

The HIV.gov team informed us about a digital story to be released on World AIDS Day (12/1) – and would appreciate our help in spreading the word. Here is the message they have asked us to share by email with clients, our subrecipients, colleagues, and friends:

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Are you on Snapchat? If so, we'd like your help raising awareness about HIV on World AIDS Day (December 1<sup>st</sup>). World AIDS Day is a time to remember that we can end the HIV epidemic if we all work together. Here's what you can do to help:

- Look for the special World AIDS Day geofilter on Snapchat and snap away on December 1<sup>st</sup>!
- Watch for a World AIDS Day story on Snapchat this December 1<sup>st</sup>.
- Ask your friends to get involved. World AIDS Day is the perfect time to show your support for the HIV community and, the more people get involved, the better we can work together to end HIV.

Thanks for taking action at World AIDS Day.

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**For agencies using social media, the HIV.gov team also provided the following social media post for Twitter and Facebook profiles:**

Are you on Snapchat? Tune in to the World AIDS Day Snapchat news story on Dec. 1 to learn more about the HIV/AIDS epidemic in the U.S. #WAD2017

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Please feel free to share this message widely. Thank you.