Our social media channels have been developed as an integrated part of our digital strategy and work as a source of informative, educational content in their own right – reaching young people, in particular, in the places and in ways that fit in with their lives. We use our content to encourage conversations and give people the space to share their thoughts and experiences.

In 2018-19 we reached 11.5 million people worldwide through Facebook alone, with over 4.6 million of those in Sub-Saharan Africa.

Such a great page thank you!! I was diagnosed HIV positive 6 months ago. I have just stumbled across your page and the 15 minutes of reading I have done has been such a help!!!! Thank you for being here!!

- Avert Facebook follower

We use our all our digital platforms to challenge and educate on stigma and other cultural, legal and social barriers – mainstreaming messages through our content as well as through specific awareness campaigns on social media.

Using social media to encourage HIV testing

For World AIDS Day 2018, our ‘Afraid of HIV testing? #KnowTheScore’ campaign asked young people
in Sub Saharan Africa to tell us about their experiences testing for HIV. Young people from across the region sent us their videos via WhatsApp, with a selection of these brought together in the short campaign video, aimed at encouraging HIV testing in Southern Africa.

The message they sent to their peers was clear—knowing your status gives you the freedom to live your life. The campaign, running across Facebook, Instagram and YouTube, reached 1.78 million people in the region, with over 473,000 engagements and over 66,000 views (watching 50% or more).

To take a look at some of our past and current campaigns, click here.

*Photo credit: ©iStock.com/filadendron. Images used on this site are for illustrative purposes only. They do not imply any health status or behaviour on the part of the people in the photo.*

Last full review:
22 February 2019
Next full review:
22 February 2020