**REPRIEVE Outreach Toolkit**

**Social Media Pitch Template**

**How to Use This Template**

Using social media can be a low-effort, high-impact strategy to connect with care providers, influencers and potential participants. NIH and the REPRIEVE Coordinating Clinical Center have already reached out to national and international advocacy groups to encourage them to post about REPRIEVE, but you can help spread the word further by reaching out to community-based organizations that are on social media.

Replace the highlighted text with information about your site and the organization you are contacting. If the organization is interested in sharing REPRIEVE information over their channels or in a newsletter, you may send them the social media drafts included in this toolkit.

**Don’t forget:** You can also suggest that your own institution’s press office help post these social media message. In addition, consider posting messages about REPRIEVE during Twitter chats related to HIV or heart health or use conference hashtags to help catch attendees’ attention.

**TEMPLATE**

Dear [NAME of Social Media Manager/Contact],

Hello! I’m currently working on a project that I think may be of interest to [ORGANIZATION] and your social media followers.

[SITE NAME] is part of an exciting, large clinical trial called [REPRIEVE](http://www.reprievetrial.org/), which is testing whether statins can play a role in addressing the increased risk of cardiovascular disease in older adults with HIV. Too few people are aware that people living with HIV are about twice as likely to experience a heart attack.

I am reaching out to local organizations that share the mission of supporting biomedical research to help people living with HIV in [AREA]. Would you be interested in getting involved? We would love if [ORGANIZATION] could share some social media messaging through your channels or in your newsletter (we have Twitter and Facebook draft posts available to help make it easy). Let me know if you would be interested, and I would be happy to provide more information.

Thank you!

[YOUR NAME]

[CONTACT INFORMATION]