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**HIV Philanthropy for Human-Rights Social Media Toolkit**

The social media content below is intended to aid in the rollout of the *HIV Philanthropy For Human-Rights* infographic.

**Twitter Content**

**General:**

New @FCAA infographic details 1st analysis of #HIV philanthropy for #humanrights [bit.ly/29PAhVz](http://bit.ly/29PAhVz) #AIDSFunding

Check out @FCAA analysis of the who, what, where, & why of #HIV-related philanthropy for #humanrights [bit.ly/29PAhVz](http://bit.ly/29PAhVz) #AIDSFunding

New @FCAA infographic shows why #AIDSfunding for #humanrights is critical to #EndingAIDS bit.ly/29PAhVz

**Content for #AIDS2016:**

#AIDSfunding for #humanrights is low, leaving marginalized pops excluded from life-saving health services #AIDS2016 [bit.ly/29PAhVz](http://bit.ly/29PAhVz)

1/8 ppl living w/ #HIV denied health care. Need increase #AIDSfunding for #humanrights [bit.ly/29PAhVz](http://bit.ly/29PAhVz)

 #AIDS2016

1/10 ppl living w/ #HIV refused employment/work. MUST increase #AIDSfunding for #humanrights [bit.ly/29PAhVz](http://bit.ly/29PAhVz) #AIDS2016

In enviro free of stigma &discrimination, new #HIV infections decline. #AIDSfunding for #humanrights [bit.ly/29PAhVz](http://bit.ly/29PAhVz) #AIDS2016

**Breakdown of Infographic Content:**

Reaching key pops. that are deeply marginalized & criminalized is critical to #EndingAIDS #HumanRights bit.ly/29PAhVz #AIDSFunding

In 2014, 14% of private #HIV philanthropy addressed bit.ly/29PAhVz #HumanRights #AIDSFunding

Estimated that by 2020 70% of ppl living w/ #HIV/AIDS will live in #MICs. Need increased #AIDSFunding 4 #MICs bit.ly/29PAhVz

In 2014, US was the #1 recipient of #HIV philanthropy for #HumanRights. Where else did funding go? bit.ly/29PAhVz

40%-50% of all new #HIV infections amg adults worldwide occurred among key pops #humanrights #AIDSFunding bit.ly/29PAhVz

Fighting criminalization of HIV/AIDS is critical to #EndAIDS but it only received 5% of #HIV philanthropy for #humanrights bit.ly/29PAhVz

When services & #stigma free enviro. provided, new #HIV infections decline among key pops #humanrights bit.ly/29PAhVz #AIDSFunding

72 countries have laws that criminalize #HIV non-disclosure, exposure or transmission #humanrights #EndStigma bit.ly/29PAhVz

Gap in geo-distribution of #HIV philanthropic funding 4 #humanrights & new infection rate of key pops. #AIDSFunding bit.ly/29PAhVz

(1/3) Top10 2014 philanthropic #AIDSFunding orgs for #humanrights = @FordFoundation @MACAIDSFund .@OpenSociety #AIDSFunding

(2/3) Top10 2014 philanthropic #AIDSFunding orgs for #humanrights= @ejaf @stephenlewisfdn @gatesfoundation

(3/3) Top10 2014 philan. #AIDSFunding orgs for #humanrights =.@SolidariteSida @GileadSciences @TidesCommunity @ViiVHC

**Facebook Content**

***Sample Post #1:*** There is widespread recognition among policy-makers, scientists and implementers that an effective HIV response is rooted in human rights-based approaches and interventions. However, overall funding for human rights interventions is remarkably low. As a result, the most marginalized populations tend to be those directly and indirectly excluded from life-saving health services. Take a look at @FCAA’s newest #AIDSFunding [data spotlight](http://bit.ly/29AkwUT) to learn more and be sure to continue this important conversation at #AIDS2016.

***Sample Post #2:*** As we head into #AIDS2016, consider this: HIV incidence in key populations – including sex workers, people who inject drugs, transgender people, prisoners and gay men and other men who have sex with men – continues to increase, even as incidence stabilizes or declines in the general population. Evidence shows that when you provide services and an environment free of stigma and discrimination, new HIV infections decline among these key populations. To do so, we need increased #AIDSFunding targeted at human-rights interventions. Take a look at @FCAA’s newest #AIDSFunding data spotlight to learn more: <http://bit.ly/29AkwUT>.