



# 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 3  
September 19, 2013*

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

# AGENDA

- 1) **Project Background**
- 2) **New Media & Technology Strategy Survey**
- 3) **Online Collaboration Tools**
- 4) **Twitter**
- 5) **New Media Resources**
- 6) **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 about online collaboration tools and twitter 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 about online collaboration tools and twitter; 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 an online collaboration tool or twitter?
- 2) Why should an adult over 50 at risk of HIV use online collaboration tools or twitter?
- 3) Why should a healthcare provider serving the above population use online collaboration tools or twitter?



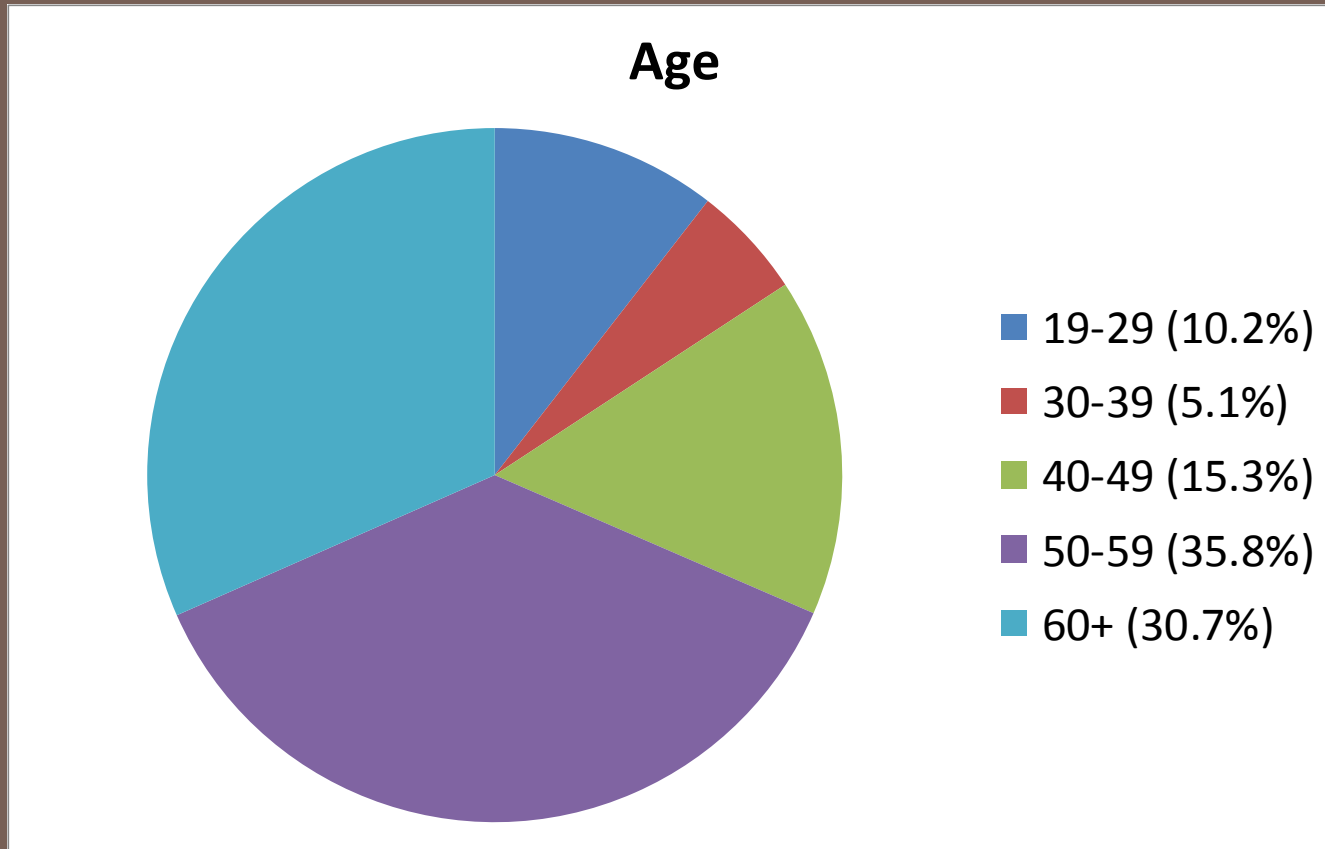
***“Reaching Aging Adults Living with or at Risk of HIV—  
A New Media and Technology Strategy”***

# 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

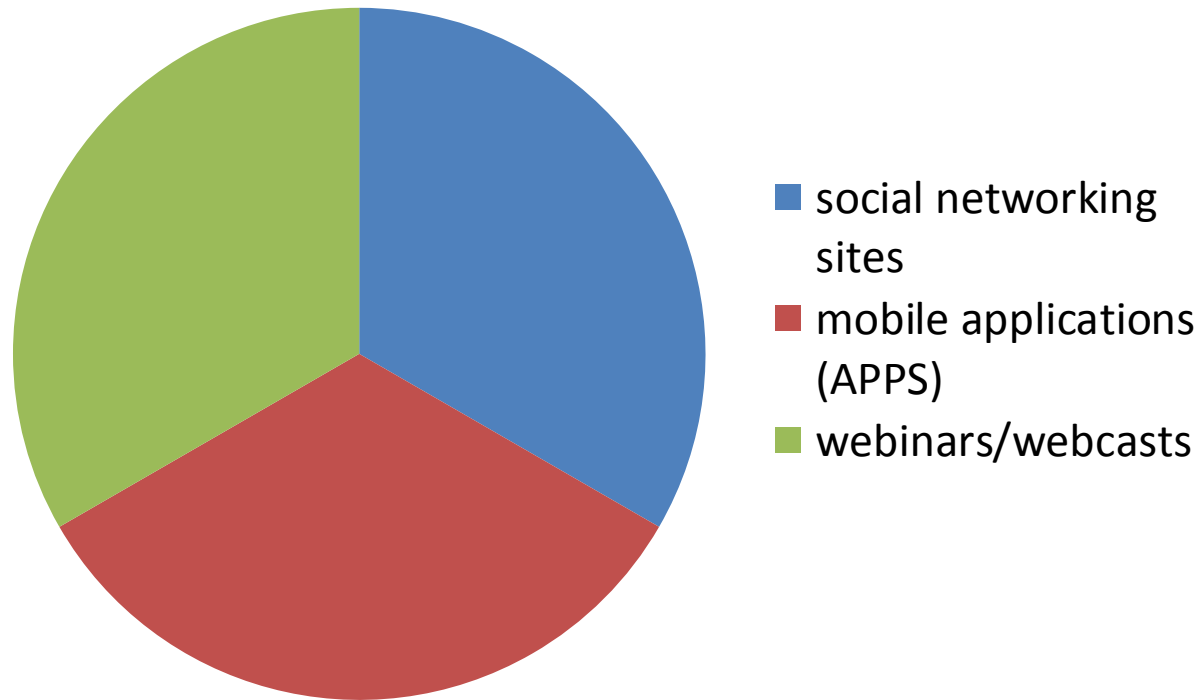


# NEW MEDIA & TECHNOLOGY STRATEGY SURVEY



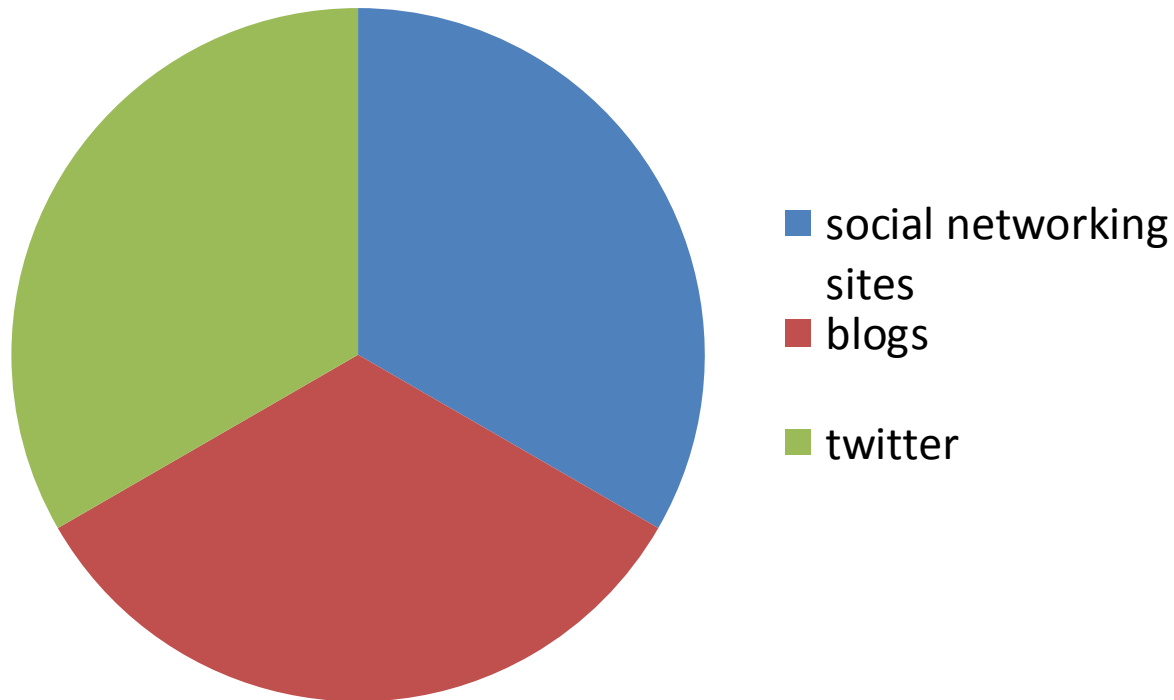
# NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

## Access health-related information

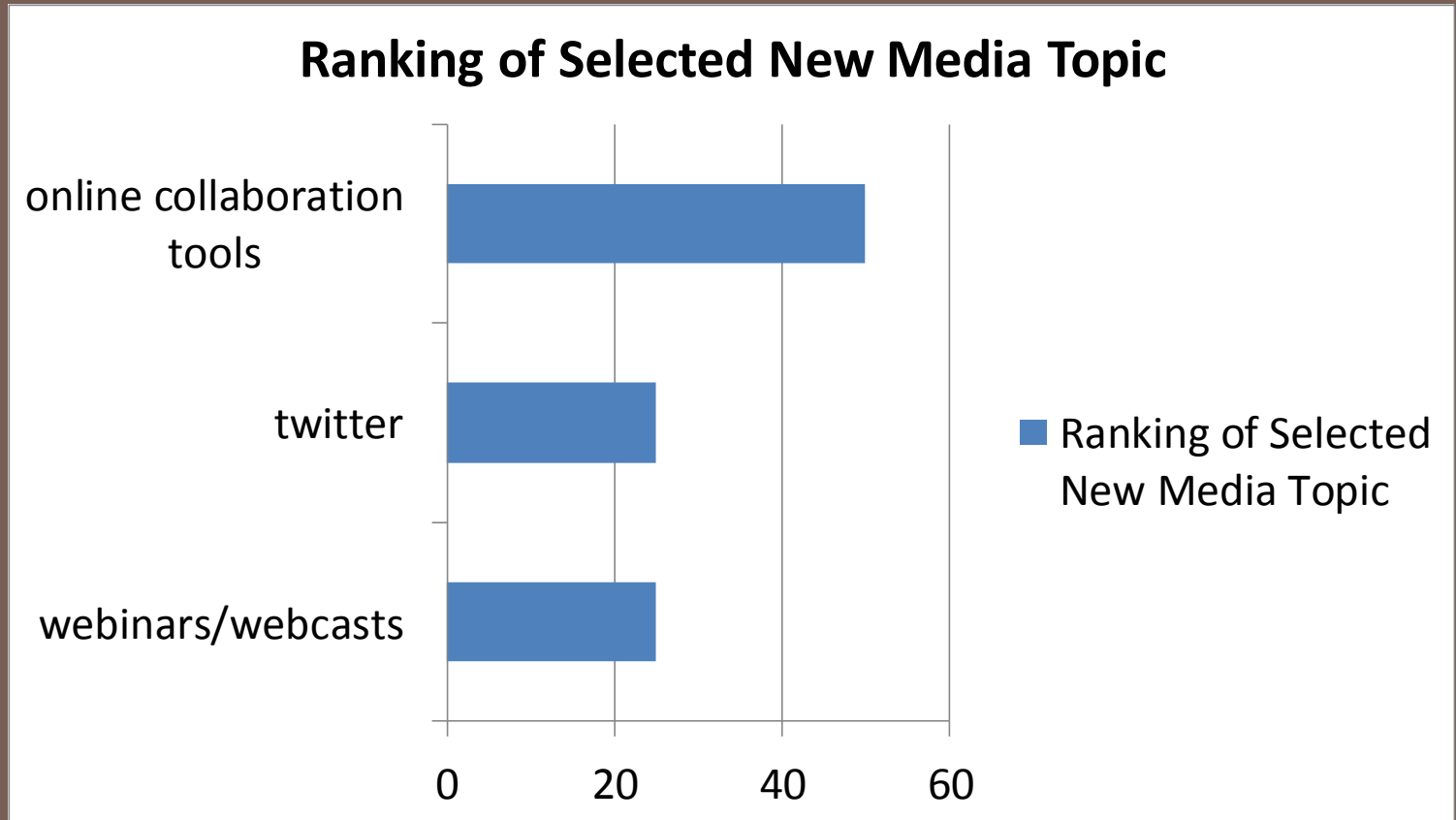


# NEW MEDIA & TECHNOLOGY STRATEGY SURVEY

## Share health-related information



# NEW MEDIA & TECHNOLOGY STRATEGY SURVEY



# ONLINE COLLABORATION TOOLS

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

# RESEARCH

- 63% of adult cell owners now use their phones to go online
- 34% of these “cell internet users” go online mostly using their cell phone
- 21% of all adult cell owners now do most of their online browsing using their mobile phone

Pew Internet & American Life Project, September 2013

# ONLINE COLLABORATION TOOLS

Wikis are one type of online collaboration tool that are web pages with an edit button. One of the most commonly known wikis is Wikipedia, the collaborative, online encyclopedia.

Wiki technology creates a webpage that anyone with permission to access can modify—quickly and easily. Wikis are a tool to help manage multiple contributors to documents or projects.

# ONLINE COLLABORATION TOOLS

Cloud storage is a system that backs up data on a server (instead of media like a hard drive or compact disc) and is accessible to a single or multiple users via an internet connection. Email is an example of cloud storage.

Services like Google Drive allow for real-time file access and editing by multiple users. Other services that allow shared access to documents include Dropbox, Box, SugarSync, and Microsoft SkyDrive.



# ONLINE COLLABORATION TOOLS

- Improves level of communication
- Behavioral changes
- Genuine or authentic
- Meaningful and relevant
- Repetition is key for consistency



# USING ONLINE COLLABORATION TOOLS

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

Work with individuals, or organizations to create HIV/AIDS resources, prepare documents, share information, maintain HIV resources and database list serves and/or coordinate reports or grant writing among users.

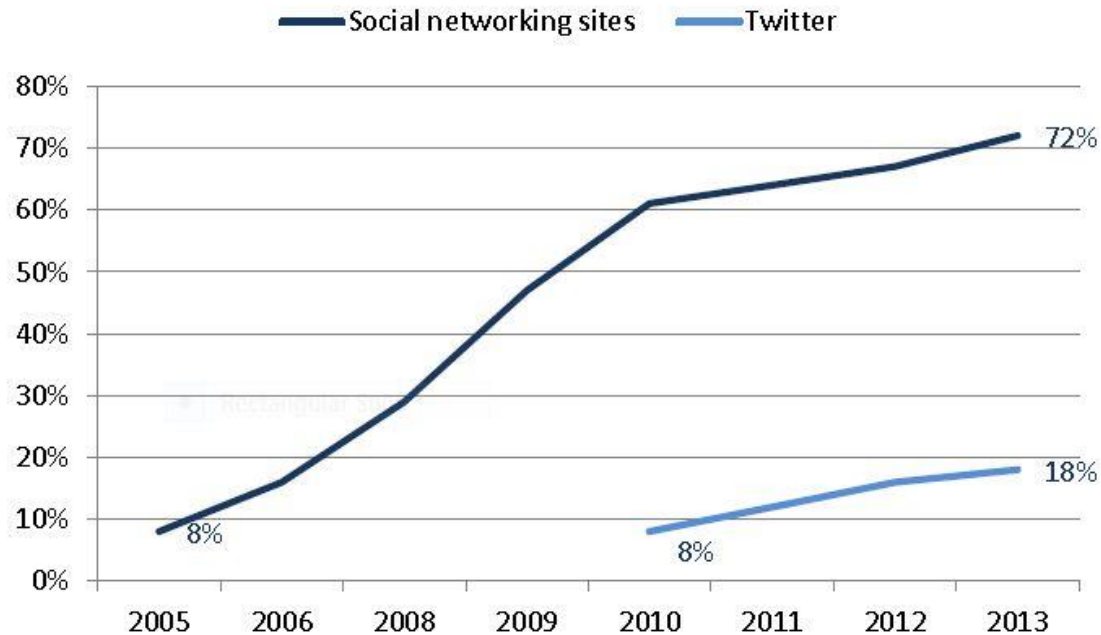
*TWITTER*

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

# RESEARCH

## Adult use of social networking sites and Twitter—change over time

*% of adult internet users who use social networking sites or Twitter, over time*



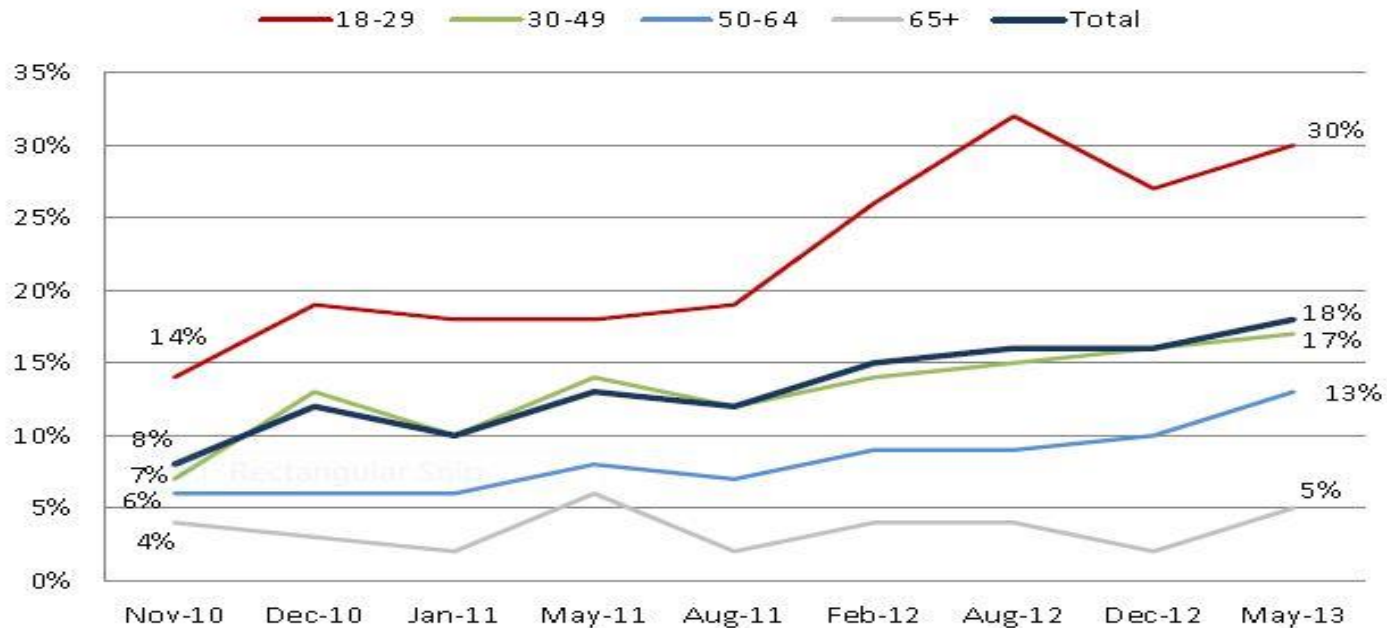
**Source:** Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

# RESEARCH

The following chart shows Twitter use by age group, over time:

## Twitter use by age group, over time

% of adult internet users in each age group who use Twitter



**Source:** Pew Research Center's Internet & American Life Project Tracking Surveys, 2010-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

# TWITTER – Terms To Become Familiar With

- Tweet (*the noun*)
- Tweet (*the verb*)
- Retweet
- Handle
- Hashtag (#)
- At (@) sign
- Mentions
- Followers
- Lists
- Direct Message (DM)

# TWITTER

- Following certain topics
- Number of people using Twitter
- Twitter tutorials
- Engage and hold adult interests

# USING TWITTER

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

Communicate the latest information, raise awareness of HIV/AIDS, promote testing, services, or events, and allow discussion among users. Organizations can tweet about conferences and local, regional or national activities or events.



# TWITTER TIPS

- “Less is more” –140 characters or less, clear and concise
- Structured messages
  - Example: *“Participate in an informative e-learning session on September 19<sup>th</sup> with TAI. #NHAAAD”*—(87 characters with spacing)
- Respond to reader needs
- Be specific
- Use personal language

# TWITTER TOOLS

- Bit.ly
- Buffer
- CoTweet
- HootSuite
- Paper.li
- SocialOomph
- Triberr
- TweetDeck
- Twitterfeed
- Visibli

# RESOURCES

AIDS.gov-New Media

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

Kissmetrics-10 Twitter Tools Used by Social Media Experts

<http://blog.kissmetrics.com/10-twitter-tools>

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 #4

September 26, 2013 @ 1PM (ET)

Topics include: Webinar/Webcasts & recent survey feedback

[Register for Session #4](#)



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[www.aids-alliance.org](http://www.aids-alliance.org)

THANK YOU!

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