

**Southern HIV/AIDS Awareness Day COMPASS Grantee Toolkit**

Thank you for helping promote the second annual Southern HIV/AIDS Awareness Day! This is an important day for those working in HIV treatment and prevention to share ideas and resources, learn from one another and reflect on the progress we’ve made this year. The event is run by the Southern AIDS Coalition, which works with the COMPASS Initiative and is a long-term strategic partner in the South. Due to the COVID-19 pandemic, this year’s events will all take place virtually, which will make promotion on social media particularly important for attendance and engagement. Feel free to use any of the posts and graphics below, or draft your own as you’d like, and please contact Southern AIDS Coalition’s Media Coordinator, Torrie Shepard at [torrie@southernaidscoalition.org](mailto:torrie@southernaidscoalition.org) with any questions or concerns.

**Twitter**

* Together, we’re finding new ways to energize the fight against HIV in the South. #SHAAD2020 is a key milestone for @SouthernAIDSCo & @BeOurCOMPASS grantees to recognize where we’ve been, where we can grow, & recent success. Learn more: <https://southernsolution.org/> #SHAAD2020
* It’s going to take a village to #EndTheHIVEpidemic, and we’re thankful @SouthernAIDSCo is organizing one through #SHAAD! Southern HIV/AIDS Awareness Day is integral to raising awareness and fighting HIV stigma in the South as a @BeOurCOMPASS grantee. <https://southernsolution.org/>
* Inspired by the virtual events @SouthernAIDSCo is running for #SHAAD2020! From celebrating advances in treatment and prevention to collaborating on new tactics, we’re making progress through @BeOurCOMPASS to #EndTheHIVEpidemic in the South. Join us: <https://southernsolution.org/>
* Excited to participate in @SouthernAIDSCo’s 2nd annual Southern HIV/AIDS Awareness Day! Every day, we #PursueThePossible as a @BeOurCOMPASS grantee by helping our community find better access to HIV treatment & prevention services. Join us for #SHAAD2020: <https://southernsolution.org/>

**Facebook // LinkedIn**

* Together, we’re finding innovative ways to transform the fight against the HIV epidemic in the South. @Southern AIDS Coalition’s Southern HIV/AIDS Awareness day is a key milestone to recognize where we’ve been, where we can grow, and successes in treatment and prevention in the last year. We’re proud to be a part of this important work through the @COMPASS Initiative. Learn more about #SHAAD2020: <https://southernsolution.org/>
* Inspired by the all the virtual panels and events @Southern AIDS Coalition is running for #SHAAD2020! From celebrating members of the community making strides in treatment and prevention to collaborating on innovative solutions to problems, @COMPASS Initiative grantees like us are making strides to end the HIV epidemic in the South. Join the movement: <https://southernsolution.org/>

[**Graphics (Click here to download assets):**](https://drive.google.com/drive/folders/1qXLr8x8-Ed2GrO2Knq7R0_iuO8r6aUmB?usp=sharing)



