

# Philly — PrEP — Awareness Week

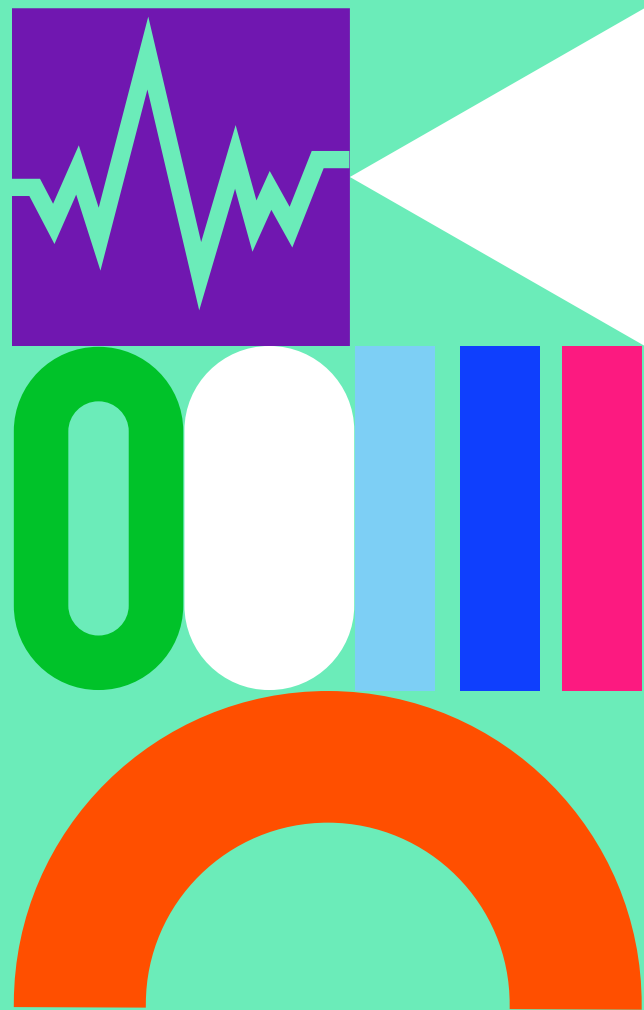
October 27 - 31 **2025**



## How to Guide for Social Media + Sample Posts

Here's a guide for planning  
a successful event during  
**PrEP Awareness Week**





# Not sure what to post?

Let's spread the word and use social media to bring awareness to PrEP! You are welcome to utilize the best practices to generate your own materials and content that suit your voice and the events you may be hosting.

## Here are some key messages and themes:

### Theme:

PrEP (*Pre-Exposure Prophylaxis*) is a safe, effective tool that prevents HIV.

#### Sample Posts:

- Did you know PrEP can reduce your risk of getting HIV by up to 99% when taken as prescribed? It's a simple, science-backed way to protect yourself and your partners.
- What is PrEP? It's one of the most powerful tools we have in the fight against HIV, preventing your risk of transmission by up to 99%!

### Theme:

Everyone deserves access to HIV prevention, no matter their identity, relationship status, or background.

#### Sample Posts:

- PrEP is for everyone – no matter your sexual orientation, gender identity, relationship status, age or background.
- Everyone deserves access to HIV prevention. PrEP is for you, no matter who you are, who you're with, or how you love.

### Theme:

PrEP is flexible, available as a daily pill or long-acting shot that only needs to be taken every 2 months to 6 months.

#### Sample Posts:

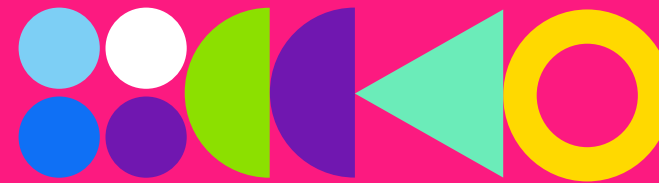
- PrEP is available as a daily pill or a shot every 2 months to 6 months. It's your health, your choice.
- Preventing HIV can be as easy as a daily pill or a long-acting shot every two months. Take your PrEP, your way!

### Theme:

PrEP is not just about protection, it's about empowerment, taking control, and choice.

#### Sample Posts:

- PrEP isn't just protection. It's power. More conversations about PrEP means more people know they have options to protect themselves and their partners!
- Talking about PrEP = fighting HIV stigma. Start the conversation in the comments below.



## Hashtag Guidance:

Use these hashtags to keep the conversation unified and visible:

**#PhillyPrepAwarenessWeek2025**

**#PhillyPrEP**

**#PKOL**

**#phillykeeponloving**

**#PrEPped**

**#Prevention**

**#SexualHealth**

**#EndHIVPhilly**

### Theme:

Free or low-cost PrEP services are available in Philadelphia (*and many other cities*).

#### Sample Posts:

- You deserve protection from HIV no matter your insurance status. PrEP is available at low or no cost in Philly and easier to get than you may think.
- Wondering if PrEP is affordable? It is! In Philly, you can get PrEP at low or no cost even if you don't have insurance



## Other Post Ideas:

1. Promote your events! Use the logo graphics with a caption inviting people to your event and talking about what they can experience.
2. Take a video! Take the main elements from the PrEP educational focus posts above and customize how someone may benefit from talking to you directly, whether that's connecting them to providers or helping them think through if PrEP is right for them.
3. Share a message! Personal experience is everything. Talking about the power of PrEP with testimonials can be more impactful than just education.



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## Additional Resources

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Want to guide your community to more information about PrEP? The City of Philadelphia is here to help with additional educational resources.

[Philly Keep On Loving | Information for HIV, STIs, and PrEP](#)

[Where to get pre-exposure prophylaxis \(PrEP\) in Philadelphia | Department of Public Health | City of Philadelphia](#)

[Philly Keep On Loving For Providers](#)

[HIV and AIDS Resources | HIV.gov](#)

# Need help?

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