**PrEP Campaign Social Media Assets**

*Please use the suggested photo/caption pairings when posting assets to social media.*

|  |  |
| --- | --- |
| **Image** | **Suggested Caption** |
| A person with curly hair wearing sunglasses and a blue tank top  Description automatically generated | Never have doubt with PrEP to prevent HIV. It's safe, and it's for everyone. Talk to a healthcare provider today.​ |
| A person with blonde hair and black shirt  Description automatically generated | There's power in protection. Take PrEP to prevent HIV. It's safe, and it's for everyone. Talk to a healthcare provider today.​​ |
| A person with tattoos and a white tank top  Description automatically generated | Be confident. Take PrEP to prevent HIV. It's safe, and it's for everyone. Talk to a healthcare provider today. |
| A person smiling with her eyes closed  Description automatically generated | You are worth loving. And protecting. Take PrEP to prevent HIV. It's safe. It's for everyone. Talk to a healthcare provider today. |
| A person wearing a blue dress  Description automatically generated | Never have doubt with PrEP to prevent HIV. It's safe, and it's for everyone. Talk to a healthcare provider today. |
| A person taking a selfie  Description automatically generated | Show yourself some love. Take PrEP to prevent HIV. It's safe. It's for everyone. And you're worth it. Talk to a healthcare provider today. |

**Snapchat/Stories**

|  |  |
| --- | --- |
| **Image** | **Caption** |
| A person smiling at the camera  Description automatically generated | Show yourself some love. Take PrEP to prevent HIV. It's safe. It’s for everyone. And you’re worth it. Talk to a healthcare provider today.​ |
| A person sitting in a chair  Description automatically generated | There's power in protection. Take PrEP to prevent HIV. It's safe, and it's for everyone. Talk to a healthcare provider today.​​ |