



Keeping Up With the Pixels

Using live video to ride the wave of social media transformation



Hello

HIV.gov is a gateway to all domestic U.S. government HIV & AIDS testing, treatment, & research information.

Funded by the Secretary's Minority AIDS Initiative Fund, HIV.gov is **deeply invested in modeling the effective use of digital media** to strengthen our public health work and empower partners to more effectively achieve their missions.

WHY LIVE?



Live video can **cut through noise**



Live video can be **more effective**



Live video can be **more authentic**

BY THE NUMBERS

20%

Of all videos on
Facebook are Live
Streamed

3x

Live videos are viewed
3x longer than
recorded videos

10x

Live videos have 10x
more engagement than
recorded videos

PICK YOUR PLATFORM



CASE STUDIES



Bring Our Audience With Us

International AIDS Conference



Educate Our Audience

APHA Digital Tools Panel

CASE STUDIES



Educate - Digital Tools

Facebook Live Panel with Pew



Storytelling - Stigma

World AIDS Day Snapchat Story

BEST PRACTICES



PLANNING



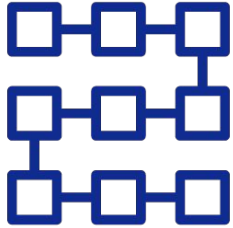
MANAGEMENT



PRODUCTION

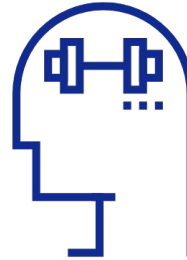


METRICS



STORYBOARD

Just because it's live doesn't mean it's spontaneous!



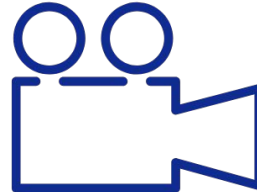
TRAIN

Practice with presenters and make sure team is comfortable



KEY THEMES

Identify key themes and supporting messages



EXTRAS

Add b-roll, graphics, supporting information

PRODUCTION



Production Crew



Camera + Lights + Mic + Software



Computer/Tablet/Phone + Low Cost Software

MANAGEMENT



**In the
Moment**



Ongoing

MAKE THE CASE



STREAMLINE

Streamline your video production



ENGAGE

More engagement with your audiences



ORGANIZE

Cultivate, store, and organize your content



CREATE

Create better content with live video

**Any
Questions?**

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Virtual Office Hours
bit.ly/HIV_VOH