

Getting to Zero Social Media Toolkit



The **County of San Diego Getting to Zero (GTZ) Mobile Application** is intended for San Diego County residents, persons living with or at-risk of contracting HIV, and organizations and individuals involved in HIV related work.

App users can connect to resources across San Diego County from any mobile device! Users can search by location, language, services offered, transportation routes, and much more.

Scan the QR code or visit the following links to download the GTZ mobile app:

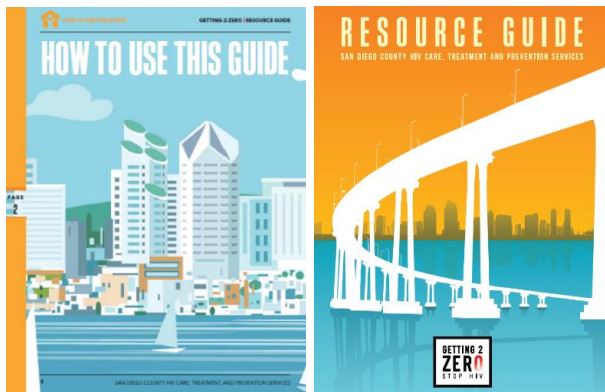
Apple Store:

<https://apps.apple.com/us/app/sd-getting-to-zero/id6451212977>

Google Play:

https://play.google.com/store/apps/details?id=gov.sdcounty.cosdapp.gettingzero&hl=en_US&gl=US

The **GTZ Resource Guide** provides information about existing HIV resources including service locations, language availability, and hours of operation.



Link to access:

- <https://tinyurl.com/gtzbooklet>
- <https://tinyurl.com/gtzbooklet-spanish>

Available in online and print versions

Available in English and Spanish

Sample Social Posts:

- HIV prevention and treatment services are available near you. Download the San Diego Getting to Zero app to find resources by location, language, services offered, and transit route.
- You can help end the HIV epidemic. Get connected to HIV prevention, treatment, and supportive services in San Diego County through the SD Getting to Zero app.
- Need help accessing HIV services? Download the Getting to Zero app and get connected to prevention, treatment & more near you.

You can edit these posts or create your own requesting people download the Getting to Zero app. Pairing text with images help improve your reach. You can use your own images or the sample graphics attached.

Adding the Guide to Your Website

You can add the Getting to Zero resource guide directly to your organization or program website. Your website administrator can make a new page or update an existing page with the following code:

```
<iframe style="width:100%; height:800px"
src="https://online.fliphtml5.com/qvrn/mfmj/" seamless="seamless" scrolling="no"
frameborder="0" allowtransparency="true" allowfullscreen="true" ></iframe>
```

The administrator can paste the above code into the HTML editor of any page of their choosing on your website, and it will embed the online version of the booklet on the page. Users on your website will be able to scroll through the guide without leaving your page.

For any questions or inquiries regarding the GTZ mobile app or Resource Guide, please reach out to Carlie.Catolico@sdcounty.ca.gov or Felipe.Ruiz@sdcounty.ca.gov.