Project Title: Creation of a promotional strategy for NLM_HIVplus50 Twitter handle

Description: Background:
NLMs Specialized Information Services has been using social media to promote several of its databases and programs for the past year with mixed results. Several efforts such as NLM4Caregivers, Women’s Health Resources and DIMRC have been very successful. Our latest effort @NLM_HIVplus50 is getting off to a slow start. This twitter feed is focused on issues relating to HIV/AIDS among people 50 and older. In an effort to ensure that our promotional efforts reach the widest audience, a revitalized social media effort will be devised to promote this HIV/AIDS resource.

Project:
The Twitter feed@NLM_HIVplus50 focuses on HIV/AIDS issues for those 50 and over. It draws upon resources listed on the SIS AIDS Portal specific for aging populations (http://sis.nlm.nih.gov/hiv/Topic.php?topicID=1203&subtopicID=1208). Our target audiences include AIDS Service Organizations, government agencies and those 50 and over affected and at-risk for HIV.
This project will assist in the development of a promotional strategy for the @NLM_HIVplus50 Twitter handle.

Primary Learning Objectives for Intern:
- Understand the use of social media in the workplace to further staff communication
- Develop and use skills in social media
- Ability to use and analyze results from social media analytics tools.

Expected Outcomes/Products:
- Report (2-4 pages) including of a review of social media analytics, list of possible influencers for @NLM_HIVplus50 and possible next steps
- Promotional tweets for @NLM_HIVplus50 staff to use.

Methodologies/Tasks:
1. Develop a strategy to increase Twitter followers
2. Develop promotional Tweets about resources relevant to HIVplus50 issues available on the SIS AIDS Portal, MedlinePlus and NIH Senior Health.
3. Advise RHIN staff of strategy
4. Identify Twitter “influencers” with in the HIV/AIDS community.

Project Sponsor: Andrew Plumer