Using Dating Apps for Health Outreach

ta4si
TECHNICAL ASSISTANCE FOR SERVICE INTEGRATION

Today’s Session

- Overview of dating apps
- Types of outreach strategies
- Outreach measurement

Objectives

- At the end of today's session, organizations will:
  - Identify the most popular dating apps used in 2020
  - Describe effective strategies (paid and organic) for reaching community members through dating apps
  - Develop a plan for creating content, posting content, managing responses, and evaluating outreach on dating apps

Presenters

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Consultant, JSI

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Consultant, JSI

Project Background

The Technical Assistance for Service Integration (TA4SI) project, funded by the Bureau of Infectious Disease and Laboratory Sciences (BIDLS) and implemented by JSI Research & Training Institute, Inc., provides technical assistance to BIDLS-funded agencies with a focus on service integration both across infectious disease areas (HIV, hepatitis, STIs, and latent TB) and into primary care.

Project Topics:

- Social Media
- PrEP
- Latent TB infection
- Data Basics
- Indicators and EHRs

Getting Started

Poll: How much do you know about using dating apps for outreach?

- I’m a pro - we use them all of the time!
- I’m just starting out
- I’ve never used dating apps for outreach
- Other [chat in your response]

What are dating apps?

- Dating apps are online dating services that are presented through a mobile phone application.
- These apps typically use GPS locators for locating others near you.
- Dating apps also give easy access to photo and video galleries for sharing purposes.

How are they used?

- Communication and connection
- Finding social networks
- Dating
- Hookups
- Advertising

Top 3 Most Frequently Used Apps

Grindr

- Launched in 2009
- One of the largest dating apps for gay, bi, trans, and queer people.
- Millions of users across the world and widely used across the U.S.

SCRUFF

- Founded in 2010 Independently owned and operated GBTQ business.
- 15 million users worldwide.
- Used for dates, friends, hookups, events and travel advice.

Jack’d

- Jack’d claims to be the most diverse GBTQ app in the App store.
- 5 million users spanning 2,000 cities in 180 countries, they see inclusivity as a core of their company.
- Jack’d also uses technology to connect, chat, make friends, find love or “keep it casual.”

Similarities

- Ability to create a profile
- Advertising capabilities
- Geolocation services
- “Pro” membership option

Poll: Which dating app has your organization used for outreach?

- Grindr
- Scruff
- Jack’d
- We’ve never used a dating app
- Other [share via chat which app you’ve used!]

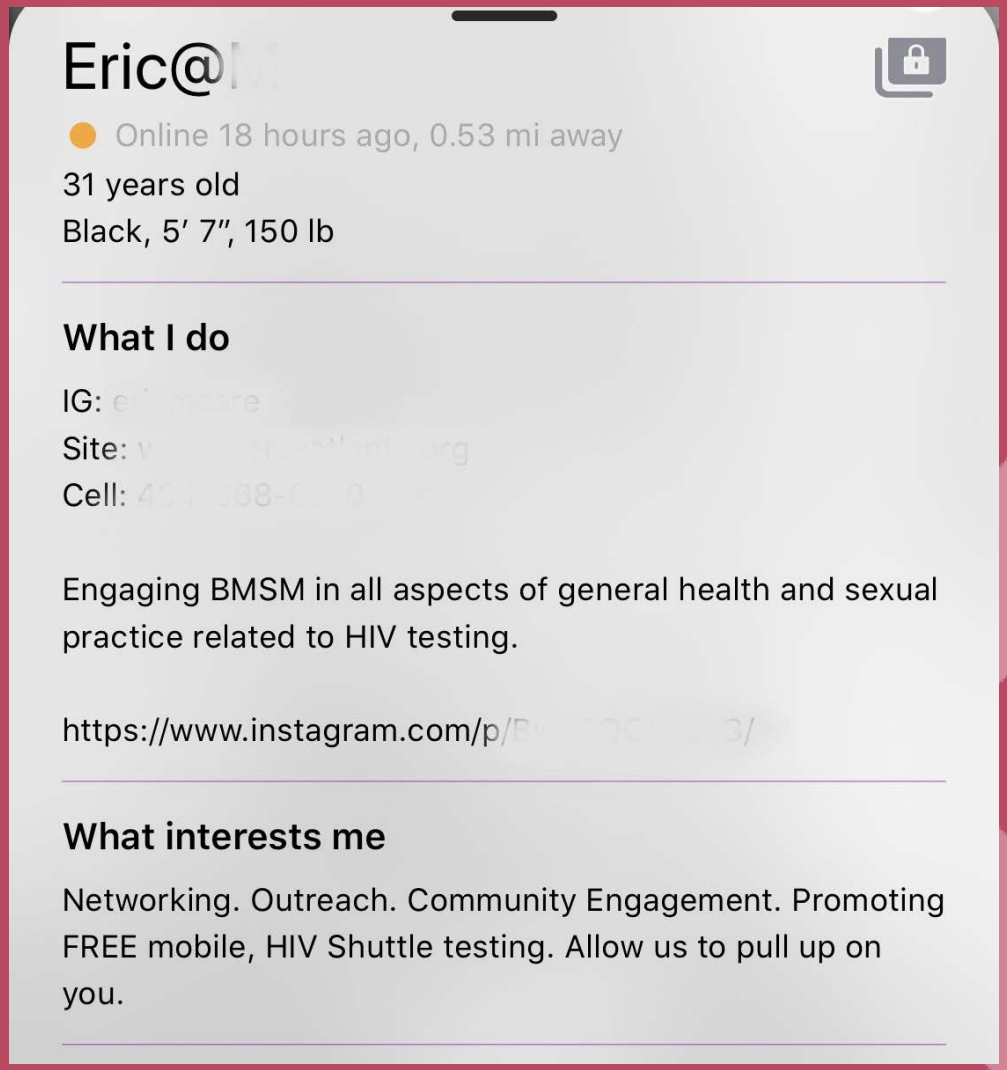
Outreach on Dating Apps

Types of Outreach: Individual Profile

- Direct interaction with other users
- Ability to choose a profile picture
- Consistent promotion of services/activities
- Valuable to increase social media followers

Outreach on Individual Dating App Profiles

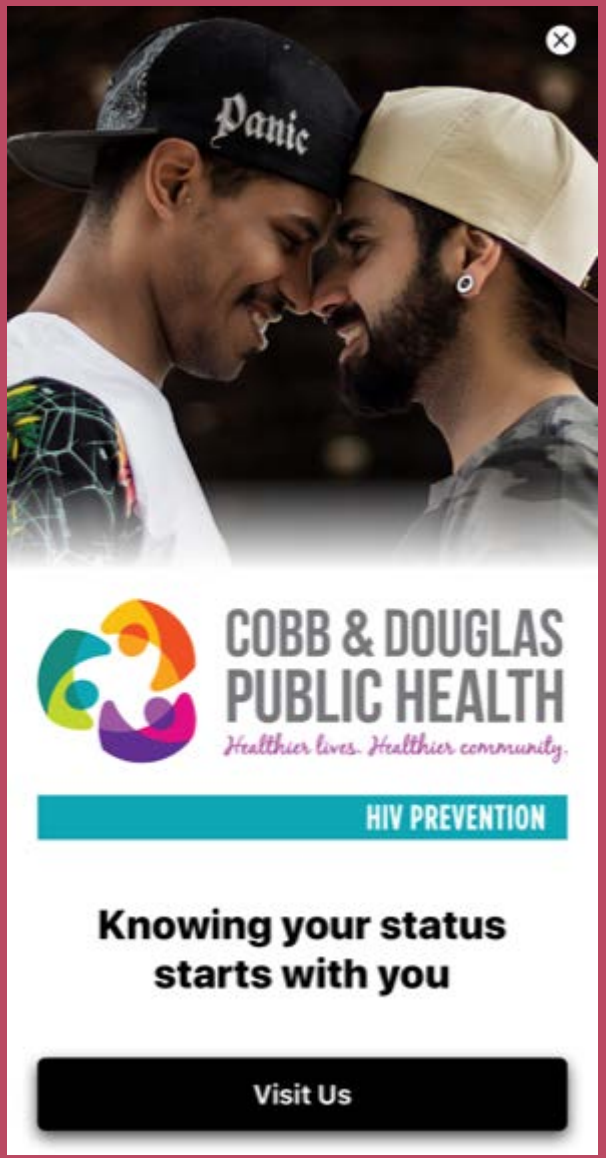
Do's	Don'ts
Check your messages frequently	Use aggressive tactics when messaging users
Maintain a clear SOP	Provide personal details
Interact with users in a professional manner despite their response	Overshare
Be consistent	Project yourself as needy
Prioritize your networks	Be spam
Be visually appealing	Share negative news
Use language relative to your audience	Excessively use "slang"


Eric@
Online 18 hours ago, 0.53 mi away
31 years old
Black, 5′ 7″, 150 lb
What I do
IG:
Site:
Cell:
Engaging BMSM in all aspects of general health and sexual practice related to HIV testing.
https://www.instagram.com/p/
What interests me
Networking. Outreach. Community Engagement. Promoting FREE mobile, HIV Shuttle testing. Allow us to pull up on you.

Types of Outreach: Advertising

Without maintaining an individual profile, organizations have the ability to create ads that will be shown to users based on selected criteria.

Do's	Don'ts
Understand your needs before advertising	Use scare tactics
Maintain a clear SOP	Use poor grammar & spelling
Use plain language	Share multiple points of contact
Be visually appealing	Promote without understanding guidelines with funders and/or leadership


Panic
COBB & DOUGLAS
PUBLIC HEALTH
Healthier lives. Healthier community.
HIV PREVENTION
Knowing your status
starts with you
Visit Us

DON'T KNOW WHERE TO GO GET TESTED?
TEST FOR HIV AT HOME WITH A SWAB OF YOUR GUMS. EARN UP TO $70. MUST BE 18 OR OLDER TO PARTICIPATE IN THIS STUDY. YOU MAY ALSO GET FREE CONDOMS LUBRICANT AND STI TEST KITS
EMORY UNIVERSITY

EMORY UNIVERSITY
Click for the eligibility survey
CAN'T GET TO THE CLINIC?
WE'LL SEND YOU 3 AT-HOME HIV TESTS
TEST AT HOME AND GET PAID $70
GET PAID

BLACK, GAY, stuck at home

supported by JACK'D

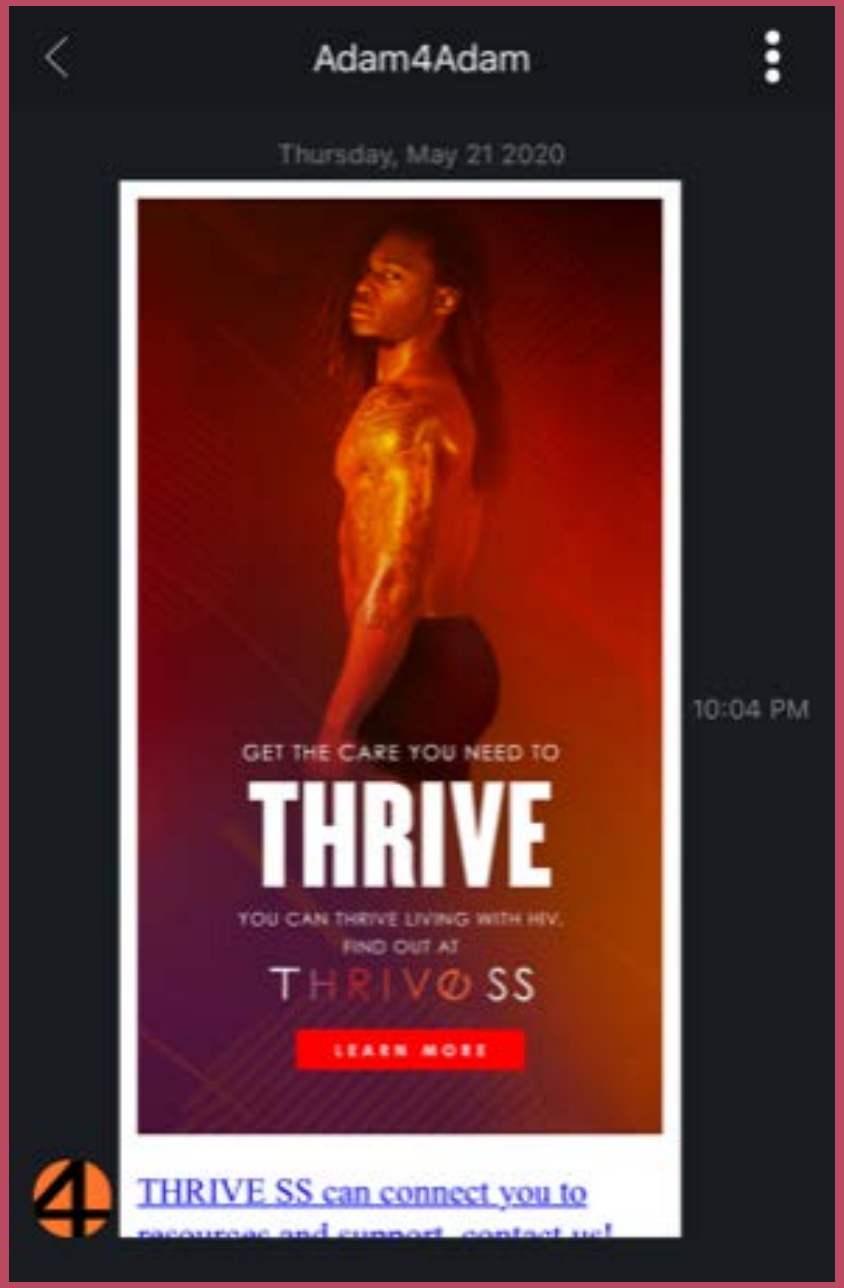
LOOKING FOR LANGSTON
by Isaac Julien

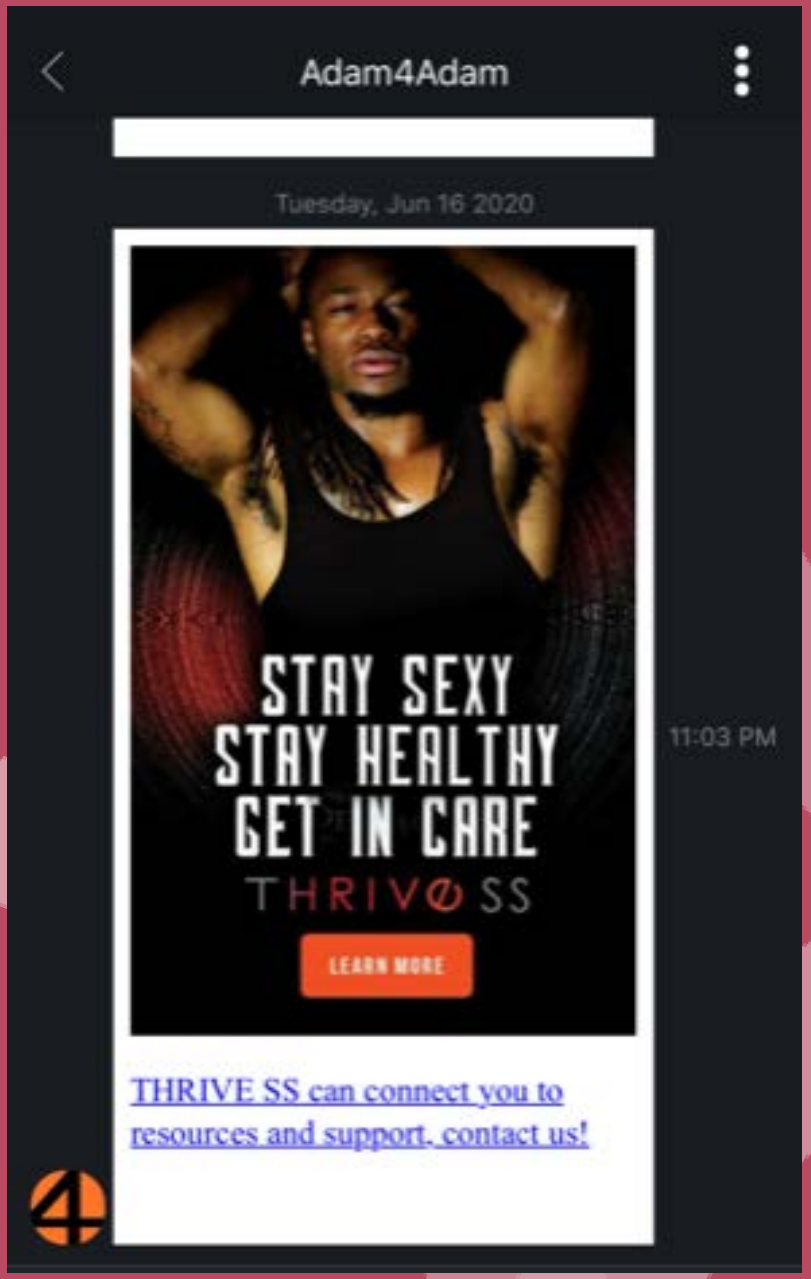
TONGUES UNTIED
by Marlon Riggs

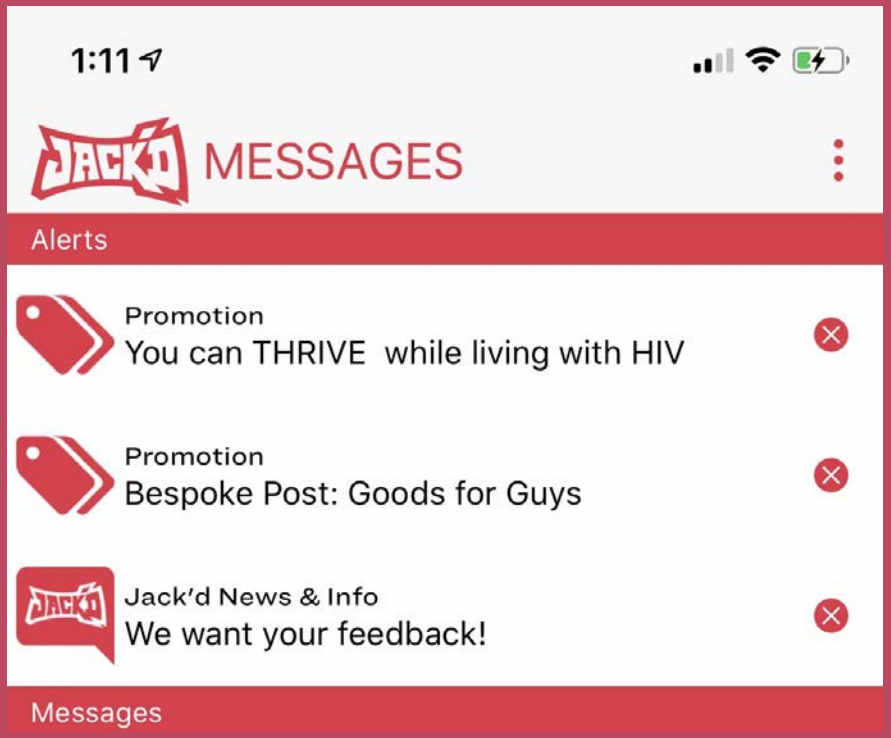
double feature

Virtual Viewing + Live Chat
Friday, June 5 / 9pm EST

REGISTER


Adam4Adam
Thursday, May 21 2020
GET THE CARE YOU NEED TO
THRIVE
YOU CAN THRIVE LIVING WITH HIV.
FIND OUT AT
THRIVESS
LEARN MORE
10:04 PM
THRIVE SS can connect you to


Adam4Adam
Tuesday, Jun 16 2020
STAY SEXY
STAY HEALTHY
GET IN CARE
THRIVESS
LEARN MORE
11:03 PM
THRIVE SS can connect you to
resources and support, contact us!


1:11
MESSAGES
Alerts
Promotion
You can THRIVE while living with HIV
Promotion
Bespoke Post: Goods for Guys
Jack'd News & Info
We want your feedback!
Messages

YOU CAN THRIVE
WHILE LIVING WITH HIV
FIND OUT AT
THRIVOSS

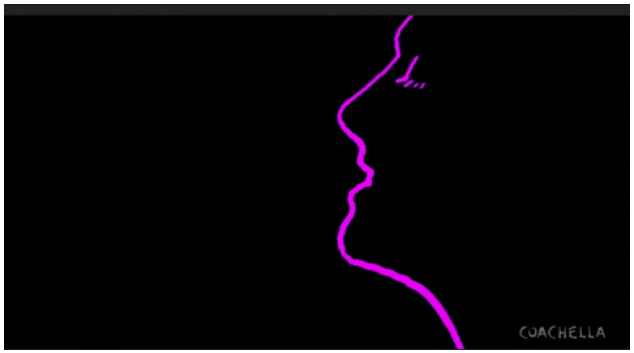
Poll: Which type of outreach do you use at your organization?

- Individual Profile
- Advertising
- Both
- Neither

Writing for Dating Apps

Voice

- Your voice should be clear and conversational
- Interact with your audience, don’t talk at them, rather speak *with* them
- Share information in a simple and clear form
- Use inclusive language
- Avoid intimidating and divisive language



Tone

Do

- Be warm and authentic – you want the audience to feel like they're interacting with a real person
- Be knowledgeable – content should always be fact-filled and share education
- Be respectful – respect someone's boundaries when talking about health

Tone

Don’t

- Be generic – your tone should always be expressive
- Preach a sermon – be educational without condemning
- Be expected – show that you are always staying up-to-date

Calls to Action

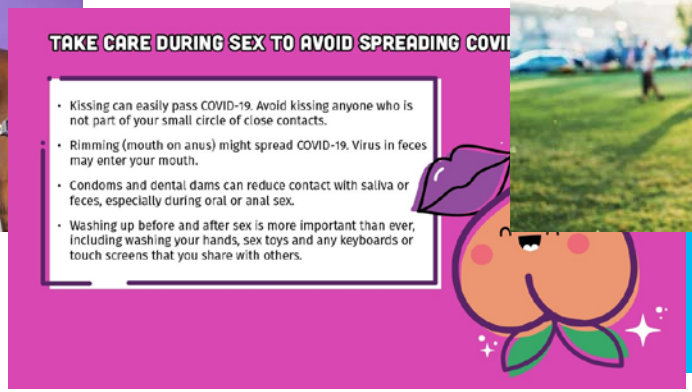
- Invite users to where you're offering services
  - "We're testing at [address]!"
  - "Visit us at [address]"

- Call your audience to engage with you
  - "Send us a message to find out more about [topic]"
  - "We'd love to hear from you"

- Drive users to your website
  - "Visit us at [website]"
  - "Register for our [event] here: [short link]

Creating Images

- Use images relevant to your audience
- If using ads, create a graphic that is visually appealing
- Be creative with images like using emojis
- Stock images are fine, but ensure you have the correct permissions to use the images
- Images from your events are great if you have individual's permission, like a signed waiver



DON'T KNOW WHERE TO GO GET TESTED?
TEST FOR HIV AT HOME WITH A SWAB OF YOUR GUMS. EARN UP TO $70. MUST BE 18 OR OLDER TO PARTICIPATE IN THIS STUDY. YOU MAY ALSO GET FREE CONDOMS LUBRICANT AND STI TEST KITS
EMORY UNIVERSITY

Best Practices for Managing Dating App Profiles

Posting Content

Most dating apps do not allow posting content as you would on a traditional social media platform such as Facebook, Twitter, or Instagram.

- Use your bio effectively
- Create short links
- Develop a cleared bank of responses

Cleared Bank of Responses

A cleared bank of responses will allow staff to respond to questions and comments without requesting supervisor approval every time.

Steps to developing a response bank:

1. Audit commonly received questions/comments
2. Staff write draft responses to common questions/comments
3. Supervisors approve responses
4. Approved responses are moved to the response bank for use by staff

Cleared Bank of Responses

Examples:

- “Thank you for your message! We’re offering testing at [time, date, location]”
- “Have you heard of [agency]? Well we’re offering [services, time location] today!”
- “Check out our [topic] resources - visit [website, webpage, social media profile]”
- “Thank you for your question. Check out/Visit [webpage, social media post, video] for more information.”
- “We are not able to provide advice on specific situations or give medical advice.”

Tracking Responses

Outreach staff should closely monitor messages on dating profiles daily and should respond as quickly as the interaction requires. Responses should not be deleted. There may be responses that require approval outside of the cleared bank of responses.

Supervisors should monitor dating app profiles with their staff for responses. Our recommendation is to use time during staff one-on-ones to go over the responses from the community as well as the staff. The frequency of one-on-ones depend on the agency/funder protocols.

Measuring Return on Investment

Tracking Organic Metrics

Unfortunately dating apps don’t have an in-depth analysis of organic/unpaid metrics.

Metrics to consider:

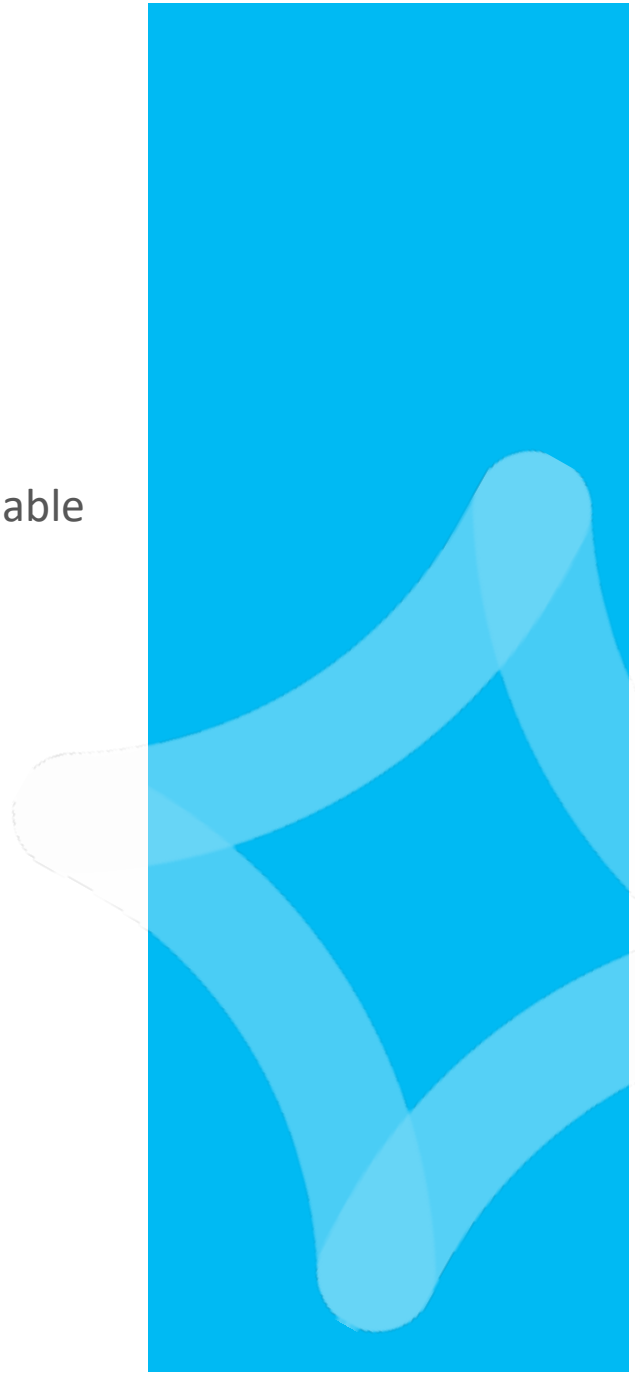
- Number of messages sent
- Number of messages received
- Conversion of users to come in for services

Tracking Paid Metrics

By using ads, you will have access to the most metrics available during and after your ad run.

Metrics available:

- Impressions
- Clicks
- Click through rate
- Cost per thousand impressions



Questions?

Resources

- NBC News Article on the use of Grindr for PrEP
- Jackd.com
- Grindr.com
- Scruff.com
- Published article on dating apps and HIV prevention

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TECHNICAL ASSISTANCE
FOR SERVICE INTEGRATION

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JSI

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