

DIVA – Innovations and Learning Site Project

Implementation Guidelines: Social Media Guidelines



Reference Manual for CBO

VHS – MSA DIVA Project

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Year of publication

May 2018

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@Disclaimer

This document is prepared under the Global Fund – Round 9: Multi-Country South Asia HIV Program grant in India as part of the Innovations and Learning Site project. The content expressed will not directly reflect the intention of the Global Fund.

The content expressed are draft guidelines proposed and will be piloted during the implementation with the support of the respective Community Based Organization (CBO) and Karnataka State AIDS Prevention Society (KSAPS), Karnataka. The lessons learnt will be shared with National AIDS Control Organization (NACO), Ministry of Health and Family Welfare, Government of India, New Delhi.



Foreword

The National AIDS Control Programme (NACP) has always taken proactive and progressive steps to control the HIV epidemic and strived to address the unmet needs of key populations. India is committed to the 2016 Political Declaration on 'Ending AIDS: On the Fast-Track to accelerate the fight against HIV and to end the AIDS epidemic by 2030' and the same is reflected in the National Strategic Plan for HIV/AIDS and STI with the goal to reduce 80% of new infections by 2024. In the ongoing extended NACP IV phase, intensive efforts are undertaken to control the spread of HIV infection within the TG-H groups. However, the community remains one of the most at risk for HIV, with a national average HIV prevalence of 7.5% (2014-15, Source: IBBS, NACO).

The gap areas mentioned in the National Strategic Plan for HIV and STI, clearly indicates that flexible and innovative models need to be introduced to reach the unreached KPs and to redo the size estimations for fresh targets. Additionally, the current HIV intervention strategy is focusing on hotspot-based outreach model wherein the IBBS, 2015-16 study reveals that 86% of the TG-H people use mobile phones/smartphones to solicit and pick-up clients and 25% through the internet. PlanetRomeo, Facebook, WhatsApp, Grinder are emerging apps for networking and find sexual partners or paying clients. NACP-IV Mid-Term Assessment Report 2016 emphasised the need to revise the existing HIV prevention guidelines matching changes in social and sexual dynamics of key populations and based on typology and coverage area.

VHS under the Multi-country South Asia (MSA) DIVA Project has piloted various innovations under the DIVA – Innovation and Learning Site project. This module highlights the implementation guidelines for the Reaching the young TG/H through ICT model piloted in Karnataka.

I hope the guidelines will be helpful in piloting the innovation model with the support of State AIDS Control Society and active collaboration of the CBO.

Dr. Joseph D Williams,
Director - Projects,
Voluntary Health Services



Preface

The implementation guidelines for Reaching the young TG/H people through ICT model forms part of the process of DIVA – Innovation and Learning site project. This model suggest newer strategies within the existing intervention framework to implement innovative ideas for improving the overall HIV service delivery program and encourage community-led advocacy.

The draft guidelines details out the step-by-step approach in implementing a Reaching the young TG/H people through ICT model in the TG-TIs that helps to reach the un-reached TG/H people in Karnataka. The model is being piloted with active support from the Karnataka State AIDS Prevention Society and in collaboration the CBO – Payana, Karnataka.

Voluntary Health Services extend its gratitude to the entire MSA-DIVA Team for bringing up this guidelines for piloting the Reaching the young TG/H people through ICT in the country.

VHS takes this opportunity to acknowledge the support provided by the National AIDS Control Organization (NACO), New Delhi and Karnataka State AIDS Prevention Society (KSAPS), Karnataka. They have been supportive and provided valuable inputs in decision making, policy level advocacy and capacity building of various cadres of personnel.

VHS thank the active participation of Transgender and Hijra population, Dera Leaders and system, stakeholders like respective ICTC, ART, STI centers and its staff, etc. Special gratitude and thanks to the Project Director - KSAPS, Additional Project Director - KSAPS, Joint Director – KSAPS, Team Leader – TSU and his team for extending their full support and monitoring the progress of DIVA innovation and learning site program.

VHS acknowledges the significant contributions of Mr.Kannan Mariyappan in developing these guidelines with inputs from VHS-MSA DIVA team.

I owe my sincere thanks to the Director – Projects, VHS Management and the PR agency – Save the Children International, Nepal for encouraging us to have this innovations as part of the MSA initiative and for their continuous support and motivation.

Dr.A.Vijayaraman
Deputy Director, VHS-MSA DIVA Project,
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Acronyms

ART	Anti-retroviral Treatment
AIDS	Acquired Immuno-Deficiency Syndrome
APP	Application
CBO	Community Based Organization
DIC	Drop-In-Centre
ICT	Information, Communication and Technology
KSAPS	Karnataka State AIDS Prevention Society
LGBTI	Lesbian, Gay, Bi-sexual, Transgender, Intersex
MB	Mega byte
NALSA	National AIDS Legal Service Authority
NGO	Non-Government Organisation
OS	Operation Software
HIV	Human Immuno-deficiency Virus
MLA	Member of Legislative Assembly
MP	Member of Parliament
MSA DIVA	Multi-country South Asia - Diversity in Action
NACO	National AIDS Control Organization
PDF	Portable Document Format
PDG	Page Design
PPT	Powerpoint
SACS	State AIDS Control Society
SRS	Sex Reassignment Surgery
STI	Sexually Transmitted Infection
TG-H	Transgender – Hijra
TI	Targeted Intervention
VHS	Voluntary Health Services
VoIP	Voice Over Internet Provider

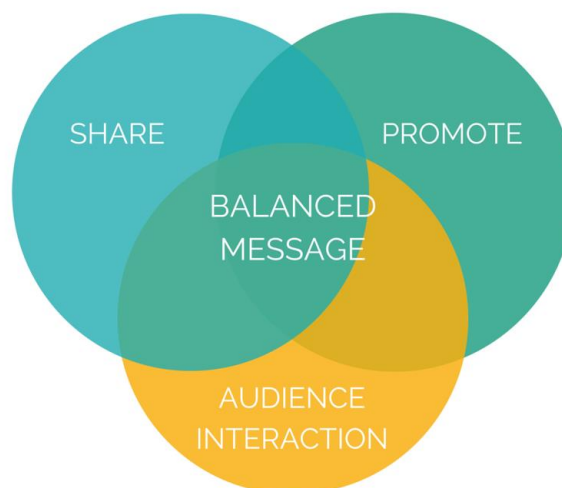
A. Introduction to Social Media

Social media has become an integral part of modern life. It keeps us in touch with friends and family, it informs us about our world, and it gives us a platform allowing us to be heard.

Social media can be a powerful force for good, and we want to encourage to use social media in positive ways. When you are online, we have three requests for you: Disclose your relationship, Protect and Use common sense when posting.

Social media is rapidly changing, and these policies evolve along with it. Check back frequently to make certain the policies haven't changed to keep pace in the respective social media platforms, which is vital in his process.

The staff who are engaged in this social media pilot activity need to have these following three principles. The share, promote and audience interaction by the administrator is key to the success of the program and implementation of social media related activities to reach the virtual transgender population. Further, the balanced message is key to the process and at any time, the administrator cannot use unparliamentary languages, errors, wrong information and wrongly guiding the users, which is not the purpose of this social media pilot project. The balance message should be the purpose and project aim oriented small video clippings, messages and information to share in any platforms. This will helpful to the virtual based transgender population to touch base with administrator and inform their willingness to participate in this pilot initiative.



The rapid growth of social media technologies combined with their ease of use and pervasiveness makes them attractive channels of communication. However, these tools also hold the possibility of a host of unintended consequences. To help you identify and avoid potential issues, we have compiled these guidelines.

They are examples of best practices from various institutions and are intended to help you understand, from a wide range of perspectives, the implications of participating in social media.

B. Things to Consider When Beginning to Use Social Media

Applications that allow you to interact with others online (e.g., Facebook, LinkedIn, Twitter) require you to carefully consider the implications of friending, linking, following, or accepting such a request from another person. For example, there is the potential for misinterpretation of the relationship or the potential of sharing protected information. Relationships such as faculty-student, supervisor-subordinate, and staff-student merit close consideration of the implications and the nature of the social interaction. The following are some guidelines to follow in these cases.

The staff who is going to be engaged in the social media based identification and outreach to reach out the unreached transgender population needs to be oriented very well about the process, merits, do's and don't's of social media usage and protect the identity of individuals and organizations working and supporting for the health benefits of transgender.

This guideline will provide some basics about the usage of social media like creating an account in various platforms, usage patterns, do's and don't's of the platform, basic tips to use the platform and how to benefit the reaching of the unreached communities.

It is to inform the readers, this guidelines mainly replication from the available sources from the concern platforms. As the policy and guidelines of the platform is very important, the guideline is prepared based on the available information with an added programmatic requirements. The readers who wants to understand more about the particular platform can visit the concern website and read it for more information. The links are provided in the concern section.

C. Facebook

Facebook is an American online social media and social networking service company based in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. To read more about facebook and its related details <https://en.wikipedia.org/wiki/Facebook>



Step 1: Create the page

- Once you're logged in to your personal account on Facebook, go to Pages and click on create your new page.
- You will be given a few options, including 'Company, Organization or Institution' and 'Cause or community' and local business & places, brand and product, Entertainment etc.
- Select 'Company, Organization or Institution' and choose 'Charity' from the scroll down menu. Type a name to your page (the name of your organization) and click to certify that you are the official representative of the organization. Make sure you enter the name correctly as you cannot always change it later.

Step 2: Customize the page

- Facebook will ask you to add a Page description, a link to your website and a unique url for your Facebook Page, i.e. facebook.com/your organization
- It will then ask you to add a profile picture (the recommended size is 180 x 180 pixels), which should be your organization's logo.
- Finally, you can define a specific audience, or you can skip through this step.
- Once you have the basics set up, you should then add a cover photo that should be a branded image that demonstrates what your organization does.
- Tip: Engaging cover photos can be really effective in encouraging people to like your page. You'll also need to add some information about your organization to the Info section.
- The basic skeleton of your Page is now live. Facebook will ask if you'd like to 'Like' your Page. If you do so, all activity will appear in News Feeds of those you're connected to personally to on Facebook.

Step 3: Add engaging content

- Before you start sharing your page, it's advisable to get some great content on there. Ask questions, use images, videos and info graphics to engage your audiences, and don't forget to keep posts really short – most people will be visiting your page through their mobile phone. It's helpful to think of who your audience(s) will be, and what will interest them about your organization. Think of the posts as telling stories, and not as marketing messages.

Step 4: Supporters

- A good place to start is by inviting your colleagues to like the Page and ask them to share it with their friends. You can also use your website, newsletter, blog and e-mail updates to promote your page and create a core base of supporters.

Tip: If your updates are engaging you will soon see that your supporters will do most of the recruiting for you.

Step 5: Measure your success

- Use Facebook insights to measure how well you're doing and what can improve on. Insights give you information on your audience, how they interact with your page and the performance of your posts.

Additional Useful Information

1. Workplace by Facebook

Workplace is a dedicated and secure space for companies to connect, communicate and collaborate. Organizations' of all sizes can use familiar Facebook features such as news feed, groups, messages and events to get things done.

2. Facebook NGO Day

- Facebook invite you to participate in NGO DAY - a unique event where you will learn the most effective methods of engaging with your supporters and building community through campaigns on the Facebook platform.
- The event will feature Facebook representatives who will talk about the latest tools available and how they can be used effectively to help you achieve your organization's mission. They will share best practices and useful tips that enable your NGO to maximize the benefits of the Facebook platform to reach your audience and engage them in your cause.
- Facebook NGO DAY is also a great opportunity to hear inspirational examples of successful campaigns implemented by non-governmental

organizations through Facebook, as well as the opportunity to network and meet others who are also driving social change in your community.

- Participation in the event is completely free.

Tips to engage with community: (on Facebook)

1. Make attractive and informative posters and keep updating your page with these images.
2. Identify and invite trans* community leaders and do short interviews with them. Make these thematic and periodic.
3. Invite doctors who specialize on HIV/AIDS, STI, SRS and health of trans* people and interview them.
4. Invite other stakeholders such as police, MLAs, MPs, lawyers, counselors who are sensitive to the issues faced by trans* people and make short videos. Promote these on your Facebook page.
5. Hold community events and create 'Events' on your Facebook page. Promote this widely. Make short videos of these events and share it on your Facebook page.
6. Information on events such as interview with trans* leaders, doctors, etc. should be shared during DIC meetings. These will encourage those trans* people who do not have access to smart phones.
7. Whenever you opt for a Sponsored Ad make sure that you opt for placing your ad both on Mobile News Feed and your Instagram account. You can create a successful campaign through Ads Manager App.
8. Create a 'new place' location for your office and encourage your beneficiaries to check in into your office and this announcement appears in their news feed. This works as a great word-of-mouth advertising.
9. Make sure that you mention your website link on your Facebook Page.
10. Whenever you receive a query on your Facebook page try to respond as soon as possible.
11. Share relevant news from other sources on your Facebook page.
12. Create short promotional videos on benefits of HIV testing, ARTs featuring community members. This will attract more community members to understand importance and will get link to the services.

CASE STUDY

Mx Sharmila started her CBO in Chennai by the name Sharmila Foundation. The foundation served TG/Hijra populations and offered various services related to HIV/AIDS and Advocacy such as:

- HIV Testing
- DIC
- Support Group Meetings
- Condom & Lube distribution
- Crisis Management
- Sensitization programmes with police, law enforcement agencies and media

The foundation had difficulty in reaching out to young TG/Hijra populations for HIV testing. Mx Sharmila in consultation with her staff created an online communication strategy for Facebook. It involved the following steps:

1. Sharmila Foundation created a Facebook profile and started promoting it widely in the community.
2. Besides the profile the foundation also created a page – ‘TG Friend’ character. It was a virtual friend that brought together stories of the community people who get themselves tested regularly and now live their life more confidently without any fear.
3. After creating a ‘TG Friend’ character the organization started to invite the community members to share their stories on this page and this virtual character used to tag other people and initiate the conversations.
4. They also created a button for anyone who needs information and counseling on HIV testing and condom usage before going for HIV testing.
5. Using the geolocation feature of the Facebook they could reach out the community members in Chennai.

Due to these measures Sharmila Foundation was able to:

- Increase attendance in their support groups by 45%
- HIV testing increased by 30%
- Counseling was increased by 30%
- 5X more leads were generated (people contacted the foundation via email or phone)

D. Grindr



Grindr is a geosocial networking mobile app geared towards gay and bisexual men, designed to help them meet other men in their area. It runs on iOS and Android. Available for download from the Apple App Store and Google Play, Grindr comes in both free and subscription-based versions (the latter called **Grindr Xtra**). The app makes use of a mobile device's geolocation, a feature of smart phones and other devices, which allows users to locate other users who are nearby. To read more about Grindr <https://en.wikipedia.org/wiki/Grindr>

Step 1: Download Grindr – Gay chat from your app store in your mobile

Step 2: You will have to sign up creating a new profile entering your email address, password and date of birth.

Step 3: There will a CAPTHA and verification step to make sure that you are not a ROBOT.

Step 4: You will then be asked to allow notifications and set up your location.

Step 5: Next you have to agree to the 'Terms & Conditions of Services'. Once you click 'Agree' and then 'Proceed' you will be prompted to edit your profile.

Editing your profile requires:

Photo: Here you can use the logo of your organization

Display Name: You may write the name of your organization.

About me: You can mention the services that your organization provides to the community.

It will then ask for your 'Stats', 'Identity', 'Sexual Health', and 'Social Links'

Under 'Sexual Health' one has the option to mention HIV status, Last Tested Date and can also set up the testing reminders.

Under 'Social Links' you may link your organization's Instagram, Twitter and Facebook account.

Step 6: Once your Grindr profile is ready you may start sending out messages about your organization, events, DIC meetings, testing camps, facilities offered, etc.

Your account registration; your account use¹.

1. Your Account Registration. If You create an account on any of the Grindr Services (a “User Account”) and submit information to Us, You must ensure that such information is accurate. You must promptly update such information if it changes.
2. Accounts are Personal. You may not use anyone else’s account at any time. You may not buy, sell, rent, or lease access to Your User Account or Your username without Our written permission. You will not share or otherwise transfer Your User Account or credentials.
3. Security of Your Account. You are entirely responsible for maintaining the confidentiality of Your password and account. You are entirely responsible for any and all activities that occur under Your account. You agree to notify Grindr immediately of any unauthorized use of Your account or any other breach of security. We will not be liable for any loss, damages, liability, expenses or attorneys’ fees that You may incur as a result of someone else using Your password or account, either with or without Your knowledge. You will be liable for losses, damages, liability, expenses and attorneys’ fees incurred by Grindr or a third party due to someone else using Your account, regardless of whether they are authorized.
4. We Have No Obligation to Retain a Record of Your Account. Grindr has no obligation to retain a record of Your account or any data or information that You may have stored for Your convenience by means of Your account or the Grindr Services. The Grindr Services are not intended for data storage. You are solely responsible for backing up your data (e.g., separately saving the contact information of individuals you meet through the Grindr Services).

Additional Information:

- You can follow Grindr on Facebook, Twitter, Snap chat, Instagram and YouTube.
- Grindr also offers XTRA features under subscription basis.
- Grindr offers ‘Advertise’ feature. It is advised that you fill up the form and know more details about this service. The form can be accessed at: www.grindr.com/advertise-form/

Some facts about Grindr:

- Over 3 million daily active users
- 234 countries and territories
- Average of 50+ minutes in-app daily
- Geotarget customers
- 18 logins per day
- 75% Gen Z & Millennial

¹ <https://www.grindr.com/app/terms-of-service/?lang=en>

Age criteria:

Age restrictions and safety. The grindr services are available only for adults (individuals aged 18 years or older)².

2. No use by underage persons. No persons under the age of eighteen (18) years (twenty-one (21) years in places where eighteen (18) years is not the age of majority) may directly or indirectly view, possess or otherwise use the grindr services.
3. You must be a legal adult. You hereby affirm and warrant that you are currently eighteen (18) years of age or over (twenty-one (21) years in places where eighteen (18) years is not the age of majority) and you are capable of lawfully entering into and performing all the obligations set forth in this agreement.
4. Safety. Grindr is not responsible for your use of the grindr services or for the actions of other users with whom you may exchange information or have contact. Grindr does not conduct criminal background screenings of its users. Grindr does not verify the information provided by users with respect to users' health, physical condition, or otherwise. Grindr also is not responsible for activities or legal consequences of your use in locations which may attempt to criminalize or limit your personal interactions. You must make your own informed decisions about use of the application in your location and assess any potential adverse consequences.

International users.

1. Use Outside the United States of America. The Grindr Services are controlled and offered by Grindr from the United States of America and, regardless of Your place of residence, Your use of them is governed by the law of the State of California, USA. Grindr makes no representations that the Grindr Services are appropriate for use in other locations or are legal in all jurisdictions. Those who access or use the Grindr Services from other locations do so at their own risk and are responsible for compliance with local law. You consent to the transfer and processing of Your data in the United States of America and any other jurisdiction throughout the world.
2. Special Terms. If You are a resident of certain countries, including those in the European Union, You may have additional rights or certain parts of this Agreement may not apply to You if required by the law of Your jurisdiction. Please refer to the *Special Terms for International Users* for further detail.
3. English Language. Grindr may provide translations of this Agreement and local-language versions of the Grindr Services for the convenience and enjoyment of its international users. This Agreement was written in English and to the extent the translated version of this Agreement is inconsistent with

² <https://www.grindr.com/app/terms-of-service/?lang=en>

the English version, the English version will control. Similarly, Grindr reserves the right to correct translation errors and similar issues occasioned by the offering of local language versions of this Agreement and the Grindr Services.

E. Planet Romeo

EXPERTS IN ONLINE DATING SINCE 2002

ROMEO is the world's most exciting network for gay and bi males, and trans people. The team consists of more than 70 colorful people from over 15 countries, working for you in Amsterdam and Berlin.



Step 1: Visit the portal: www.planetromeo.com

Step 2: You will have an option to either connect with your Facebook profile or to sign up creating a new profile.

When you create a new profile a verification mail is sent to your registered email address. You need to verify the same before you get full access to your Planet Romeo profile.

Also creating a new profile will require the following information:

Choosing a profile name

Mentioning your birthdate

Specifying your location. You can do this either choosing the current position or setting it up manually.

You have to enter your email address and create a password

You need to upload your profile photo. Here you can also upload the logo of your organization.

Next you need to verify that you are not a robot through CAPTCHA and tick that you are 18 years old or older.

You need to accept Planet Romeo's 'Terms of Use' and 'Privacy Statement'.

Step 3: Next steps mainly involve detailing your profile such as your identity, what are you looking for, your relationship status, your body type, your ethnicity, what languages you speak, etc. You have an option to skip all these steps and reach your profile.

Additional Information:

1. One of the steps is filling up 'Headline'. Though it is optional but you are advised to fill this up with the information about your organization. This appears in

your profile. For example if you are working on HIV/AIDS then you can mention what all services are being provided under the section 'Headline'.

2. You can follow Planet Romeo on Facebook, Twitter, Blog and Instagram.

3. Planet Romeo also offers a subscription services on monthly, quarterly and yearly basis.

4. Planet Romeo offers you to place your ad on their site. These ads are easily visible both the computers and mobile phones. Your ad is visible to the entire community in your region and is visible immediately after your log in and is shown in rotation with other local ads. So not only you show your ad but also come to know about what is happening around you. There are two options to display your ad:

Native Ad (80x80)

Your ad is displayed just like a message in the users inbox.

Broadcast (max 150 characters)

Your ad is shown full screen as a personalized pop-up message.

5. If you wish to know more about Planet Romeo's policy on placing your ads on their portal, you may contact: advertise@planetromeo.com

Planet Romeo Foundation

1. Planet Romeo also runs a registered non-profit called 'Planet Romeo Foundation'. It was established in 2009 to contribute to the fight for equal rights and opportunities for LGBTI people.
2. Planet Romeo Foundation funds projects under the following themes: Safety & Shelter, Community Organizing, Sports & Culture and Education
3. The minimum amount of funding that can be requested is 500 euros and maximum is 5000 euros.
4. Funding requests can be submitted by e-mail only and it has to be in English.
5. Funding requests should be submitted at least four months prior to the start of the project.
6. Deadlines are: January 1st, April 1st, July 1st and October 1st.
7. Planet Romeo Foundation has supported 175 projects worldwide and have funded 700,000 euros.
8. For more details, please visit www.planetromeofoundation.org

Some facts about Planet Romeo:

- 3,000,000 total users
- 75,000,000 Messages/Month
- 700,000,000 Impressions/Month
- 700M+ Impressions/Month
- 31 years old average user

Tips to engage with community: (on dating apps like Grindr & Planet Romeo)

1. Always fill out the complete profile.
2. Mention your services in clear and using formal words. For example do not use 'V' when you mean 'We'.
3. Update your knowledge on the common lingo used on the dating apps.
4. Whenever anyone approaches you for the services always be polite in your response.
5. If someone shares the nudes please be polite and clearly mention that you are here to provide services. Do not be rude.
6. With consent of the trans* community leader publish their picture on the profile. Make sure that the profile bio contains a quote around benefits of HIV, ARTs as given by the trans* leaders.
7. When you have any event planned please update the profile with the event picture and profile bio should have information about the event.
8. If you provide crisis support to trans* people please share the information related to that with the members. For example, if you provide emergency services for physical violence or sexual violence then you share the information on that.
9. You can promote TI services through your profile.
10. You can select one service at a time and share information about it by updating your profile and bio accordingly and periodic.
11. You should update your social links such as Instagram, Twitter and Facebook through dating apps.
12. You can also share information on any social development that affects the trans* community such as NALSA judgment, TG Bill, etc. This will mobilize the community and demand their rights.

F. WhatsApp

WhatsApp Messenger is a freeware and cross-platform messaging and Voice over IP (VoIP) service owned by Facebook.^[44] The application allows the sending of text messages and voice calls, as well as video calls, images and other media, documents, and user location.^{[45][46]} The application runs



from a mobile device though it is also accessible from desktop computers; the service requires^[47] consumer users to provide a standard cellular mobile number. To read more about Whatsapp <https://en.wikipedia.org/wiki/WhatsApp>

Step 1: Download WhatsApp on your smart phone. It can be used with Wi-Fi or phone's Internet connection.

Features of WhatsApp:

Text: You can send out text messages to your contacts.

Group Chat: You can create a group with your family members, friends or coworkers. With group chats, you can chat share messages, photos, and videos with up to 256 people at once. You can also name your group, mute or customize notifications, and more.

Voice and Video Calls: With voice calls, you can talk to your family, friends and coworkers and with video calls you can have face-to-face conversations.

Whatsapp on Web and Desktop: With WhatsApp on the web and desktop, you can seamlessly sync all of your chats to your computer so that you can chat on whatever device is most convenient for you. You may visit web.whatsapp.com to get started.

Voice Messages: You can record a voice message and send it across.

Photos and Videos: You can send photos and videos with a built-in camera.

Documents: You have the option to send PDFs, documents, spreadsheets, slideshows and more, without the hassle of email or file sharing apps. You can send documents up to 100 MB.

WhatsApp also offers '**Business feature**' so that you can promote your organization. WhatsApp Business is an Android app which is free to download, and was built with the small business owner in mind. With the app, businesses can interact with customers easily by using tools to automate, sort, and quickly respond to messages.

Features of WhatsApp Business:

Business Profile: You can create an organization profile with helpful information for your customers like your address, organization description, email address, and website.

Stay Organized: You can organize your contacts or chats with labels, so you can easily find them again.

Quick Replies: This feature let you save and reuse messages you frequently send so you can easily answer common questions in no time.

Automated Messages: This feature allows you to set an away message when you are unable to answer so your customers know when to expect a response. You can also create a greeting message to introduce your organization.

Messaging Statistics: You have access to important metrics such as how many of your messages were successfully sent, delivered and read.

Some facts about WhatsApp:

- WhatsApp was founded in 2009
- More than 1 billion people in over 180 countries use WhatsApp
- Using WhatsApp may involve data charges
- The name WhatsApp is a pun on the phrase What's Up.

Tips to engage with the community: (on WhatsApp)

1. Use WhatsApp's Live Location feature to guide new beneficiaries to your office.
2. If there is any of the counselee or beneficiaries who contact you more often for services you can always pin that chat to the top of your messages list. Select a chat, swipe right and prioritize it.

3. You always have an option to save your chats. If you want to save any important chat, you can go to Settings>Chats>Chat Back Up> Back Up Now.
4. WhatsApp has a feature of putting up your status. This remains for 24 hours. You have an option of putting up image, video and any information.
5. When you have an event coming up you can use the status option to promote your event. Create an engaging image or 30 seconds small videos and put it on your status.
6. You can also share your Facebook event on the WhatsApp status.
7. You should put the image of your organization on the WhatsApp profile and under the 'About' section mention the Facebook page or website.
8. You can use the broadcast feature to reach out to the larger community and share details of your services and events.
9. You can use the 'Privacy feature' of WhatsApp status. You have the option to share your status with all your contacts, all your contacts except, only with selected contacts. This ensures additional safety for your work.
10. For any important conversation you have the option to 'Star' it. To view the starred messages go to settings and then see Starred messages.
11. For updating your WhatsApp status, you can also create short videos with your stakeholders, with their consent, and upload the same.
12. As you know that WhatsApp can also be accessed via Desktop, share this detail with all your beneficiaries. This provides them with an additional option of accessing WhatsApp.

Creative Ways to implement WhatsApp in your organization and your work

- 1) **Use WhatsApp for Internal Team Communication:** Create one WhatsApp group for your employees and start sharing reports and any other important information. The messages are instantly delivered and you can use various formats such as PDG, Word Doc, PPT, etc. for your messages.
- 2) **Broadcast your message:** You can create a short personal WhatsApp message and share it through your broadcast list. This will save much of your time, as you do not have to tick every contact for sending out the messages. You can share the profile of your organization; send out information about your DIC activities, support group meetings, HIV testing facilities, sensitization meeting and community events. You can share images, audio files, and short video clips of your services.
- 3) **Reaching out to communities:** You can launch a dedicated helpline offering counseling on WhatsApp on HIV/AIDS. Of course it cannot be replaced an in-person visit and some of the common queries about HIV/AIDS can be answered on WhatsApp. A counselor can use WhatsApp to remind the community individually how testing and follow-up. It remains

a secret and encrypted conversation between a counselor and a counselee.

- 4) **Using WhatsApp Stories:** You can put up this feature that allows users to post photos, videos, and GIFs along with emojis and sticker for duration of 24 hours, as their status. When you have any event or other activities you may use this feature to reach out to your community.
- 5) **Using WhatsApp Business Messaging Tools:** Here WhatsApp offers three options – away message, greeting message and quick replies. ‘Away messages’ can come handy when your beneficiaries try to contact you outside your business hours. ‘Greeting messages’ can be used to greet customers the very first time they contact you, or when there is 14 days of inactivity between you and a particular community person. ‘Quick reply’ makes easier for you to communicate with your beneficiaries.

G. General guidelines for the users:

- The user has to provide full information, so that you will have access to the facilities. This may differ from platform to platform. Reading and understanding the guidelines are very important.
- The user’s information has to be maintained under total confidence and it should be used for program purpose only. If needed, take prior consent from the community for the usage and service delivery.
- The administrator has to maintain full log book about the users’ information, chatting details, willingness towards participation, linking with facilities, local targeted intervention, and service delivery.
- The process and lessons learnt need to be documented.
- The instruction provided needs to be adhered
- The user and administrator should always 3 rules and motivate the communities to participate. Refer introduction chapter for more details.
- The small video clippings and messages have to be prepared and ready for uploading and sharing in these platforms. These materials should have undergone the testing, reviewing and approval process of the organization implements the virtual outreach activity to reach out the unreached transgender population.
- The availability of smart phones needs to be assessed and documented during the course of implementation.
- Any changes and deviation need to be discussed with concern administrator and organization coordinator before processing to the further stage.