



Using New Media in HIV Prevention

August 31, 2009 By [Oriol R. Gutierrez Jr.](#)

The CDC's [2009 HIV Prevention Conference](#) in Atlanta was inspirational. From the [opening session](#) (which included a [wonderful speech](#) by Regan Hofmann, *POZ*'s editor-in-chief) to the closing session, I saw a great mix of people dedicated to finding new methods for HIV prevention.

Using new media in HIV prevention [was a theme](#) throughout the conference, including a [social media lab](#) where people could drop in for hands-on peer-to-peer tutoring on using new media (I was a volunteer tutor). On Tuesday, August 25, Michelle Samplin-Salgado, new media strategist at [AIDS.gov](#), moderated the session that I was a panelist on titled "Voices from the Public and Private Sector on Using New Media in Response to HIV/AIDS."

My fellow panelists included: Erik Ireland from the San Francisco AIDS Foundation (SFAF), who described the ins and outs of podcasting and [The SFAF Podcast](#); David Novak from Online Buddies, Inc., which owns the gay social networking site Manhunt, who explained their STI partner notification initiative called [Manhunt Cares](#); and Andy Woodruff from ISIS, Inc., who detailed two of their HIV prevention text-messaging campaigns, [SexInfo](#) and [Hookup](#).

In the photo, from left: Samplin-Salgado, Ireland, me, Novak and Woodruff.

[I talked about](#) the new media strategies we use here at *POZ*, including [POZ TV](#) and social networking sites such as [Facebook](#) and [Twitter](#). I spent most of my time talking about lessons I learned in my first year as a blogger for the [POZ Blogs](#).

We had a full audience for our panel and the social media lab was constantly busy while I was there. I hope that attendees to both found our suggestions useful.

Thanks to all of the folks at the CDC and at AIDS.gov for making my experience as a panelist so enjoyable!