

Event Social Media Toolkit

The [Southern Policymaker Academy](#) is a critical meeting of the minds, where policymakers and advocates from a range of experiences come together to change the course of HIV's impact on the U.S. South.

Presented by **Southern AIDS Coalition**, this is an opportunity for the experiences and voices of those impacted by HIV to align with political leaders and to come together to move the needle in bipartisan policy action for those impacted by HIV.

This toolkit can be used to advocate and amplify our cause.

Below please find:

1. Sample social media content for LinkedIn and X related to the event
2. Additional resources to support you in your digital advocacy

For advocates: [CLICK HERE](#) to identify your local and state elected representatives. Once you have identified your representative, please direct all social media posts to your elected officials' social media accounts using the "@" function.

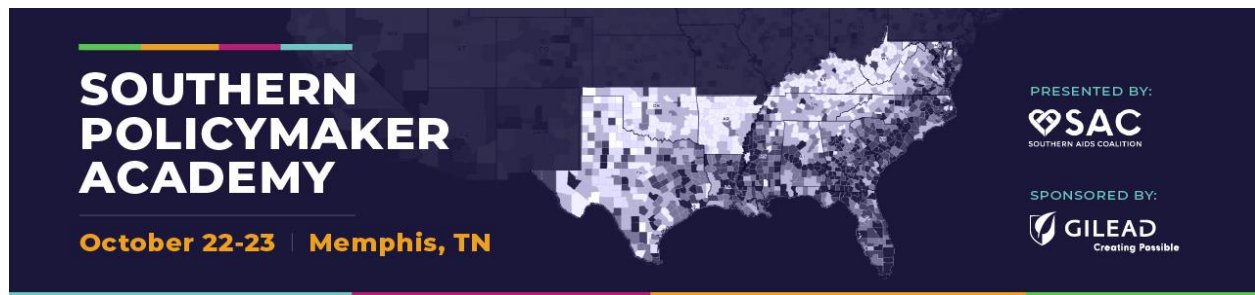
Sample Social Copy by Agenda Theme

Day 1 – Opening

- At #SouthernPolicymakerAcademy we're lifting up Voices from the Field to show how Southern communities are leading the fight against HIV. Policymakers: the solutions are here—let's act. #SPA25
- The South carries the highest HIV burden in the U.S.—but we also have the power to change that. Excited to join advocates + leaders at #SPA25 in Memphis to drive action. #SouthernPolicymakerAcademy

Day 2 – Data & Disparities

- HIV in the South is not just numbers—it's lives. Today at #SP25 we're grounding conversations in the realities of disparities and the urgent need for equitable responses. #SoutherPolicymakerAcademy



Investing in Communities

- Stronger communities = stronger HIV prevention and care. At #SPA25, leaders are showing how investments at every level can save lives and reduce disparities.

Prevention & Youth

- Expanding PrEP access is key to ending the epidemic. States across the South are showing how policy can break down barriers. Let's build on these wins.
#SouthernPolicymakerAcademy
- Our young people deserve the tools to thrive. HIV prevention + sexual health education = healthier futures. Policymakers, let's prioritize youth.
#SouthernPolicymakerAcademy

Messaging & Policymakers

- Words move policy. At #SPA25, advocates are learning to frame HIV issues around shared values—responsibility, fiscal sense, and community well-being.
#SouthernPolicymakerAcademy

Justice & HIV Law Reform

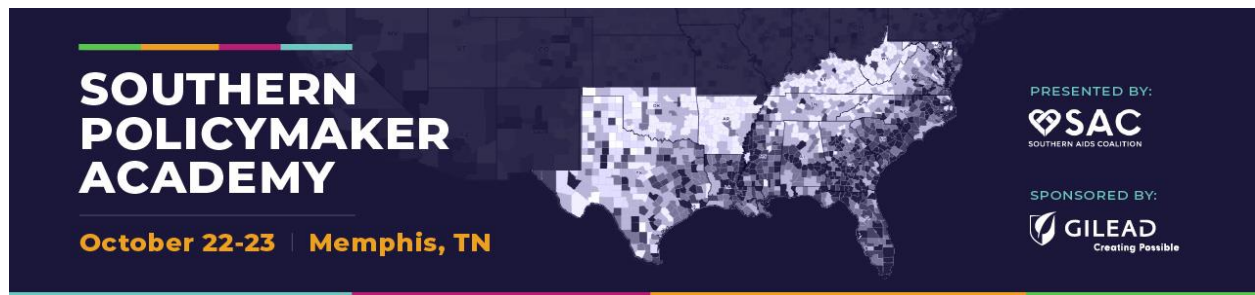
- Outdated HIV criminalization laws contradict science + harm communities. At #SPA25, we're calling for modernized, just policies that reduce stigma and reflect today's reality. #SouthernPolicymakerAcademy

Housing, Innovation, and Services

- Stable housing, safe transport, and public safety are HIV prevention tools. At #SPA25 we're pushing for policies that meet people's full needs.
- Innovation is changing what's possible: rapid testing, telehealth, long-acting treatment. Policymakers—let's bring these tools to every community. #SPA25

Faith & Community Closing

- Ending HIV in the South means harnessing the power of faith + community. Inspired at #SPA25 to reduce stigma, build bridges, and drive change together.
#SouthernPolicymakerAcademy



Ready-to-Use Social Post Templates

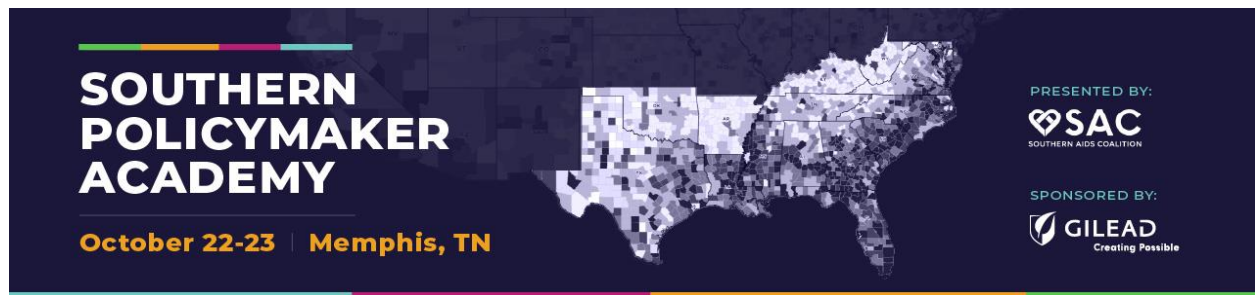
- Live from #SPA25 in Memphis! Today's session on [insert topic] highlights why policymakers must act to end HIV in the South. The voices here are powerful—now we need policies to match. #EndHIV #HealthEquity #SouthernPolicymakerAcademy
- @Rep/[Sen./Official Name], communities in [state] are ready for action. At #SPA25 in Memphis, we're learning how [insert policy solution: e.g. expanding PrEP access, investing in housing, reforming HIV laws] can change lives. Will you join us? #HIVAwareness #SouthStrong #SouthernPolicymakerAcademy
- Hearing directly from community leaders at #SPA25 in Memphis reminds us: the South has the solutions. From [insert example: "faith leaders reducing stigma" / "youth leading prevention" / "states removing barriers to PrEP"], policymakers must listen + act. #EndStigma #HealthEquity #SouthernPolicymakerAcademy
- The data is clear: the South carries the highest HIV burden in the U.S. But #SPA25 in Memphis shows us the path forward—equitable policies, prevention tools, and community investments. Policymakers: it's time to act on the evidence. #EndHIV #HIVAwareness #SouthernPolicymakerAcademy
- Leaving #SPA25 in Memphis inspired by the power of community + faith leadership. Together, we can reduce stigma, build bridges, and create a healthier South. Policymakers: let's turn this vision into action. #EndHIV #HealthEquity #SouthernPolicymakerAcademy

Hashtags & Tagging Guidance

Core hashtags (use on every post):

- #SPA25
- #SouthernPolicymakerAcademy
- #EndHIV
- #HIVAwareness
- #HealthEquity

Optional audience-specific hashtags:



- #HIVPrevention #PrEP #EndStigma #HIVJustice #SouthStrong

Tagging tips:

- **Tag speakers/panelists** (if they have public accounts) to boost reach.
- **Tag your own state/local policymakers** and invite them into the conversation (e.g., “@Rep____, this is why we need action in [state]”).
- **Tag partner orgs** (Southern AIDS Coalition, AIDS United, AVAC, local HIV orgs).

Additional Resources

To learn more about the impact of HIV within communities, explore **AIDSvu’s resources**.

These resources can also be linked in your social media content to spread awareness:

- Read AIDSvu’s [local and national data](#) to learn more about [HIV in the U.S. South](#) and the five southern focus states:
 - [Alabama](#)
 - [Arkansas](#)
 - [Tennessee](#)
 - [Mississippi](#)
 - [Louisiana](#)
- Visit AIDSvu’s exhaustive [data on HIV testing](#)
- Visit AIDSvu’s [Tools & Resource page](#)
 - Read AIDSvu’s “[Deeper Look](#)” on [HIV in the U.S. South](#)
 - Read AIDSvu’s “[Deeper Look](#)” on [HIV in Black Communities](#)
 - Read AIDSvu’s “[Deeper Look](#)” on [PrEP](#)
 - Read AIDSvu’s “[Deeper Look](#)” on [HIV Criminalization](#)
 - Read AIDSvu’s “[Deeper Look](#)” on [Transgender People and HIV](#)
- Find available HIV testing and care services near you with AIDSvu’s [service locators](#)
- Read AIDSvu’s resources on health equity:
 - [Dr. Ifeoma Udoh on HIV Prevention and Health Equity for Black Women](#)
 - [Health Equity & HIV](#)