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**HIV Philanthropy for US South Social Media Toolkit**

The social media content below is intended to support in the rollout of the *HIV Philanthropy For US South* data spotlight.

**Shortened link to infographic:** bit.ly/2crZKaj

**Download link to infographic images:** bit.ly/2cuxT8z

**Twitter Content**

**General:**

New @FCAA data spotlight provides 1st ever analysis of #HIV philanthropy for #USSouth bit.ly/2crZKaj

New @FCAA data spotlight shows #AIDSfunding gap for #USSouth & #DeepSouth bit.ly/2crZKaj

#AIDSfunding for #USSouth low despite being home to 44% of #PLWHIV in US bit.ly/2crZKaj

#DeepSouth has highest #HIV diagnosis rates & #PLWHA than any other US region bit.ly/2crZKaj

Many factors contribute 2 high #HIV infection rates in #USSouth; we need incr. #AIDSfunding to address all of them bit.ly/2crZKaj

**Breakdown of Infographic Content:**

#USSouth is home to 44% of all ppl living w/ #HIV diagnosis bit.ly/2crZKaj

#USSouth has 52% of deaths attributed directly to #HIV or #AIDS & highest death rates  #AIDSFunding bit.ly/2crZKaj

Out of entire #USSouth the #DeepSouth received 54% of #HIV #AIDS philanthropy bit.ly/2crZKaj

Need for greater philanthropic funding for #PLWHA in #USSouth & #DeepSouth #AIDSFunding bit.ly/2crZKaj

Despite having higher burden of disease #USSouth & #DeepSouth receive less grant $/person than other regions of US bit.ly/2crZKaj

41% of new #HIV infections in US are in #DeepSouth, but only 18% of US HIV philanthropy to region went to #Prevention bit.ly/2crZKaj

(1/3) In 2014 Top10 #HIV philanthropic funders for #USSouth were: .@GileadSciences .@hjweinbergfdn .@AIDS\_United

(2/3) In 2014 Top10 #HIV philanthropic funders for #USSouth were: .@FordFoundation .@MACAIDSFund @ejaforg @ViiVUS

(3/3) In 2014 Top10 #HIV philanthropic funders for #USSouth were: @WASHAIDS @BCEFA @KPShare

(1/3) In 2014 Top10 #HIV philanthropic funders for US #DeepSouth were: @GileadSciences @AIDS\_United

(2/3) In 2014 Top10 #HIV philanthropic funders for US #DeepSouth were: @MACAIDSFund @BCEFA @philanthropyATL

(3/3) In 2014 Top10 #HIV philanthropic funders for US #DeepSouth were:  @KPShare @DIFFANational @Merck

**Facebook Content**

The US South has many factors that contribute to the high HIV infection rates including: transportation and financial barriers to receiving HIV care and testing; areas of extreme poverty; and HIV-related stigma and discrimination, among others. To end AIDS we must increase funding to this vulnerable region to mitigate these factors. FCAA’s new data spotlight this gap between needs and financing. bit.ly/2crZKaj

The US South is the epicenter of the national #HIV #AIDS epidemic - home to 44% of all people living with HIV/AIDS in the US. However, this region only receives roughly less than a quarter of total HIV-related philanthropy for the US each year. Learn more about funding for this region through FCAA’s new data spotlight on HIV philanthropy for the US South: bit.ly/2crZKaj