



Let's Stop HIV Together HIV Self-Testing Partner Toolkit

[Together TakeMeHome \(TTMH\)](#), is a national direct-to-consumer HIV self-testing program with a goal of distributing up to one million free HIV self-tests to disproportionately affected populations including gay, bisexual, and other men who have sex with men, particularly Black/African American and Hispanic/Latino gay and bisexual men, Black/African American cisgender women, and transgender women of all races and ethnicities in the next five years. Scaling up TTMH to one million tests can have a resounding impact on HIV prevention efforts in the United States, but its success will rely heavily on our collaborative efforts.

This *Together* partner toolkit includes [Together HIV self-testing](#) materials and resources for you to promote and share with your community. Download social media and digital assets from this [Dropbox folder](#).

- Social Media Content
- Web Banners
- Videos
- Posters
- Stickers (Print and Digital)

Monitoring and Evaluation: Using Tracking Codes

For social media and digital assets:

We know you would like to know the impact of your efforts. Please use the customized HIVST tracking codes we have provided you for your social media posts and digital asset placements and we will be able to track your efforts.

Social Media Content




- Use these sample social media posts on your channels.
- Where you see **[Insert Link]**, you should use your customized HIVST tracking codes, which directs individuals to the [Together TakeMeHome](#) portal.
- *Together* social media is the official social media accounts for TTMH:
 -  [@stophivtogether](#), [@StartTalkingHIV](#)
 -  [@StartTalkingHIV](#)
 -  [@CDC_HIV](#)
- Use official TTMH hashtags to add to your posts: #HIVtestmyway, #autopruebasdelVIH, #StopHIVTogether #detengamosJuntoselVIH
- For more social media content, see the HIV Self-Testing [Social Media Toolkit](#) on the *Together* website.






Image	Copy
	<p>HIV testing can be easy, fast, and done from the comfort of your space. #HIV self-tests put the power in your hand. Order your free HIV self-tests today: [Insert Link]</p> <p>#StopHIVTogether #HIVtestmyway</p>
	<p>Con auto-pruebas del #VIH, puedes hacerte la prueba rápidamente en la privacidad de tu espacio. Hay poder en saber. Ordena tus auto-pruebas gratis: [Insert Link]</p> <p>#DetengamosJuntosElVIH #autopuebasdelVIH</p> <p><i>English translation: With HIV self-tests, you can get tested quickly from the privacy of your own space. There is power in knowing. Order your free HIV self-tests.</i></p>
	<p>Knowing your #HIV status gives you power. Learn more about HIV self-testing and get free HIV self-tests: [Insert Link]</p> <p>#StopHIVTogether #HIVtestmyway</p>
	<p>#HIV self-testing allows you to test and get results in your own space and on your own time! Order free self-tests: [Insert Link]</p> <p>#StopHIVTogether #HIVtestmyway</p>
	<p>No matter your results, getting tested for #HIV is the first step to staying healthy. Order free HIV self-tests to learn your status: [Insert Link]</p> <p>#StopHIVTogether #HIVtestmyway</p>

Image	Copy
	<p>La única manera de conocer tu estatus del #VIH es haciéndote una prueba. Toma control de tu vida con una auto-prueba del #VIH. Ordena tu auto-prueba GRATIS hoy: [Insert Link]</p> <p>#DetengamosJuntosElVIH #autopuebasdelVIH</p> <p><i>English translation: The only way to know your HIV status is to get tested. Take control of your life with an HIV self-testing. Order your FREE HIV self-test today: [Insert Link]</i></p>

Web Banners

- These banners can be embedded onto your website.
- Each banner is available in four sizes: 1080x1080, 300x250, 320x50 and 728x90.
- Don't forget to use your customized HIVST tracking codes for your web banner placements. **See Dropbox link for files.**

<p>General audience (Spanish)</p>	<p>General audience (English)</p>	<p>Latina trans woman</p>
<p>Black trans woman</p>	<p>Latino and Black MSM</p>	<p>Black MSM</p>
<p>Black cisgender woman</p>	<p>Black cisgender couple</p>	

Videos

- These videos can be shared on various platforms or embedded into your website.
- Don't forget to use your customized HIVST tracking codes if you place these videos in clickable formats.

Do You Know Your HIV Status?

Available in 60-second, 30-second, and 15-second versions. Features social media influencers promoting the benefits of HIV self-tests. Calls-to-action include (1) directing individuals to [Together HIV self-testing](#) to learn more about HIV self-tests (“*learn more*”) and (2) directing individuals to the Together Take Me Home website to order free HIV self-tests (“*swipe*” and “*click*”). **Mp4 files available on Dropbox.**

Video	Additional Details
60-second “learn more”	Call-to-Action: End card and voiceover direct viewer to visit cdc.gov/HIVselftesting to learn more about HIV testing, including free HIV self-tests. Formats: <ul style="list-style-type: none">• YouTube Link: https://youtu.be/VheITAWTYko• Mp4 files
30-second “learn more”	Call-to-Action: End card and voiceover direct viewer to visit cdc.gov/HIVselftesting to learn more about HIV testing, including free HIV self-tests. Formats: <ul style="list-style-type: none">• YouTube Link: https://youtu.be/te3V-loEABw• Mp4 files
15-second “learn more”	Call-to-Action: End card and voiceover direct viewer to visit cdc.gov/HIVselftesting to learn more about HIV testing, including free HIV self-tests. Format: Mp4 files (only)
15-second “swipe”	Call-to-Action: Voiceover directs viewer to <u>swipe</u> up to order free HIV self-tests. Format: Mp4 files (only) Suggested Platforms: Snapchat, Instagram Stories, or platforms that instruct users to <u>swipe</u> to act
15-second “click”	Call-to-Action: Voiceover directs viewer to <u>click</u> to order free HIV self-tests. Format: Mp4 files (only) Suggested Platforms: TikTok, Facebook, or platforms that instruct users to <u>click</u> to act

Understanding Your HIV Self-Test Results

This two-and-a-half-minute animated video explains what to expect after you get your self-test results. It outlines prevention options for those who test negative and treatment options for those who test positive. It promotes status-neutrality. The call-to-action directs individuals to [Together HIV self-testing](#) to learn more about HIV self-tests.

Video	Additional Details
<i>Understanding Your HIV Self-Test Results</i> (2 minutes, 37 seconds)	Call-to-Action: End card and voiceover direct viewer to visit cdc.gov/HIVselftesting to learn more about HIV testing, including free HIV self-tests. Formats: <ul style="list-style-type: none">• YouTube Link: https://youtu.be/VheITAWTYko• Mp4 files

Stickers (Print & Digital)

- This HIV self-testing sticker is available in print and digital formats.
- It can be used at events and/or on social media.
- The print stickers are available as print-ready files.
- The digital *Together* stickers are available in the GIPHY store. Find additional information on how to use the digital sticker in this social media toolkit: [Social Media Toolkit - June 2022 GIPHY](#)
[| Partner With Us](#) | [Let's Stop HIV Together](#) | [CDC](#)

