

## Information for Potential Social Media Influencer Participation in HIV Prevention Project

### What is this HIV prevention project?

This HIV prevention project (HPTN 096: Building Equity Through Advocacy) is a 3-year research study designed to reduce HIV transmission in Black gay and bisexual men living in the southern United States. It is being conducted by the HIV Prevention Trials Network ([www.hptn.org](http://www.hptn.org)) in partnership with many local organizations in the South with funding from the National Institutes of Health ([www.nih.gov](http://www.nih.gov)). You can find more information about the study here: [www.hptn096.org](http://www.hptn096.org).

### Why are we looking for Social Media Influencers to participate in this study?

We know that you, as a social media influencer, can have a profound impact on the behavior of your followers, some of whom may be Black gay or bisexual men. We are seeking social media influencers throughout the southern US who are willing to provide ongoing and accurate information to Black gay and bisexual men about HIV prevention and care. We hope that the people you interact with will learn information about HIV, act on your suggestions (for example to get tested, protect themselves against HIV, or engage in HIV care), and feel more comfortable talking about HIV themselves.

### What exactly are you asking me to do for the study?

We are looking for 6 to 12-month commitments, during which you will act as a “brand ambassador” for the study. All brand ambassadors will be asked to promote Black gay events where we will recruit Black gay and bisexual men to complete a survey or provide a blood sample for the study. Depending on where you live, you may also be asked to create and post HIV-related content. You do not need to be an expert in HIV to participate in this project, as we will provide on-going training and information on the HIV-related topics we ask you to address. Here are two example topics, along with the type of content you might create.

- **Topic:** HIV testing; **Potential Content:** what is an HIV test; why getting tested for HIV is important; when you should get tested; where to find a place to get tested; how to test for HIV at home; what do positive and negative test results mean; how to handle being scared to get tested; how to overcome barriers to testing.
- **Topic:** U=U (Undetectable = Untransmittable); **Potential Content:** what does U=U mean; how do I know if I am undetectable; how do I know if my partner is undetectable; if I am undetectable, do I still have to use a condom; how can I become undetectable; how taking HIV medication can make you undetectable; the importance of using HIV medication as instructed to stay undetectable.
  - **Note:** “Undetectable” means that a person has HIV, but the virus cannot be measured in their blood. When someone living with HIV is undetectable, they can no longer give (or transmit) HIV to their sexual partners, thus they are “untransmittable.”

We understand that these are dense topics that need to be explained in simple, everyday terms that your audience can understand and act on – we are hoping that you will help us do just that. In addition to creating HIV-related content, we may also ask you to promote other parts of the study – for example, to promote the study-related peer support program. We expect each ambassador to create original content on a regular basis. We will review all content prior to posting to ensure accuracy with regard to HIV-related information.

### Does my HIV status matter?

No. We welcome influencers who are living with and without HIV to participate in the project, as both provide a unique perspective on HIV prevention. We recognize that while some influencers may talk about their HIV status as part of this campaign, it is not a requirement, and you will not be asked to share this information.

**Do I have to be a Black gay or bisexual man?**

Not necessarily. We know that there may be some people who are not a Black gay or bisexual man themselves, but who have a large following of Black gay men. Such individuals would be considered for this project.

**Is this a paid opportunity?**

Yes, if you are chosen to serve as a brand ambassador, payment is expected to be in the range of \$2000 - \$10,000, depending on various factors and contingent on the successful creation and posting of content as outlined above.

**What would you like me to do today?** Currently, we are looking for influencers who are willing to work with us on this project beginning in March 2022. After reading this information, please return to the [questionnaire](#) where you can let us know your interest in the project. Thank you!