

## SECTION 3.0. SOCIAL MEDIA TOOLS & TIPS

Social media is an easy, cost-effective way to stay engaged with your participants. You can keep them updated on not only REPRIEVE but events happening at or around your clinic! You can also share HIV-related facts and how REPRIEVE is addressing the problem. The table below gives you some ideas on messages you can share about REPRIEVE!

### Tools:

- Follow the main REPRIEVE Trial social media accounts at @reprivetrial on Twitter and Facebook and share/like/retweet any messages shared from the REPRIEVE Clinical Coordinating Center.
- Use the generic REPRIEVE messages below as templates to create your own messages and post on your site's social media's platform (**pending local IRB approval**). *Please note all messages have been approved for release by the study/sponsor/collaborators/partners. Participating sites can share/like the messages or revise and post on their own pending local IRB approval.*

General Messaging	
Twitter	Facebook
People with #HIV are up to 2x as likely to develop #HeartDisease, including #HeartAttack and #stroke, as people without HIV. Learn more about how @NIH and @reprivetrial hope to reverse this trend: <a href="http://bit.ly/NIAIDHeartMonth">http://bit.ly/NIAIDHeartMonth</a>	People with HIV are up to twice as likely to develop heart disease, including heart attack and stroke, compared to people without HIV. Learn more about how @NIH and @reprivetrial hope to reverse this trend: <a href="https://www.niaid.nih.gov/news-events/happy-heart-month-what-people-living-hiv-should-know">https://www.niaid.nih.gov/news-events/happy-heart-month-what-people-living-hiv-should-know</a>
DYK people with #HIV are up to 2x more likely to have a heart attack? Learn more at <a href="http://reprivetrial.org">reprivetrial.org</a> #HeartHealth	Did you know that people living with #HIV are 50-100% more likely to have a heart attack or another form of cardiovascular disease? Learn more about this HIV-CVD connection by visiting <a href="http://www.reprivetrial.org">www.reprivetrial.org</a> . #HeartHealth
#HIV raises your risk of heart disease--but researchers are testing if statins can help. @reprivetrial #HeartHealth	If you are #HIV positive, you may be at an increased risk of developing heart disease. But researchers are currently asking if statins may be able to help lower this risk. Learn more at <a href="http://www.reprivetrial.org">www.reprivetrial.org</a> . #HeartHealth
#DYK there's a link between #HIV & #HeartDisease? The @reprivetrial is looking to get ahead of the problem by using statins to prevent heart disease and is the largest #RCT in #HIV to date!	Did you know there's a link between HIV and Heart Disease? The @reprivetrial is looking to get ahead of the problem by testing the use of statins to prevent heart disease in people with HIV – and they are well on their way! REPRIEVE is the largest randomized clinical trial and ACTG study to date with over 7500 volunteers enrolled!

<b>National Black HIV/AIDS Awareness Day</b>	
Today is #NBHAAD: DYK #HIV increases the risk of #heartdisease? See how #NIH is addressing this problem <a href="http://bit.ly/1RRqL7y">bit.ly/1RRqL7y</a>	Today is National Black HIV/AIDS Awareness Day. Heart disease is a health issue that disproportionately affects African Americans. But did you know that #HIV can increase the risk of developing heart disease as well? See how #NIH is addressing this problem with the REPRIEVE clinical trial. #NBHAAD
<b>National Women &amp; Girls HIV/AIDS Awareness Day</b>	
Today is #NWGHAAD: DYK #HIV increases the risk of #heartdisease? See how #NIH is addressing this problem <a href="http://bit.ly/1RRqL7y">bit.ly/1RRqL7y</a>	Today is National Women & Girls HIV/AIDS Awareness Day. Heart disease is the leading cause of death in American women. But did you know that #HIV can further increase your risk? See how #NIH is addressing this problem with the REPRIEVE clinical trial. #NWGHAAD
<b>HIV Long-Term Survivors Awareness Day</b>	
June 5 <sup>th</sup> , 201X marks XX [insert relevant date and years] years since the first published report of what would become commonly known as #HIV. Today is about bringing awareness to the millions of #HIV long-term survivors. #ItIsStillNotOver	June 5 <sup>th</sup> , 201X marks XX [insert relevant date and years] years since the first published report of what would become commonly known as HIV. Since then, much medical progress has been made to improve the lives of people living with HIV/AIDS, but there are still millions of people surviving with HIV. Today is about bringing awareness to the million HIV long-term survivors.
<b>National HIV/AIDS and Aging Awareness Day</b>	
Aging with #HIV? Learn more about how you might be at risk of #heartdisease: <a href="http://reprivetrial.org">reprivetrial.org</a> #NHAAAD	Today is National HIV/AIDS and Aging Awareness Day. Thanks to improved therapies, people with #HIV are living longer, healthier lives. But while cardiovascular disease is a concern for many older people, having #HIV may put you at a higher risk of experiencing a heart attack or stroke. Learn more about the CVD-HIV connection at <a href="http://www.reprivetrial.org">www.reprivetrial.org</a> . #NHAAAD
<b>National Latinx AIDS Awareness Day</b>	
Today is #NLAAD: DYK #HIV increases the risk of #heartdisease? See how #NIH is addressing this problem <a href="http://bit.ly/1RkNQd8">http://bit.ly/1RkNQd8</a>	Today is National Latino AIDS Awareness Day. Did you know that living with #HIV can increase your risk of developing heart disease? See how #NIH is addressing this problem with the REPRIEVE clinical trial. #NLAAD
#DYK the #Latinx community accounts for nearly 1/4 of all #HIV diagnoses in the US? Today, on #NLAAD, we want to educate the #Latinx community about the increased risk of #heartdisease among #PLWH. Visit <a href="http://www.reprivetrial.org">www.reprivetrial.org</a> to learn about how #NIH is addressing this problem.	Did you know the Latinx community accounts for nearly ¼ of all HIV diagnoses in the US? Today, on National Latinx AIDS Awareness Day, we want to educate the Latinx community about the increased risk of heart disease among people with HIV. Visit <a href="http://www.reprivetrial.org">www.reprivetrial.org</a> to learn about how the NIH is addressing this problem.

### World AIDS Day

<p>#DYK as AIDS-related deaths decrease in the US, #heartdisease deaths among those w/#HIV increase? Learn more: <a href="http://bit.ly/1RkNQd8">http://bit.ly/1RkNQd8</a> #WorldAIDSDay</p>	<p>Today, we observe #WorldAIDSDay. Did you know that even though deaths from AIDS-related morbidities are decreasing in the United States, heart disease deaths among those living with #HIV are increasing? People living with HIV are 50-100% more likely than the general population to develop cardiovascular disease. Learn more about the CVD-HIV connection at <a href="http://www.reprieve.org">www.reprieve.org</a> and see how #NIH is addressing this serious problem: <a href="http://www.youtube.com/watch?v=MNDKfsAkNDQ">http://www.youtube.com/watch?v=MNDKfsAkNDQ</a></p>
<p>#WorldAIDSDay reminds us how important it is to participate in research. People with #HIV ages 40-75 may be eligible for the @reprieve.org</p>	<p>#WorldAIDSDay reminds us how critical clinical trial research has been to advancing medical science on HIV/AIDS, but more research is still needed! If you are #HIV positive and between the ages of 40 and 75, you may be eligible to participate in a trial studying the connection between HIV and heart disease. Learn more at <a href="http://www.reprieve.org">www.reprieve.org</a>.</p>