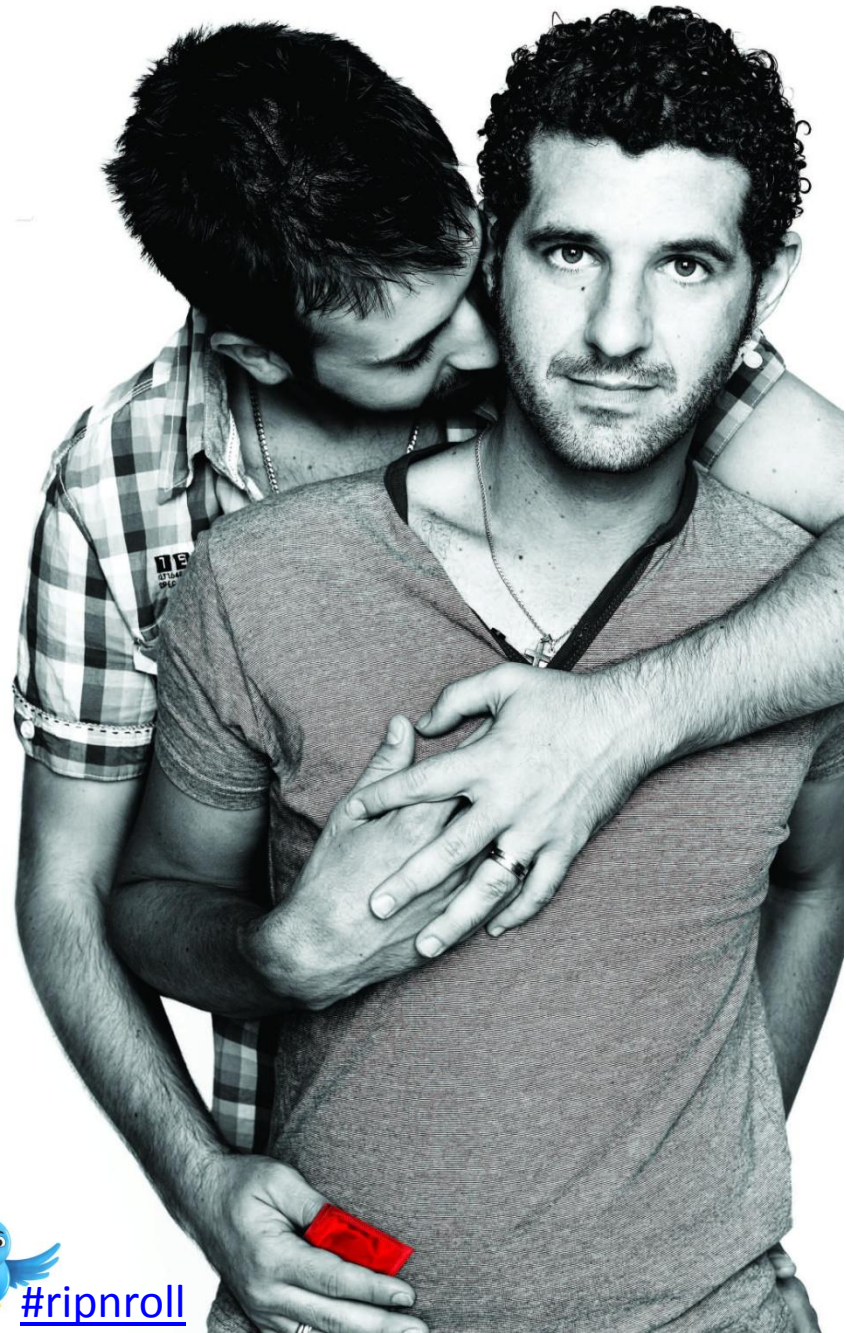




RIP & rolled

How social media beat homophobia
and solidified a community



[Gay and MSM area manager Graham Norton](#)
[Social media co-ordinator Lyndal Cairns](#)







[#ripnroll](#)

The campaign

Condom reinforcement campaign aimed at gay men

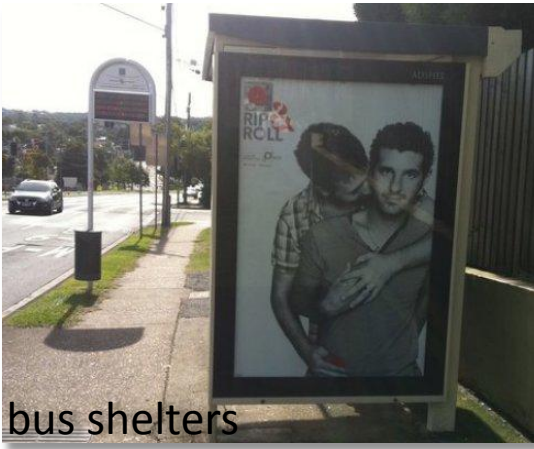
Based on simple, clear, sexy images of men

Aims to reduce the spread of HIV by:

-  condom use as community norm
-  creating real-world role models
-  increasing discussion of safe sex
-  reaching gay men wherever they are



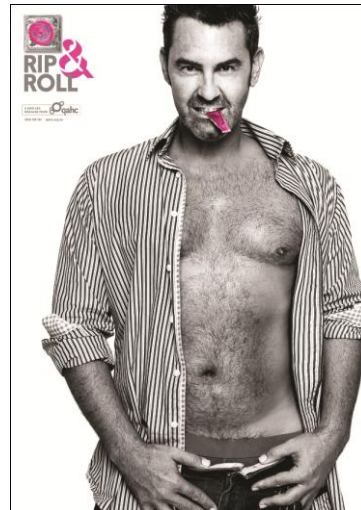
Multiple platforms



bus shelters



billboards



gay press ads



postcards



street press



RIP
ROLL



in social media

Photo booth at gay events



gives photo strip with **rip&roll branding**



photos are uploaded to [Facebook page](#)



rip&rollers can tag and share pictures



platform for gay health discussion

Tied to [@rip_n_roll](#) and [@QAHC](#) accounts and hashtag [#ripnroll](#) on Twitter



The controversy

The ads hit the streets in late May

[Adshel](#) pulls the ads after complaints

A [Facebook event](#) is set up by model **Michael James**

Gains 1000 supporters in four hours, 35,000 supporters on day 2 and 95,000 to date

Protest and campaign is covered by gay and mainstream Brisbane newspapers and television

Adshel reversed its decision that afternoon, reinstated the ads and gave us two weeks free



Legacy

- 95,000 people in support of the campaign
- More engagement online (1000 more “likes” on our [rip&roll Facebook page](#); a [new Twitter account](#); better networks and access to volunteers)
- Increased discussion of condom use, HIV and STIs through social media (numerous spin-off pages, each with some discussion)
- Increased understanding of the campaign and its aims, especially among the target audience of gay men (93.7 per cent recognised condom use as the thrust of the campaign; 92 per cent saying it was very or somewhat important)



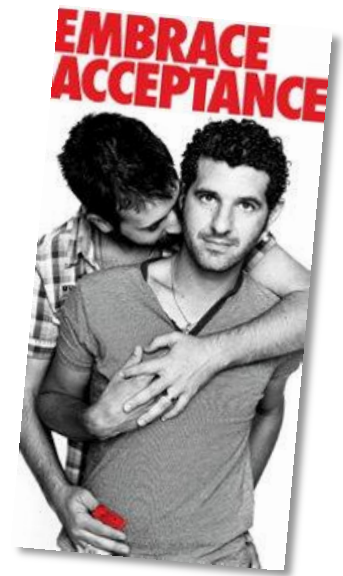
Community consolidated and activated (which has fed into our volunteer networks)

Better understanding of Healthy Communities (especially important due to our rebranding)

State Government, agency and general public support

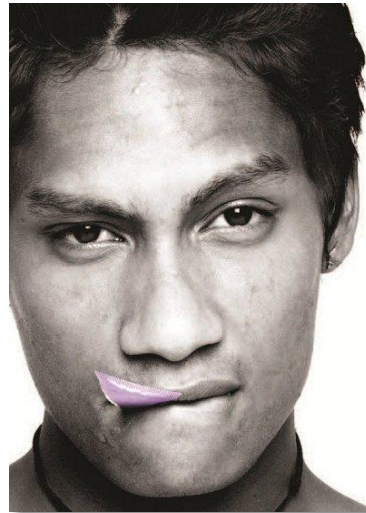
Increased capacity to engage with hard-to-reach sectors of the community

Spin-off campaigns such as [Embrace Acceptance](#), [Homophobia Not Here](#) and [Equality in Health](#)



Lessons learnt

- ❖ Speed of social media response (window of opportunity while we have everyone's attention, importance of planning messages)
- ❖ Managing traditional and new media demands (we split our resources between “legacy” and “new” media, with good communication between; being reactive and proactive)
- ❖ Focus on updates (what would they need to know) and only the best of the rest in links
- ❖ Make partnerships with those who admin key events, pages



What now?

- ❖ Recording, analysing and sharing the success (engagement survey, social media analytics, talks like this one!)
- ❖ Nurturing the network (Facebook exclusive [rip&roll undies giveaway](#) for creative use of the logo, polls, links to and discussion of gay/MSM content)
- ❖ Capitalising on our increased ability to connect with our community and the wider community ([Equality in Health](#) campaign, regional Pride events, Sexually Adventurous Men project)
- ❖ rip&roll phase III lands June/July 2012!



Engage with us



[@QAHC](https://twitter.com/QAHC)

[@rip n roll](https://twitter.com/rip_n_roll)

[@equal health](https://twitter.com/equal_health)

www.facebook.com/rip.roll

www.facebook.com/EqualityInHealth



flickr™



LinkedIn



www.healthycommunities.org.au