

# TEXT YOUR ZIPCODE TO **KNOWIT**

## **Tips for Promoting World AIDS Day 2007 on the Web**

- Publish World AIDS Day or KnowIt banner ads, buttons and logos on your organization's Web site.
- Publish the podcasts of the "Get Tested" PSAs on your Web site.
- Publish the media materials your organization created to promote World AIDS Day, the KnowIt effort or other activities.
- Add a message to your signatures (and ask others to do the same) that says "This World AIDS Day, find a local HIV testing center by texting your zip code to KNOWIT (566948) from your mobile phone."
- Add the World AIDS Day and KnowIt Web buttons to your personal web pages and social networking pages (MySpace and Facebook), and ask others to do the same.
- Create a YouTube video with someone using the text messaging service.
- Reach out to bloggers/podcasters about including information/web button to their blog on World AIDS Day.

**Note:** All Web materials above will be available on <http://www.HIVTesting.org>