

DIGITAL MEDIA TOOLKIT

#AIDS2018Live #AIDS2018

Facebook: @InternationalAIDSConference

Twitter: @aids_conference

21 July – 27 July 2018

Amsterdam, the Netherlands



AIDS 2018 LIVE!



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THE SCIENCE OF IMPROVING LIVES

#AIDS2018Live #AIDS2018
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OVERVIEW

Get involved

Join the Twitter kick-off on:
Wednesday 18 July 15:00 CET

Promote your session on your own
channels

Encourage audiences to tune-in on
Saturday, 21 July - Friday, 27 July

The AIDS 2018 Live! programme is your all-access pass to talk directly to the leading voices at AIDS 2018.

Through an interactive format, online viewers can submit questions and comments using #AIDS2018Live on the topics and sessions that interest them most.

HOW TO FOLLOW



Follow us on Facebook:

<https://www.facebook.com/InternationalAIDSConference>



Follow us on Twitter: https://twitter.com/AIDS_conference

Use #AIDS2018Live and #AIDS2018

The full AIDS2018Live! programme is available here:

<http://www.aids2018.org/Get-Involved/Join-us-virtually/Facebook-Live-programme>

Tune in via livestream or watch what you missed all week!

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Line-up and kick -off

Get involved

When: Monday, 16 July at 15:00
CET

How: Retweet our promotion

Promote your session on your
own channels

Encourage audiences to tune-in
submit questions and comments

The full AIDS2018Live! Programme can be found here:
<http://www.aids2018.org/Get-Involved/Join-us-virtually/Facebook-Live-programme>

A Twitter social activation will begin on Wednesday, 18 July at 15:00 CET to promote the programme.

Throughout the week, tweets highlighting each session in the line-up will be announced. Twitter followers will be given the chance ask questions and make comments on what they want to hear during each #AIDS2018Live session.

Select questions and comments gathered and incorporated into the Facebook live broadcasts at the conference!

PROGRAMME & PARTICIPANTS

Topic	Speakers	Organization	Twitter Handles
What to expect at AIDS 2018! Saturday, 21 July 16:00-16:30 CET	Linda Gail Bekker Peter Reiss Owen Ryan	AIDS 2018 AIDS 2018 International AIDS Society	@LindaGailBekker @dr_PeterReiss @iasociety
Towards an HIV cure Saturday, 21 July 18:15 – 18:45 CET	Sharon Lewin Steve Deeks Moses Supercharger	Doherty Institute University of Melbourne University of California San Francisco Stigmaless	@ProfSharonLewin @UCSF @MosesSupercharg
Generation Now: Our Health, Our Rights Sunday, 22 July 18:15 – 18:45 CET	Femi Oke Dakshitha Wickremarathne Nono Simelela Grace Ngulube	Moderate the Panel Youth Advocacy Network Sri Lanka World Health Organization Zalewa Clinic Malawi	@FemiOke @YANSriLanka @WHO @dakki_16
Grabbing by the purse strings: Global gag rule and international Funding Sunday, 22 July 19:00 – 19:30 CET	Latanya Mapp Frett Joy Asasira Chloe Cooney	Planned Parenthood Global CEHURD Planned Parenthood Federation of America	@PPGlobe @cehuruganda @PPFA

PROGRAMME & PARTICIPANTS

Panel	Speakers	Organization	Twitter Handles
Our best shot: Vaccines with Anthony S. Fauci Monday, 23 July 13:00 - 13:30 CET	Anthony S. Fauci	National Institute of Allergy and Infectious Diseases	@NIAIDNews
In conversation with Sentebale youth advocates Monday, 23 July 14:30 – 15:00 CET	HRH The Duke Sussex Mercy Ngulube	Sentebale Children’s HIV Association	@KensingtonRoyal @Sentebale @chivaprojects
Her work continues: The Elizabeth Taylor Human Rights Award Monday, 23 July 17:00 – 17:30 CET	ETAF Ambassadors and Elizabeth Taylor grandkids Quinn Tivey Laela Wilding Naomi deLuce Wilding Allan Achesa Maleche	The Elizabeth Taylor AIDS Foundation Kenya Legal & Ethical Issues Network on HIV/AIDS	@ETAForg @QuinnTivey
Combatting stigma: An open conversation with Charlize and Conchita Tuesday, 24 July 12:00 – 12:30 CET	Charlize Theron Conchita	Charlize Theron Africa Outreach Project	@CharlizeAfrica @ConchitaWurst

PROGRAMME & PARTICIPANTS

Panel	Speakers	Organization	Twitter Handles
Money matters: HIV policy and funding Tuesday, 24 July 15:30 – 16:00 CET	Jennifer Kates Mark Dybul Greg Millett	Kaiser Family Foundation Center for global Health and Quality amfAR	@KaiserFamFound @gtown_ghq @amfAR
#DoingTheRightThing: Addressing stigma in healthcare settings for key populations Tuesday, 24 July 16:15 - 16:45 CET	Nesrine Rizk Elie Ballan	American University of Beirut MCoaliton	@AUBMC_Official @themcoalition
Shuga not shame: MTV Shuga, HIV stigma and youth Wednesday, 25 July 11:15 – 11:45	Stephanie Sandows Richa Vashista Rashidi Williams Georgia Arnold	MTV Shuga MTV Staying Alive Foundation	@SSandows @MTVShuga @MTVStayingAlive
Data grind: Safety and security of key populations	Shaun Mellors Alex Garner	International HIV/AIDS Alliance Hornet	@theaidsalliance @Hornet

PROGRAMME & PARTICIPANTS

Panel	Speakers	Organization	Twitter Handles
#HIVIsNotACrime: Reaching consensus to drive action Wednesday, 25 July 16:00 – 16:30 CET	Sarai Chisala- Tempelhoff Ken Pinkela	Women Lawyers Association of Malawi The Sero Project	@WLAMalawi @TheSeroProject @kenpinkela @jiasociety
U=U: Undetectable, untransmittable and unstoppable Thursday, 26 July 12:45 – 13:15 CET	Bruce Richman Angelina Namiba Carl Dffenbach	Prevention Access Campaign Salamander Trust National Institute of Allergy and Infectious Diseases	@PreventionAC @BR999 @SalamanderTrust @NIH
More than #MeToo: Gender justice and health equity with the Prudence Mabele Prize recipient Thursday, 26 July 15:30 – 16:00 CET	Patrick Gaspard Dudzile Dlamini Erika Castellanos	The Open Society Foundations Sex Workers Education & Advocacy Taskforce Global Action for Trans Equality	@OpenSociety @SweatTweets @GATEOrg

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SAMPLE TWEETS

Please utilize the following social media to promote on your accounts



We're excited to be taking part in #AIDS2018Live at the 22nd International @AIDS_conference in Amsterdam, discussing [INSERT SESSION TOPIC/TITLE]. Join us for the live conversation on [DAY/TIME] <http://www.aids2018.org/live> #AIDS2018



Can't make it to Amsterdam for the International @AIDS_conference? Tune in on [DAY/TIME] to #AIDS2018Live to talk directly to leading voices at AIDS 2018! Join the conversation and send us your questions and comments to be part of the live broadcast! <http://www.aids2018.org/live> #AIDS2018



#AIDS2018Live is your all-access pass to talk directly to the leading voices at the 22nd International @AIDS_conference in Amsterdam. Join us for a series of live video interviews taking place at #AIDS2018! <http://www.aids2018.org/live>

#AIDS2018Live #AIDS2018
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SAMPLE FACEBOOK POSTS

f We're excited to be taking part in the #AIDS2018Live Facebook programme at the 22nd International AIDS Conference in Amsterdam, discussing [INSERT TOPIC]. Join us for the live conversation at [TIME] <http://www.aids2018.org/live>

f Can't make it to Amsterdam for the International AIDS conference? Tune in [INSERT DATE/TIME] to #AIDS2018Live and join the conversation or submit your questions now on [INSERT TOPIC] <http://www.aids2018.org/live> #AIDS2018



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What to expect at AIDS 2018!
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Towards an HIV Cure
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Generation Now: Our Health, Our Rights
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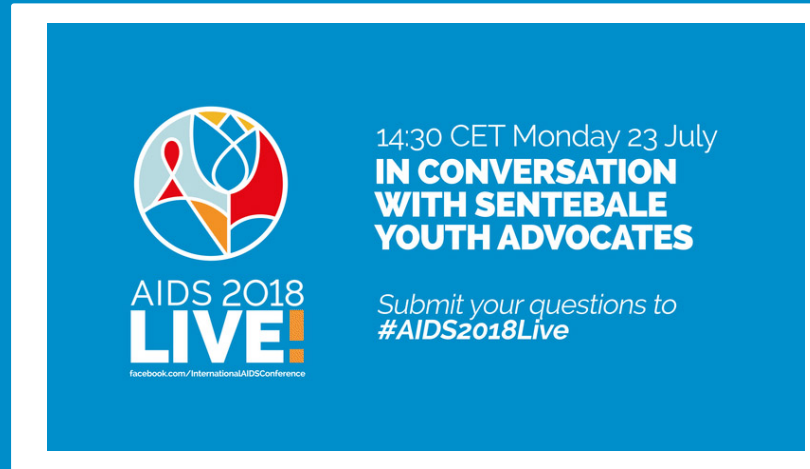
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Our best shot: Vaccines with Anthony S. Fauci
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In conversation with Sentebale youth advocates

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The Elizabeth Taylor Human Rights Award
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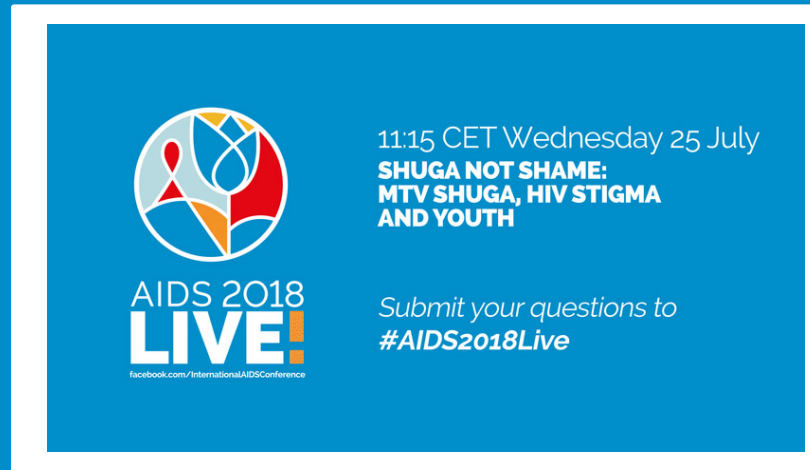
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#DoingTheRightThing
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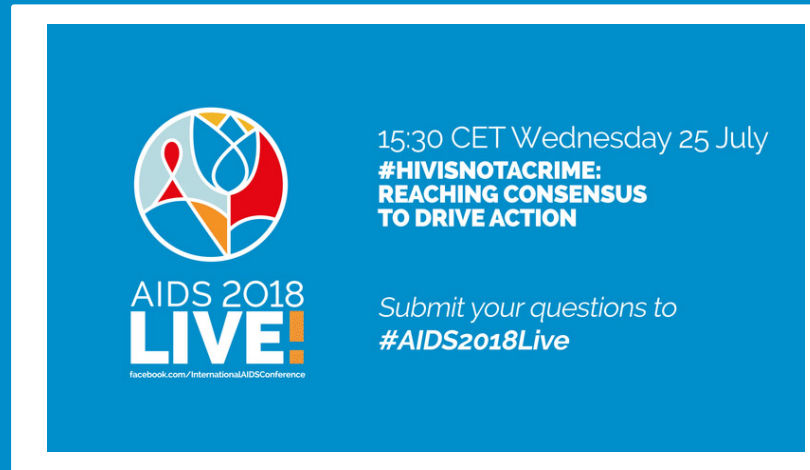
MTV Shuga, HIV stigma and youth
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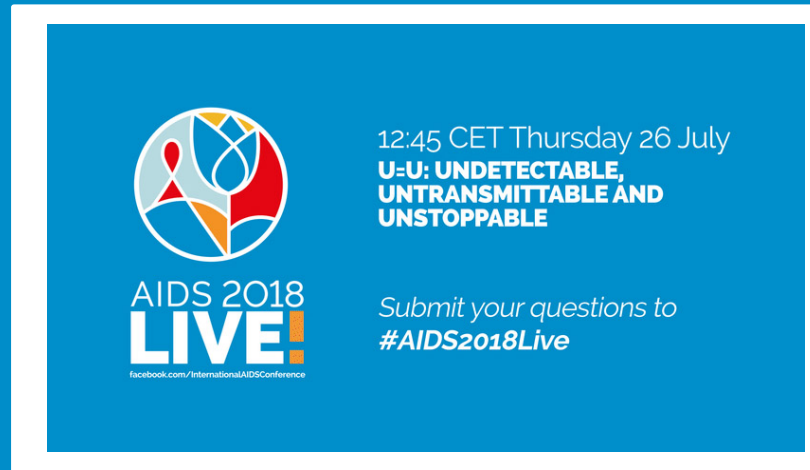
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#HIVIsNotACrime
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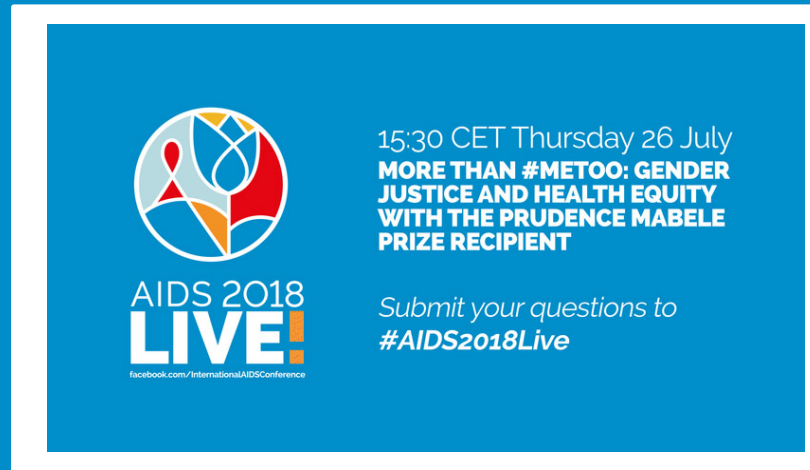
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Undetectable, untransmittable and unstoppable

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More than #MeToo
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THANK YOU!

Contact: Philip Clapham at
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