

Hornet



In an exciting collaboration, Avert and [Hornet](#), one of the world's premier gay social networking platforms, have joined forces to develop a series of targeted information campaigns for gay and bisexual men in the US, UK, and Canada.

With all the changes in HIV prevention and treatment over the last few years, safe sex can mean something quite different from what it used to. Which is why we teamed up with Hornet, to guide men through everything they need to know about sexual health and HIV.

The video series

Let's talk about sex

In our first video, [Let's talk about sex](#), we unpicked the jargon around 'safer sex' for gay men, giving guys the knowledge to make choices that make sense for them, keep them healthy, and give them the freedom to have fun.

5 reasons to test for HIV (again)

Next up was our [5 reasons to test for HIV again](#) video, where we focused on the importance of retesting. We ran through some of the things people might not know about HIV testing and why it's important to do it regularly.

Getting real about sex without condoms

In our third video, [Getting real about sex without a condom](#), we explored gay men's attitudes to condoms and the stigma surrounding raw sex. Getting the facts out there on HIV prevention methods, so guys understand their options and aren't judged for their choices.

How to ask for what you want (in bed)

And finally, [our fourth video](#) was all about how to ask for what you want in bed. Everyone should feel able to have pleasurable and intimate sex in the way they want. So in our last video of the series we gave practical tips on having the sex you want.

Alongside the videos, we also launched a new [gay health hub](#) bringing together relevant resources from across Avert.org.

Reach and engagement

We launched the first video in our Gay Health series in March 2018, on Avert.org and across our social media channels, with the subsequent two following later that year in July and December, and the fourth in 2019. Through online promotion, the series has reached hundreds of thousands of men in the US, UK, and Canada.

So far on Facebook, the videos have:

- reached over 340,000 people
- had over 150,000 engagements
- been watched over 37,000 times (watching 50% or more)

HELP US HELP OTHERS

Avert.org is helping to prevent the spread of HIV and improve sexual health by giving people trusted, up-to date information.

We provide all this for FREE, but it takes time and money to keep Avert.org going.

[Can you support us and protect our future?](#)

Every contribution helps, no matter how small.

[PLEASE DONATE NOW](#)

Photo credit: ©Drazen_/iStock. 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:

16 May 2019

Next full review:

16 May 2020