



## National HIV Testing Week 2022 – Pre campaign comms plan 17<sup>th</sup> Jan – 7<sup>th</sup> Feb

National HIV Testing Week is a campaign to promote regular testing among the most affected population groups in England. This helps to reduce the number of people living with undiagnosed HIV and those diagnosed late.

We are inviting organisations to participate in this years' HIV Testing week by promoting HIV testing and prevention services with our support.

The official National HIV Testing Week starts on Monday 7th February until Sunday 13th February. **However, from Monday 17th January residents in all parts of England will be able to access a free online HIV test during the campaign period from 17th January – 13th February. From 17<sup>th</sup> January free postal test kits can be ordered directly at [freetesting.hiv](https://freetesting.hiv)**

Please use the following social media plan to help us to get the message out.

### Post 1: Monday 17th January @ 9am

Facebook	
<p>You can order a FREE HIV postal test kit ahead of this year's #HIVTestingWeek! By testing for HIV at home, you send away a small blood sample and get the result in around a week. Testing for HIV is quick, easy and confidential. So what are you waiting for? Order your free postal test kit now: <a href="https://freetesting.hiv">freetesting.hiv</a></p>	
Twitter	
<p>You can order a FREE HIV postal test kit ahead of this year's #HIVTestingWeek! Testing for HIV is quick, easy and confidential. So what are you waiting for? Order your free postal test kit now: <a href="https://freetesting.hiv">freetesting.hiv</a></p>	
Instagram	



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Testing for HIV is quick, easy and confidential. So what are you waiting for? Order your free postal test kit now:

[freetesting.hiv](https://freetesting.hiv)

#HIVTestWeek #HIVtesting #HIV #sexualhealth #GiveHIVthefinger #HIVprevention #ImStoppingHIV #ItStartsWithMe



### Post 2: Wednesday 19th January @12pm

#### Facebook

National HIV Testing Week starts soon on Monday 7th February! Testing is free, quick and easy – you can even test from home. Order your free postal test kit now: [freetesting.hiv](https://freetesting.hiv)



#### Twitter

National HIV Testing Week starts Monday 7<sup>th</sup> February. There's no better time to get tested and know your status. Order your free postal test kit now: [freetesting.hiv](https://freetesting.hiv)



#### Instagram



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 So what are you waiting for? Order your free postal test kit now: [freetesting.hiv](https://freetesting.hiv)  
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**Post 3; Tuesday 25<sup>th</sup> January @10am**

**Facebook**

Did you know you can get a free HIV postal test kit delivered to your door as part of the National #HIVTestingWeek campaign.  
 Order your free postal test kit now: [freetesting.hiv](https://freetesting.hiv)



**Twitter**

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**Instagram**



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#### Post 4: Friday 28<sup>th</sup> January @4pm

### Facebook

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### Twitter

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### Instagram



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**Post 5: Wednesday 2<sup>nd</sup> February @11am**

**Facebook**

National HIV Testing Week starts next week on Monday 7th February!  
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**Twitter**

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**Instagram**



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### Mon 7<sup>th</sup> – National HIV Testing Week begins.

We will send a new social media plan with daily messages to be shared during the official campaign week (Monday 7th February- Sunday 13th February).