

# *Social media and people with HIV: work in progress. Results from an italian survey.*

A. Donti<sup>1</sup>, M. Bonì<sup>1</sup>, M. M. Daghio<sup>1</sup>, A. P. Cavazzuti<sup>1</sup>, G. Fattori<sup>2</sup>

<sup>1</sup>Marketing Sociale Onlus. <sup>2</sup>Social Marketing-Compass University of Bologna



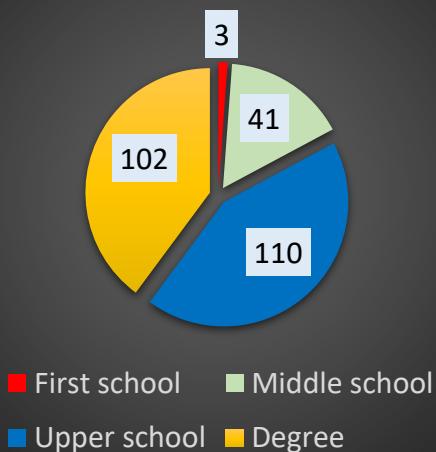


- Italian Survey on Internet use in the setting of HIV
- 27 multiple choice questions
- Time range : 3 months (Dec.2016 - Feb.2017)
- Promoted by MKTS - Onlus
- Collaboration with NADIR (Patient/Community Advocacy Group)
- Distributed through websites, newsletters, Facebook, twitter, involving NADIR, as well as other P/CAG: ANLAIDS, ARCOBALENO AIDS, ASA, ASSOCIAZIONE COMUNITÀ EMMAUS, ASSOCIAZIONE INSIEME, CICA, CNCA, LILA, CIRCOLO MARIO MIELI, PLUS.

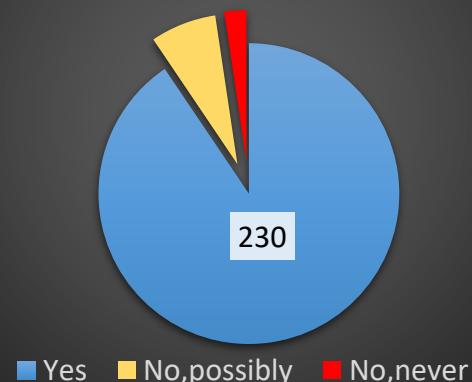
## Social media and people with HIV : work in progress. Results from an italian survey.

255 responders ; males 77.7% ; mainly between 41 and 60 years old (61.7%)

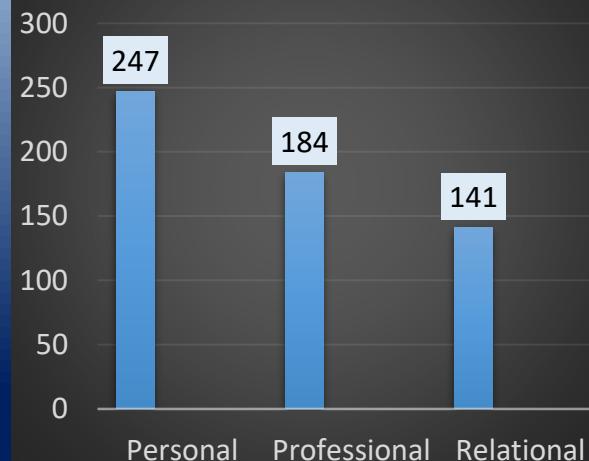
### Education level



### Social media profile



### Internet use



# RESULTS



Communicating with the HIV physician or community



Speaking with the HIV physician

Willing for new tools: mobile app 71.2% & online counselling service 79.5%



28%



# CONCLUSIONS

- Currently, the majority of patients with HIV do not use the social media to keep in touch with their physician or community
- Going to the outpatient clinic or speaking on the telephone are still the favourite means of communication
- HIV patients are willing to have *new communication tools* such as dedicated mobile app/online counselling service which *deserve to be actively implemented*

# *Social media and people with HIV: work in progress. Results from an italian survey.*



Dott.ssa A. Donti has nothing to disclose





# RESULTS

Despite a substantial use of social media for personal and professional purpose, PLWH:

- 65% believed unnecessary/useless the use of social media for interacting
- 45% do not use internet for communicating with other PLWH
- 90% never use Blogs, Forum and social networks to communicate with their physician in infectious disease
- Email, SMS, WhatsApp are little used
- 28% preferred «the traditional phone»
- Of note, it is viewed favourably the possibility of having :
  - A mobile application - dedicated to the communication with the specialist and/or the clinical centre (71,2%);
  - An on line counselling service (79,5%)