

Episode 5 – Using Social Media to End HIV

Details: Welcome back to Real Issues, Real Talk: For Students, By Students! This week join students from the University of South Alabama as we sit down and discuss using social media to end HIV with Kimberly McKeand, Director of Digital Media and Outreach, at AIDS Alabama South. For more information regarding all of the services offered by AIDS Alabama South, please feel free to follow this link:

<https://www.aidsalabamasouth.org/>

Transcript

00:00:00 Speaker 1

Use real talk for students by students. We are so excited to be back for one more season and even more excited to bring you 5 brand New amazing podcast episodes featuring our special guest from AIDS Alabama. S each episode is going to dive into a topic that we find extremely relevant to college students.

00:00:20 Speaker 1

And meet with an expert surrounding that topic to not only tell us a little bit more about why that matter is important, but also get us familiar with resources that can help students and even anyone in the community facing that issue.

00:00:34 Speaker 1

We are so excited to be back for this new season and we hope you guys enjoyed the episode as well as all other episodes that have been posted.

00:00:41 Speaker 1

On our page.

00:00:42 Speaker 1

Now sit back, relax and enjoy the episode.

00:00:50 Speaker 1

Hello, everyone. Welcome back to real issues, real talk for students by students. My name is Connor, and I'm excited to bring to you guys once again another extremely special guest from AIDS, Alabama S located here in mobile. Today, we are joined with aids, Alabama S social media.

00:01:10 Speaker 1

Wizard will say.

00:01:11 Speaker 1

Kimberly McCain, Kimberly, would you like to go ahead and?

00:01:14 Speaker 2

Introduce yourself. Hi, I'm Kimberly McCain. I am the digital outreach and communications director for AIDS Alabama. SI. Basically, use social media to increase the awareness, prevention and treatment of HIV and AIDS.

00:01:30 Speaker 1

Awesome. Could you tell us a little bit about some of the projects you've worked on with adelabu myself?

00:01:36 Speaker 2

Oh, the projects? Well, I've done.

00:01:38

And.

00:01:39 Speaker 2

Just about all the projects I do, the graphic design too so.

00:01:44 Speaker 1

So Jack of all trades, I guess, right?

00:01:46 Speaker 2

Yeah, that's right.

00:01:49 Speaker 1

I got you. So we know that we're living in a very digital age 1 where I'd say I mean, at least when it comes to my peers, about 90% of us are receiving our news special alerts, things like that through social media. Why do you think it's important that AIDS?

00:02:08 Speaker 1

MMSL has a social media platform.

00:02:12 Speaker 2

Well, I mean, social media, it's it's a, it's a great resource for people living with HIV, people working in the field of HIV and people looking For more information on HIV. It's very important because it gives us a wide range of audience that we can reach out all at once.

00:02:32 Speaker 2

Or different audiences depending on the platforms that we use.

00:02:37 Speaker 1

Yeah. Now you mentioned the platforms that at Alabama S uses. What are you guys currently on? Is it Instagram? Is it Twitter or have you guys decided to abandon that one with the company seamlessly changing every single day Facebook, can we find you guys on TikTok, where you at we.

00:02:57 Speaker 2

Uh, we're on Facebook, Twitter, Instagram, and I created a tick tock account, but I haven't done any videos for it yet, so we have one, but not not, it's not active.

00:03:06

Hi, guys.

00:03:10 Speaker 1

I mean same with mine, so I entirely understand now why you know.

00:03:17 Speaker 1

We know that a lot of people are consuming media online, especially people in my demographic and those who are seeking out information surrounding HIV, AIDS treatment prevention, things like that. What does that response look like for you guys? Are you finding that a lot of people are interacting with you through social media?

00:03:38 Speaker 1

Are you getting mainly your interactions through just Google searches or, you know, word of mouth? Like how has social media really helped to get people connected with you guys?

00:03:49 Speaker 2

Well, we get a lot of Googling, actually. People Google.

00:03:53 Speaker 2

Us a lot.

00:03:54 Speaker 2

All the time I would have to say at least 2000 times per month.

00:04:00 Speaker 2

Yeah, we cause I have. We have a Google My Business account and so I monitor that we of course get messages through Facebook and Instagram all the time. So that's how they're basically reaching out. It's funding us through Google and then Facebook and Instagram.

00:04:19 Speaker 1

Gotcha now.

00:04:21 Speaker 1

With those social media platforms, do you find that there is a huge variation in the age ranges that are on both and that you're reaching on? You know, a multitude of your platforms, yeah.

00:04:36

Well.

00:04:38 Speaker 2

Facebook, of course, is the older adults where Instagram is the younger adult young adults. So we kinda have to.

00:04:51 Speaker 2

Cater to both of them through the platforms.

00:04:54 Speaker 1

I got you. And do you guys do anything to?

00:04:58 Speaker 1

Tailor your content to those specific demographics. I mean, if we know that like on Facebook, we're reaching a older demographic, do you tend to use, you know, stats that are more prevalent to them to try to help get the message across or you just keep it the same? So it's like for cohesion?

00:05:17 Speaker 2

If we keep it the same for cohesion.

00:05:19 Speaker 1

OK, I gotcha. Gotcha. So now.

00:05:25 Speaker 1

With social media, and especially with an organization that does as much great work as you guys do, I'm sure you have a huge impact and a mass following. But with that following and the type of work that you guys do, I'm sure there's backlash that you guys received. What does that digital backlash?

00:05:45 Speaker 1

Look like for you.

00:05:49 Speaker 2

Well, there's barriers, of course. You know, there's challenges that we come across. People may look at us as negative because they might think that we're the sex police, you know, which we're not. That's the perception that we have to change.

00:06:05 Speaker 2

And and you know, there's a lot of misinformation floating around out there about HIV in general.

00:06:12 Speaker 2

And so that's what my job is to kind of correct that information and establish a common ground with my audience and.

00:06:22 Speaker 2

Do that. So yeah, we don't. That's not it.

00:06:26 Speaker 1

Got you.

00:06:28 Speaker 1

So why do you think it's important that when it comes to, like public health policy, there is a strong social media foundation created for those, you know, advocacy efforts?

00:06:43 Speaker 2

Well, because it creates uh loyalty, trust and confidence in our organization. I mean, that's why we use social media is to do that, to be seen as successful, approachable and current. It strengthens our brand and allows us to be considered a trustworthy.

00:07:02 Speaker 2

Always.

00:07:05 Speaker 2

And stuff like that.

00:07:08 Speaker 1

Culture and.

00:07:09 Speaker 1

And for most modern day organizations, they have a social media presence. So obviously it's important that you guys have one as well. So people can interact with you. So huge kudos to you for building now aids along with how social media platforms as well as you have and getting that information out there.

00:07:29 Speaker 1

Now we know that now, Kimberly, how have you been able to gauge how many people you've been able to help with social?

00:07:39 Speaker 2

I use Analytics Analytics allows me to measure and take action on like how people arrive to our page or site and.

00:07:50 Speaker 2

So I'll just for an example. I'll take this past quarter we reached on Google. Let's see.

00:08:02 Speaker 2

12,600 people just on Google alone. What our website we got around 2000 Facebook we reached around 5300 so that's that's what I do. I I have the.

00:08:20 Speaker 2

Analytics that we keep up with and that I mean, that's a lot of people that we've reached just in the last quarter.

00:08:27 Speaker 1

Yeah, absolutely. I mean, it's great that we're able to disseminate this much information about you guys's resources to such a wide audience. That's incredible.

00:08:39 Speaker 2

Yeah, it is. I mean, just knowing that 12,000 and 600 people Googled US, I mean that's a lot of education and outreach right there.

00:08:50 Speaker 1

And do you get a lot of people that tell you, like, hey, we saw you guys on social media and that's why we reached out or?

00:08:56 Speaker 1

You know, so.

00:08:56 Speaker 2

On and so forth. We have in one of our intake forms of how did you hear about us?

00:09:02 Speaker 1

Oh, OK, awesome.

00:09:05 Speaker 1

We.

00:09:09 Speaker 1

We are reaching the end of this episode and because of that we have to be mindful of some of our listeners. They might be walking around campus quickly on their way to class, you know, jetting in and out of buildings. Maybe they stopped, grab a Starbucks, popped an air pod out, chatting with a few friends and are just now coming.

00:09:29 Speaker 1

Back to the conversation.

00:09:31 Speaker 1

What is one thing that you would like for them?

00:09:36 Speaker 1

To take away.

00:09:38 Speaker 2

I would like for them to take away that HIV is not a death sentence, that you can reach out to health organizations like AIDS, Alabama S through social media, ask US questions, get involved.

00:09:55 Speaker 2

Basically, just reach out to us and and we'll help you answer your questions and.

00:10:00 Speaker 2

All of that.

00:10:02 Speaker 1

Awesome.

00:10:03 Speaker 1

Well, Kimberly, thank you so much for coming on the show. As always, you guys, if you want to find out more information about AIDS, Alabama South in any of their presence here on social media, feel free to check out the description box below, if you like what you heard today. We have multiple more episodes for you to listen to you. You can stream us anywhere that you find podcast. Just search for real issues.

00:10:23 Speaker 1

Real talk in the search bar. We'll catch you guys in the next one. Thanks.