

## Social media



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 2019-20 we reached 10.6 million people worldwide through [Facebook](#) and [Instagram](#), including over 6.4 million people from across West and Central Africa, and East and Southern Africa.

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Thank you so much guys, really gave me important information that I'll carry with me throughout my life. Thank you, continue the great work.

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- Social media user

We use 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 spread the facts about HIV

For World AIDS Day 2019, our social media campaign asked one simple question: Do you know your HIV basics? We created a series of five explainer videos, called '[HIV: The Basics](#)' that help people to understand key information about HIV. The videos talk through what HIV actually is, how it's passed on, how you can protect yourself, the benefits of HIV testing, and how antiretroviral treatment saves lives and lets people live well with HIV.

The videos continue to be some of our best performing content on YouTube with thousands of views each month, and reaching over 1.6 million people on Facebook and Instagram.

To take a look at some of our past and current campaigns, [click here](#).

*Photo credit: Masimba Sasa. 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