

1 | What is the social media influencer (SMI) component of the intervention, and why is it being used?

Because social media influencers (SMIs) have the potential to have a profound impact on the behavior of their followers, the HPTN 096 intervention includes a component that will be implemented by SMI who are followed by Black MSM in the southern US. The study affiliated SMI will teach their followers about the study and encourage them to participate in the cross-sectional assessments, the peer support intervention and health equity activities. In addition, they will create original content to provide ongoing and accurate information about HIV prevention and care in order to enhance knowledge and decrease stigma. The study teams hopes that the SMI's messages will reach a large and diverse audience of Black MSM and that their followers will act on their suggestions (for example to get tested, protect themselves against HIV or engage in HIV care) and feel more comfortable talking about HIV.

2 | Who are the SMI?

Up to 32 SMI (up to four in each intervention community) will conduct this part of the intervention.

3 | How were the SMI selected?

The SMI were selected based on the following criteria:

- Have between 500 – 15,000 followers (generally considered micro-influencers)
- Based in one of the study communities
- More than 25% of their followers in one of the study communities and less than 5% of their followers living in a standard-of-care community
- More than 50% of their followers are Black
- Sexual preference(s) known to the public with positive sentiments regarding LGBTQIA

4 | How long will the SMI component of the intervention go on?

During the pilot, SMI will promote the study and provide HIV-related messaging for 8 months (April – December 2022). For the overall study, the SMI component of the intervention will continue for three years in each intervention community.

