

2025 World AIDS Day: Social Kit

In the weeks around World AIDS Day, the Do It London campaign is focusing on two key messages:

- Talking about sexual health & HIV is a part of dating
- London can end new HIV transmissions

Join us to encourage people to test, protect and prevent HIV.



RESOURCES:


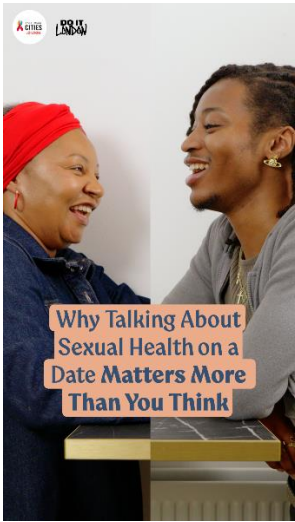
- **Main Hashtag:** #WorldAIDSday
- **Graphics & Videos:** [AVAILABLE TO DOWNLOAD HERE](#)
- You can also link to the [videos on YouTube](#)




POSTS ABOUT DATING & SEXUAL HEALTH:


Channel	Post	Video




<p>X / Twitter</p>	<p>Rebecca and Chisea chat dating, confidence & knowing your status.</p> <p>Rebecca flips the script — she knows her status. Do you know yours?</p> <p>Watch their chat then book your test this #WorldAIDSDay</p> <p>👉 TOSD.shl.uk</p>	
<p>Instagram reel</p>	<p>Rebecca and Chisea swap stories about dating and sexual health.</p> <p>Rebecca, who's living with HIV, flips the script — she knows her status, and that gives her power.</p> <p>It's the other person who might need to catch up.</p> <p>This World AIDS Day, we're celebrating conversations that challenge stigma and put sexual health front and centre.</p> <p>Because confidence starts with knowing your status.</p> <p>🎥 Watch now to hear their takes.</p> <p>And to book your free HIV test today, follow the link in our bio.</p> <p>#WorldAIDSDay #DoltLondon #HIVAwareness #SexualHealthMatters #KnowYourStatus</p>	



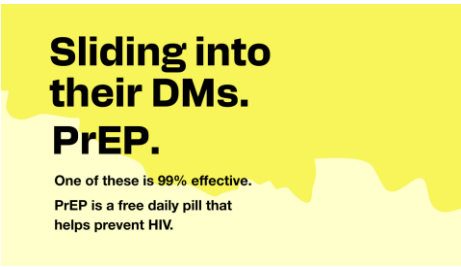
<p>X / Twitter</p>	<p>“If you’re interested, you’ll do the homework.”</p> <p>Rebecca knows the value of this conversation — but she’s not here to educate people stuck in the past this #WorldAIDSDay or any day.</p> <p>Outdated ideas? You’re not her person.</p> <p>Learn more about HIV: www.doitlondon.org</p>	
<p>Instagram Reel</p>	<p>“If you’re interested, you’ll do the homework”</p> <p>Rebecca knows the value of having *that* conversation. But she’s not here to educate people stuck in the past.</p> <p>Outdated ideas? You’re not my person.</p> <p>Curious and open-minded? Great — but as Chisea says: “Go work yourself.”</p> <p>This World AIDS Day, we’re celebrating the power of speaking up, challenging stigma, and knowing your status.</p> <p>🎥 Watch the video to hear their take.</p> <p>And for more about HIV, head to our site via the link in our bio.</p> <p>#WorldAIDSDay #DoItLondon #HIVAwareness #SexualHealthMatters #TalkAboutIt #KnowYourStatus</p>	



X/ Twitter	<p>Sexual health. Some people get it. Some... get defensive (▶). As Chisea says: “Goodbye.” 🙋</p> <p>Younger people might be more open to talking about sexual health— but HIV testing rates are dropping.</p> <p>This #WorldAIDSDay, know your status — book a free HIV test: TOSD.shl.uk</p>	
Instagram reel	<p>Bringing up sexual health.</p> <p>Some people get it. Some... get defensive (▶). But as Chisea says, if that’s the case: “Goodbye.” 🙋</p> <p>Talking about sexual health shouldn’t be weird. And maybe the younger generation are more open – but there’s still plenty of work to do, with testing levels for HIV dropping among younger people.</p> <p>This World AIDS Day, we’re celebrating open conversations, strong boundaries and ditching the stigma.</p> <p>✅ Start with knowing your status — book a free HIV test today. Link in our bio.</p> <p>#WorldAIDSDay #DoItLondon #HIVAwareness #SexualHealthMatters #TalkAboutIt #KnowYourStatus #HIVTesting</p>	
X/ Twitter	<p>Rebecca used to worry about sharing her HIV status — now she’s got a technique (even if it flies over some heads 🤔).</p> <p>From anxiety to confidence, she owns it.</p> <p>This #WorldAIDSDay, we’re celebrating dating without stigma.</p> <p>🔗 Learn more at doitlondon.org</p>	



<p>Instagram reel</p>	<p>“It’s taken years to be able to do that”</p> <p>Rebecca shares how worrying about when to bring up her HIV status used to take the joy out of dating.</p> <p>Now? She’s got a technique — though people aren’t always quick on the uptake 😊</p> <p>From anxiety to confidence, Rebecca’s journey shows how owning your status can shift the power back to you.</p> <p>This World AIDS Day, we’re celebrating self-assurance, smart tactics and the freedom to enjoy dating without stigma.</p> <p>For more about HIV, head to our site via the link in our bio.</p> <p>#WorldAIDSDay #DoltLondon #HIVAwareness #SexualHealthMatters #KnowYourStatus #TalkAboutIt #DatingWithConfidence</p>	
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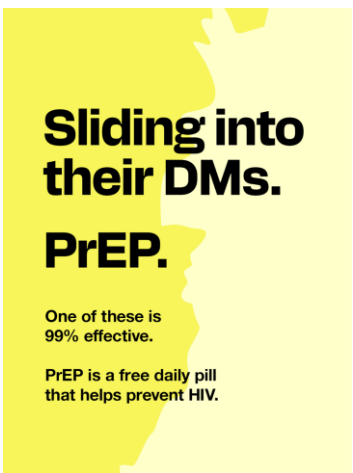

Post about Testing, Protecting and Preventing (General):

Channel	Post	Graphic
<p>X / Twitter</p>	<p>Cleo’s here to bust the BIGGEST myths around sexual health 🗣️</p> <p>This #WorldAIDSDay, let’s talk facts — not fear.</p> <p>✅ Book a free HIV test today: TOSD.shl.uk</p> <p>#DoltLondon #HIVAwareness #SexualHealthMatters #KnowYourStatus #MythBusting</p>	

X / Twitter	<p>We're lucky to live in a time where HIV treatment means long, healthy lives. But late diagnosis can still impact your health. The fix? Test. It's free, quick & confidential. Do it at least once a year for peace of mind.</p> <p>👉 TOSD.shl.uk</p> <p>#WorldAIDSDay</p>	 <p>Your parents never thought they'd see the day.</p> <p>With effective treatment, HIV can't be passed on. U=U.</p>
X / Twitter	<p>HIV testing is free, easy & confidential — and gives you peace of mind. Everyone should test at least once a year, and World AIDS Day is the perfect reminder. Order online or visit your local clinic.</p> <p>👉 TOSD.shl.uk</p> <p>#WorldAIDSDay #HIVTesting</p>	 <p>Seen your Hinge date on a Hinge date?</p> <p>Dating can be awkward. Testing for HIV doesn't have to be.</p>
X / Twitter	<p>Dating, hooking up or just living your best life? PrEP has your back. 💊</p> <p>This World AIDS Day, take control of your sexual health. Find out if PrEP is right for you at doitlondon.org and protect yourself with confidence.</p> <p>#PrEP #WorldAIDSDay #HIVPrevention</p>	 <p>Sliding into their DMs. PrEP.</p> <p>One of these is 99% effective. PrEP is a free daily pill that helps prevent HIV.</p>

X / Twitter	<p>U=U: Undetectable = Untransmittable. People on effective HIV treatment can't pass it on — and can live long, healthy lives ❤️</p> <p>This is your reminder to test at least once a year. It's free, easy & confidential.</p> <p>👉 TOSD.shl.uk</p> <p>#WorldAIDSDay</p>	
Instagram Reel	<p>“You don't need to test because you feel fine?”</p> <p>👁️ Think again.</p> <p>Cleo's here to bust some of the BIGGEST myths around sexual health — because misinformation is so last decade.</p> <p>🎥 This World AIDS Day, she's setting the record straight.</p> <p>Let's talk facts, not fear. Let's talk about testing, protection and knowing your status.</p> <p>✅ Ready to get clued up? Book a free HIV test — link in bio.</p> <p>#WorldAIDSDay #DoltLondon #HIVAwareness #SexualHealthMatters #MythBusting #KnowYourStatus #STIAwareness</p>	

<p>Instagram Post</p>	<p>Your parents never thought they'd see the day — but here we are 🙌</p> <p>We're fortunate to live in a time where, with the right (FREE) medication, people living with HIV can lead long, healthy lives.</p> <p>This World AIDS Day, we're celebrating how far treatment has come — but we're also raising awareness of late diagnosis. That's when HIV is found after it's already started to impact your health.</p> <p>How do you stop late diagnosis? The good news is it's easy – you test. Testing is free, quick and confidential. Getting on top of a diagnosis early means you can get the care you need to stay well. And if your test is negative, you have peace of mind.</p> <p>Test at least once a year — it's one of the best things you can do for your health. Order a test from doitlondon.shl.uk today.</p> <p>#DoItLondon #WorldAIDSDay #UequalsU #HIVTestWeek #TestReady</p>	
<p>Instagram Post</p>	<p>Dating can be awkward, but protecting your health doesn't have to be.</p> <p>Testing for HIV is free, easy, confidential – and can give you peace of mind. Everyone should test at least once a year, and World AIDS Day is the perfect reminder.</p> <p>Order a test online at doitlondon.shl.uk or get a test at a local sexual health clinic.</p> <p>#HIV #HIVProtection #HealthyLondon #HIVtesting #WorldAIDSDay</p>	

<p>Instagram Post</p>	<p>PrEP is a free daily pill that helps prevent HIV — and it's a total game-changer. Whether you're dating, hooking up, or just living your best life, PrEP has your back.</p> <p>This World AIDS Day, take control of your sexual health. Go to doitlondon.org to find out if PrEP is right for you and protect yourself with confidence. 💊</p> <p>#DoItLondon #PrEP #HIVPrevention #WorldAIDSDay #SexualHealthMatters</p>	 <p>Sliding into their DMs.</p> <p>PrEP.</p> <p>One of these is 99% effective.</p> <p>PrEP is a free daily pill that helps prevent HIV.</p>
<p>Instagram Post</p>	<p>It's called U=U — undetectable = untransmittable.</p> <p>That means people living with HIV who are on treatment and have an undetectable viral load <i>cannot</i> pass it on to partners. This treatment also means people can lead long, healthy lives living with HIV.</p> <p>It's one of the most important facts to know — and share — this World AIDS Day.</p> <p>Everyone should test at least once a year, and World AIDS Day is the perfect reminder.</p> <p>Order a test online at doitlondon.shl.uk or get a test at a local sexual health clinic.</p> <p>#DoItLondon #UequalsU #WorldAIDSDay #HIVAwareness #LondonUnderground #CommuterLife #TestReady</p>	 <p>Walk on the left.</p> <p>Stand on the right.</p> <p>Here's another thing every Londoner should know: with effective treatment, HIV can't be passed on.</p>