

Let's go hetero: using Facebook to engage with heterosexual and CALD communities

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Pozhet (Heterosexual HIV Service) is a state-wide service hosted by Sydney Local Health District.

Pozhet works with:

- heterosexual people at risk of HIV
- heterosexual people living with HIV (partners and family)
- health professionals

Background








Lack of awareness of HIV among heterosexuals in NSW results in a low HIV testing uptake, and higher than average late diagnosis rates particularly among people from culturally and linguistically diverse (CALD) backgrounds. Recent data suggest an increase in the number of heterosexuals born in Australia who acquired HIV overseas.

Pozhet implemented two social media campaigns in partnership with the Multicultural HIV and Hepatitis Service (MHAHS), also a state-wide service hosted by Sydney Local Health District.

Objectives

To raise awareness of HIV and HIV testing options for heterosexuals at risk of HIV.

Pozhet Travel Campaign (October 16 - November 12, 2018)

Campaign Overview

The campaign was in English and consisted of two 20 second videos. The audience was people from NSW who frequently travel to South East Asia.








There were two key messages:

- **Before departure (video 1):** Take condoms when you travel
- **After return home (Video 2):** Get a HIV test

This campaign was delivered using the Facebook advertising platform and aimed to increase website traffic to the Pozhet website Travel and HIV page. A Social Media Toolkit with suggested messaging and video links was distributed





Outcomes

During the campaign, the Pozhet Travel and HIV web page was viewed between 30 and 60 times each day. On average each visitor spent 3 minutes on the page. Eighty seven percent of these visitors were new to the Pozhet website. The campaign was successful in reaching men over 40 who travelled.

| Target groups | Impressions | Reach | Clicks to web page |
|-----------------------------------|----------------|----------------|--------------------|
| Video 1 (men over 40) | 87,852 | | 620 |
| Video 2 (men over 40) | 87,092 | | 445 |
| Total | 174,994 | | 1065 |
| Video 1 & 2 (men and women 18-40) | 255,705 | | 947 |
| Total | 420,699 | 270,607 | 2012 |

Pozhet Did You Know Campaign? (2 - 26 December 2018)

Campaign Overview

The campaign consisted of a 20 second video in English and six other languages, including Chinese, Thai, Spanish, Vietnamese, Portuguese and Indonesian. Languages were selected using HIV and immigration trend data. The main audiences for this campaign were heterosexuals from those communities identified. The African-Australian community was targeted by using the English version.


Video theme: One in ten people living with HIV don't know they have it

Message: HIV tests are free, easy and private.

This campaign was delivered on Facebook and aimed to increase website traffic to the Pozhet and MHAHS testing options web pages. A social media toolkit was also developed and circulated.

Outcomes

During the campaign, the Pozhet HIV testing options web page was viewed between 50 and 100 times each day only reducing over the Christmas period. The average time spent on the page was over 1.5 minutes. 93% of visitors to the overall website were new.





| Target groups | Impressions | Reach | Clicks to webpages |
|----------------------|----------------|----------------|--------------------|
| English | 106,279 | 67,226 | 1230 |
| Vietnamese | 32,298 | 14,791 | 514 |
| Spanish | 27,441 | 13,196 | 474 |
| Thai | 57,007 | 17,667 | 717 |
| Chinese (simplified) | 47,582 | 18,868 | 942 |
| Total | 270,607 | 131,748 | 3877 |

Note: the Portuguese and Indonesian versions were rejected by Facebook.

Conclusion

- Together content for both campaigns was displayed 691,306 times, reached 289,120 individuals and there were 5,889 link clicks driving traffic to the Pozhet and MHAHS websites.
- Social media awareness campaigns with simple and culturally appropriate messaging and information can increase reach and impact to priority populations.
- Distribution of Social Media Toolkits increased engagement and uptake of these campaigns across NSW.