

One Minute Media Kit
with



insti.com

Do it 4 U Messaging

Do it 4 U is about empowering individuals to take charge of their own health and life. How much time have you spent on yourself lately? No matter how busy your life has become, you can still spend time on yourself, **especially when it's just one minute.**

Social Media - Facebook

Below are some sample posts that you can share on your Facebook page along with the graphics. Include your organization's testing event details as the call to action!

HIV testing takes only one minute. Regardless of the result, #Dolt4U

When was the last time you gave yourself the TLC that you deserve? Regardless of how busy you are, getting tested only takes one minute. #Dolt4U

1 in 7 Americans are living with HIV but are unaware. The only sure way to know your status, is to get tested. No more guessing games, just #Dolt4U.

#UequalsU means once your HIV levels are undetectable, you can't transmit it to others. This means you have no excuse not to get tested. #Dolt4U

Ending HIV can be a reality through testing, treatment and prevention. It starts with YOU committing to the cause #Dolt4U

National HIV Testing Day is June 27th. Take charge in your health and get tested. #Dolt4U



More Facebook graphics for social media

Social Media - Twitter and Instagram

Below are some sample posts that you can share on your Twitter and Instagram accounts along with the graphics. Include your organization's testing event details as the call to action!

Get tested in #OnlyOneMinute. Regardless of the result, #Dolt4U

Even if you're busy, you can take one minute for yourself
#GetTested #Dolt4U

Only way to #KnowYourStatus, is to #GetTested. Spend a minute on yourself, for yourself #Dolt4U

1 in 7 Americans are living with HIV but are unaware. The only way to #KnowYourStatus, is to #GetTested. Don't guess, just #Dolt4U.

#UequalsU means once you're undetectable, you can't pass on HIV. No more excuses. Go #GetTested. #Dolt4U

Ending HIV can be a reality through testing, treatment and prevention. It starts with YOU committing to the cause #Dolt4U #StopHIV

National HIV Testing Day is June 27th. Take charge in your health and get tested #Dolt4U #NHTD



[More Twitter / Instagram graphics for social media](#)

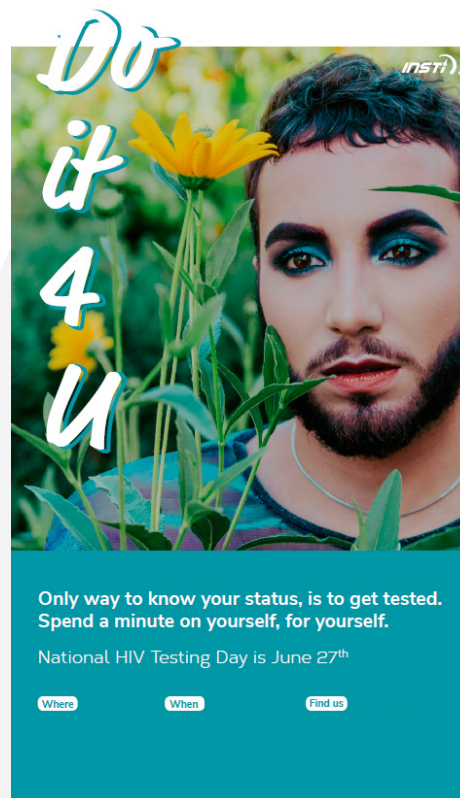
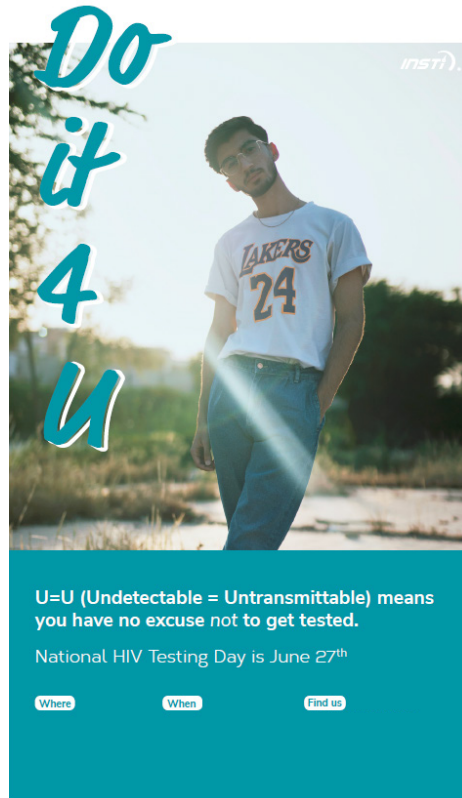
Posters

We have digital copies of posters for you to use to promote your event.

There are four posters to choose from in English, French and Spanish options. Please make sure you have the logo ready in a png, eps or ai format to prevent delays. Our team will customize based on your information within 2 business days once we have received your information.

Customized Poster Form

All Posters





1 in 7 Americans are living with HIV and are unaware.

Did you know an HIV test is a simple fingerprick and takes only **one minute**? Results are available instantly.

Undetectable = Untransmittable

U=U means undetectable = untransmittable. This means that when you achieve viral suppression from taking HIV medicine and continue to stay at undetectable levels of HIV, you can stay healthy and have no risk of transmitting to others.

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The only way to know your status is to get tested. **National HIV Testing Day is June 27th**

Postcard for Download

Connect With Us



Follow our social media accounts to engage with us during the campaign and on National HIV Testing Day!



insti.com/testingday

@biolytical

