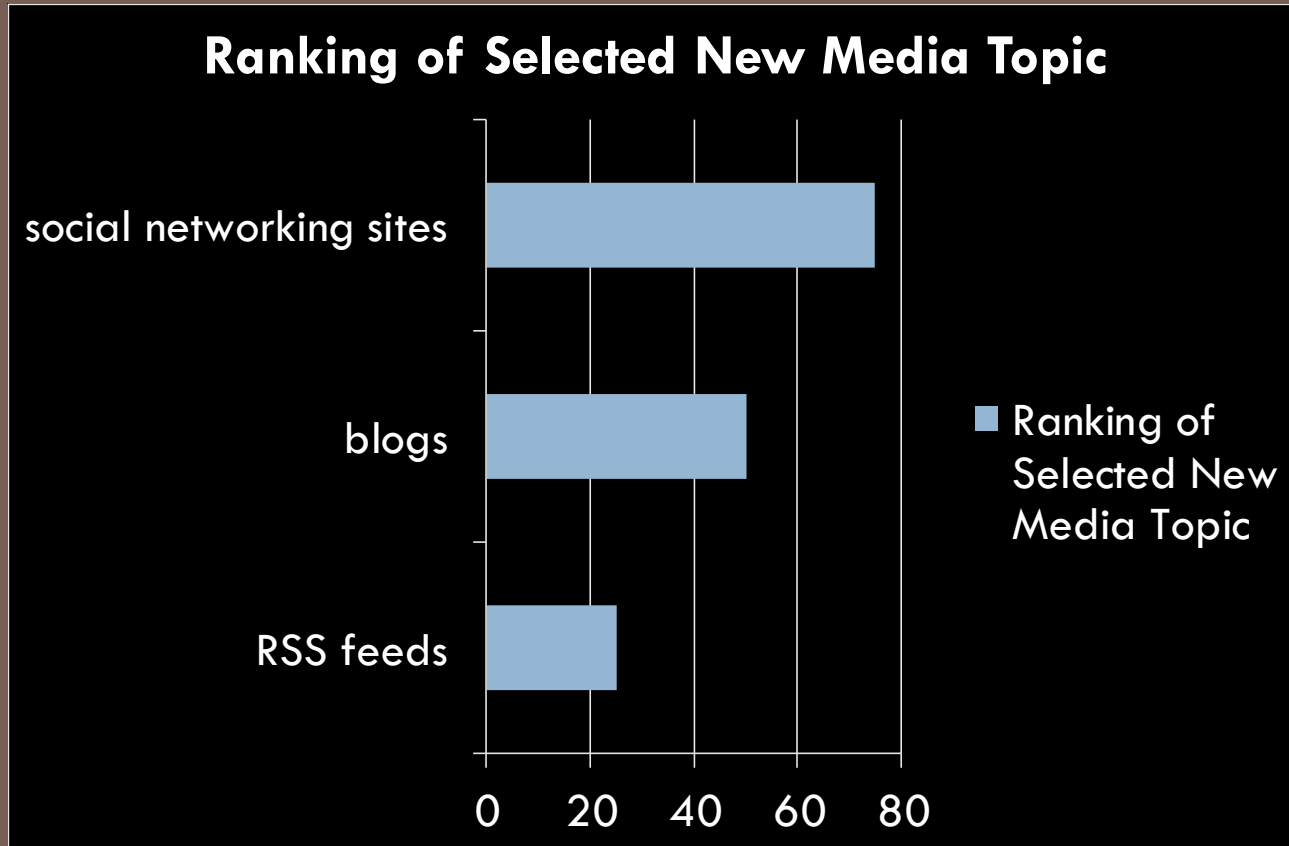


NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

Share health-related information



NEW MEDIA & TECHNOLOGY STRATEGY SURVEY



SOCIAL NETWORKING SITES

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RESEARCH: SOCIAL NETWORKING SITES

- 72% of adult internet users who use social networking sites
- 70% men, 74% women
- 60% adults 50-64 years of age
- 43% adults 65+ years of age

Pew Internet & American Life Project, August 2013

SOCIAL NETWORKING SITES

- A social networking service is a platform to build social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services.
- Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging.

SOCIAL NETWORKING SITES

- Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered.
- Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

http://en.wikipedia.org/wiki/Social_networking

FACEBOOK

- Most-used social networking platform
 - 67% of internet users who use Facebook
 - Women more likely than men to be Facebook users
 - 57% adults users 50-64 years
 - 35% adults users 65+ years

Pew Internet & American Life Project, May 2013

USING SOCIAL NETWORKING SITES

- Why should an adult over 50 with HIV use a social networking site?
- Why should an adult over 50 at risk of HIV use a social networking site?
- Why should a healthcare provider serving the above population use a social networking site?

SOCIAL NETWORKING TOOLS

[The Definitive List of Social Networking](#)

[The most important part of a social-media strategy](#)

[Kimbria.org](#)

[Facebook Causes](#)

BLOGS

www.theaidsinstitute.org

BLOGS

Defined as frequently updated web sites that are organized in reverse chronological order and allows readers to make comments. Usually written by a sole author or group of authors with a particular expertise for a topic.

<http://bethemedia.wikispaces.com/Tool+Box+Blogs>

BLOGS

- Why should an adult over 50 with HIV use a blog ?
- Why should an adult over 50 at risk of HIV use blog?
- Why should a healthcare provider serving the above population use a blog?

BLOGS

Share your story social media style

- Pick a topic and be passionate about it
- Make sure there are resources to post, and create a strategy for regular postings
- Create internal guidelines for blog authors, timing of posts and content
- Set goals for your blog -- visitors, subscribers, links, referrals, etc. -- and measure and report out on them regularly to your stakeholders

BLOGS

- 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. 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

BLOG TIPS

[Top 10 Tools to Get Blogging Done](#)

[Lorelle on WordPress](#)

[Open Source Blogging Tools](#)

[How to Increase Blog Traffic](#)

BLOG TOOLS

Typepad

Movable Type

WordPress

Blogger

LiveJournal

RSS FEEDS/READERS

www.theaidsinstitute.org

RSS FEEDS/READERS

Defined as software that brings your favorite web and blog content and news to you and lets you read it efficiently. As an added benefit, reduces email clutter and information overload.

<http://bethemedia.wikispaces.com/Tool+Box+RSS+Readers>

RSS FEEDS

"RSS is a little like radio. Every blog and many news services 'broadcast' a tiny little signal that you can't hear, but your RSS reader can. (It's like a radio tuner). You tell the RSS reader which blogs and news feeds you like, and whenever it senses that signal, it goes out and grabs the post for you."

<http://bethemedia.wikispaces.com/Tool+Box+RSS+Readers>

RSS READING TIPS

- Set up aside a small block of time to read your feeds everyday
- Clean house often, RSS subscriptions tend to pile up
- Don't feel like you have to read every post on every blog, use the "Mark Read" option

RSS READER TOOLS

[Kedoya](#)

[Bloglines](#)

[Google Reader](#)

[Netvibes](#)

[MyYahoo!](#)

[Page2RSS](#)

RSS FEEDS

- Why should an adult over 50 with HIV use RSS feeds?
- Why should an adult over 50 at risk of HIV use RSS feeds?
- Why should a healthcare provider serving the above population use RSS feeds?

RESOURCES

AIDS.gov-New Media

<http://www.aids.gov/using-new-media/>

AIDS.gov-Communications Strategy

<http://www.aids.gov/pdf/communication-plan.pdf>

Digital Government: Building a 21st Century Platform to Better Serve the American People

<http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government-strategy.pdf>

RESOURCES

Centers for Disease Control and Prevention (CDC), eHealth Data Briefs

<http://www.cdc.gov/healthcommunication/>

Pew Internet & American Life Project, PewResearchCenter

<http://pewinternet.org/Reports/2013/social-networking-sites/Findings.aspx>

<http://www.pewresearch.org>

We Are Media Project

<http://bethemedia.wikispaces.com/>

UPCOMING E-LEARNING SESSIONS

E-Learning Session #3

September 3, 2013 @ 1PM (ET)

E-Learning Session #4

September 17, 2013 @ 1PM (ET)



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THANK YOU

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