

# Tweeting to Zero: How Social Marketing and Ongoing Public Education Can Help Win the War Against HIV

Becky Allen, The Body.com  
Em Findley, God's Love We Deliver  
Michael Barret Jones, Iris House



# Iris House: Digital Immigrants



# SOCIAL MEDIA EXPLAINED

- TWITTER I'M EATING A #DONUT
- FACEBOOK I LIKE DONUTS
- FOURSQUARE THIS IS WHERE  
I EAT DONUTS
- INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT
- YOU TUBE HERE I AM EATING A DONUT
- LINKED IN MY SKILLS INCLUDE DONUT EATING
- PINTEREST HERE'S A DONUT RECIPE
- LAST FM NOW LISTENING TO "DONUTS"
- G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.



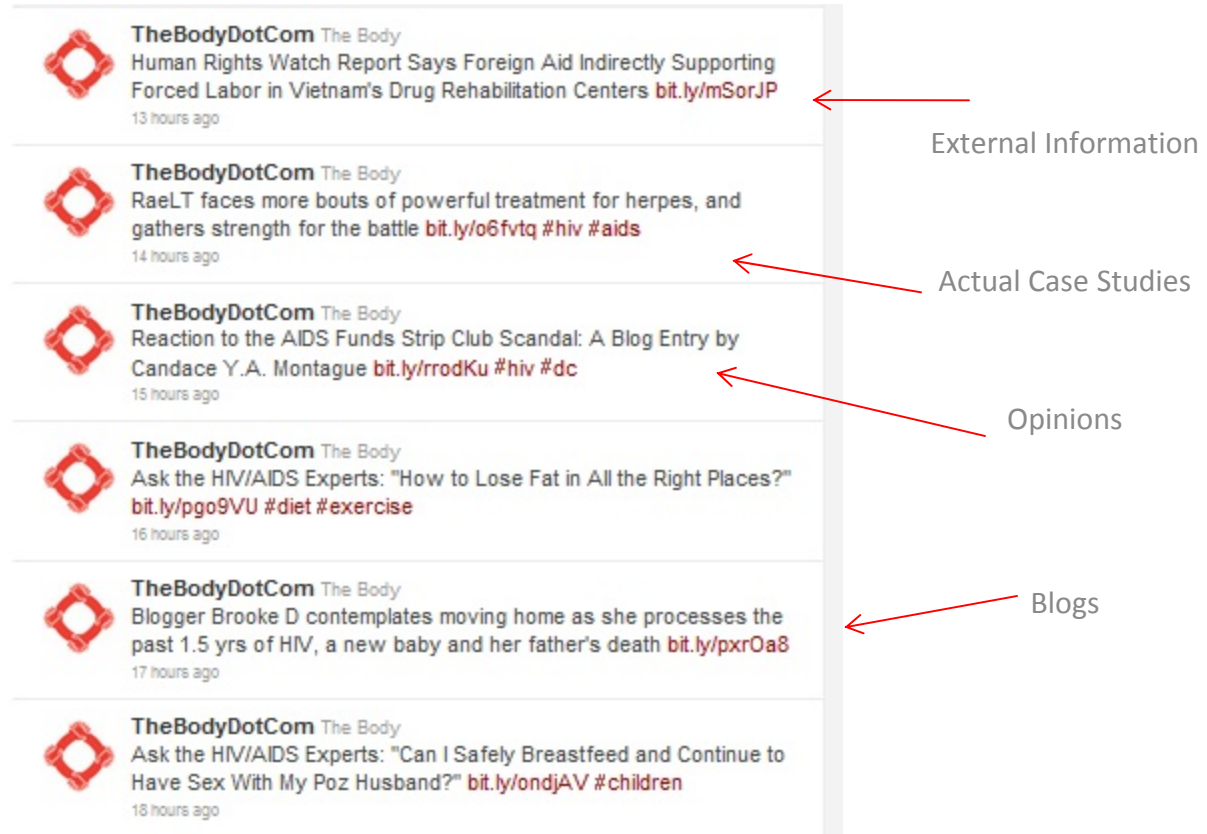
twitter



In Line with  
Mission: Web  
Based Information

Almost Exclusively  
Linking to Articles  
of Interest

Seems to Post  
Hourly



TheBodyDotCom The Body  
Human Rights Watch Report Says Foreign Aid Indirectly Supporting Forced Labor in Vietnam's Drug Rehabilitation Centers [bit.ly/mSorJP](http://bit.ly/mSorJP) 13 hours ago ← External Information

TheBodyDotCom The Body  
RaeLT faces more bouts of powerful treatment for herpes, and gathers strength for the battle [#hiv #aids](http://bit.ly/o6fvtq) 14 hours ago ← Actual Case Studies

TheBodyDotCom The Body  
Reaction to the AIDS Funds Strip Club Scandal: A Blog Entry by Candace Y.A. Montague [#hiv #dc](http://bit.ly/rrodKu) 15 hours ago ← Opinions

TheBodyDotCom The Body  
Ask the HIV/AIDS Experts: "How to Lose Fat in All the Right Places?" [#diet #exercise](http://bit.ly/pg09VU) 16 hours ago

TheBodyDotCom The Body  
Blogger Brooke D contemplates moving home as she processes the past 1.5 yrs of HIV, a new baby and her father's death [bit.ly/pxrOa8](http://bit.ly/pxrOa8) 17 hours ago ← Blogs

TheBodyDotCom The Body  
Ask the HIV/AIDS Experts: "Can I Safely Breastfeed and Continue to Have Sex With My Poz Husband?" [#children](http://bit.ly/ondjAV) 18 hours ago





GREAT Use of  
Twitter

Involves Volunteers

Interactive with  
Followers

Directs to Website  
and News Articles

Posts OFTEN, but  
variety doesn't  
make it overdone



**godslovenyc** God'sLoveWeDeliver  
@LimitedBrands is hard at work in our kitchen chopping those carrots!  
16 hours ago

**godslovenyc** God'sLoveWeDeliver  
@HabitatNYC Thx 4 following! Pls help spread the word that we're feeding ppl 2 sick 2 shop/cook 4 themselves in NYC metro area! www.glwd.org  
17 hours ago

**godslovenyc** God'sLoveWeDeliver  
love seeing our friends from #LFUSA in the kitchen this morning!  
22 hours ago

**godslovenyc** God'sLoveWeDeliver  
Congrats to our volunteer, George, who reached his fundraising goal for God's Love on his bike ride across France!  
<http://ow.ly/6oanw>  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
#25years: over 12 million meals... and now 2,000 clients & 4,000 meals each weekday #success!  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
@emperor37anofsf That's fantastic! Hope you can make it!  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
#FoodasMedicine, yes! RT @communityserv: Americans understand that food can act as medicine <http://ow.ly/6o11w>  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
@dwglwd Thx for your support and for the RT!  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
Stay current with our Nutrition Services Department and find out what's new with Lifestyles! [bit.ly/b00jFr](http://bit.ly/b00jFr)  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
@emperor37anofsf Thx for the RT! Wahoo! Hope to see you there!  
7 Sep

**godslovenyc** God'sLoveWeDeliver  
Has someone donated to your #racetodeliver page? Send them a "thank you" e-Card! <http://ow.ly/6nUy8>

Mentions Volunteer  
Groups and tags them

Thanks People for  
Following – and includes  
action items

Acknowledges external  
accomplishments of key  
folks

Interacts with Followers

Helpful Articles

Resources and Tips



Posts approximately twice a day

Good Interactive Use of Celebrity

Mostly events, pix, some articles



**LIFEbeatdotOrg** Lifebeat  
Win a rock-star weekend at the #VMAs, tickets to see @CobraStarship and help fight HIV! Details here: [bit.ly/WinVMA](http://bit.ly/WinVMA)  
18 Aug


**LIFEbeatdotOrg** Lifebeat  
We sell this event out every year. Get your tickets now before they're gone... [fb.me/Hgwyv8uMO](http://fb.me/Hgwyv8uMO)  
17 Aug

**CobraStarship** Cobra Starship  
 We're throwing a party on 8/27 w Lifebeat & mtvU in Los Angeles for the VMA's, join us! Tickets are on sale now [bit.ly/pHQ1BZ](http://bit.ly/pHQ1BZ)  
17 Aug  
Retweeted by @LIFEbeatdotOrg

**LIFEbeatdotOrg** Lifebeat  
Thank you @BEBASHI2HOPE for providing life saving HIV/AIDS outreach last night in Philly @rockthebells presents featuring Mobb Deep!  
17 Aug

**LIFEbeatdotOrg** Lifebeat  
The whole piece is great, but we're partial to the second paragraph... Thanks for the shout-out @AfterEllen [fb.me/RHW7wxti](http://fb.me/RHW7wxti)  
17 Aug

**LIFEbeatdotOrg** Lifebeat  
Our not-so-subtle Lifebeat VMA event teaser... [fb.me/18Tuqy7A](http://fb.me/18Tuqy7A)  
16 Aug

**LIFEbeatdotOrg** Lifebeat  
 @LadyGaga Monsters can win tickets to the @MTV #VMA and fight HIV \$1 gets donated to @LIFEbeatdotOrg for every entry [bit.ly/WinVMA](http://bit.ly/WinVMA)  
16 Aug

Offers and opportunities

Other Orgs Mentioning Events

Thanks to supporters and donors

Posting Articles – with editorial

Sense of humor

Tagging celebs so post appears on their page



# Iris House

@irishouse

A Center for Women and their Families Living with HIV/AIDS.  
Testing, Prevention, Services for PLWHA, Harm Reduction,  
Emergency Pantry and Food Services.  
NYC, USA · <http://www.irishouse.org>

Edit your profile

477 TWEETS

156 FOLLOWING

160 FOLLOWERS

## Tweets

Following

Followers

Favorites

Lists

Recent images



## Similar to you



**Johnny Guaylupo PWA** @JohnnyJG  
Following



**POZ Magazine** @pozmagazine  
Following



**Witti Repartee** @WittiRepartee  
Following

## Tweets



**Iris House** @irishouse 30 Apr  
Last day to register online for the 2012 Women as the Face of AIDS Summit [irishouse.org/Summit2012.html](http://irishouse.org/Summit2012.html) Join us Friday & Saturday!  
[#women](#) [#hiv](#) [#aids](#)  
Expand



**Iris House** @irishouse 26 Apr  
What's Love Got to Do With it? Come hear what Dr. Gail Wyatt has to say: [bit.ly/zuwg91](http://bit.ly/zuwg91) Annual Women as the Face of AIDS Summit 4/4  
Expand



**Iris House** @irishouse 26 Apr  
Oh, Mom. Can't talk to your kids about condoms? [bit.ly/lqS714](http://bit.ly/lqS714) Middle-Class "Sensibilities" win over common sense again. [#aids](#) [#hiv](#)  
Expand



**Iris House** @irishouse 23 Apr  
There is AMAZING greek food at Yefsi, the new Estatorio on the UES. Join Iris House to try [bit.ly/JIRiSk](http://bit.ly/JIRiSk) and benefit our programs!  
Expand



**Iris House** @irishouse 23 Apr  
This year's summit focuses on women as the face of AIDS. What are...





# Social Media and God's **Love** We Deliver

Tweeting to Zero: How Social  
Marketing and Ongoing Public  
Education Can Help Win the War  
Against HIV

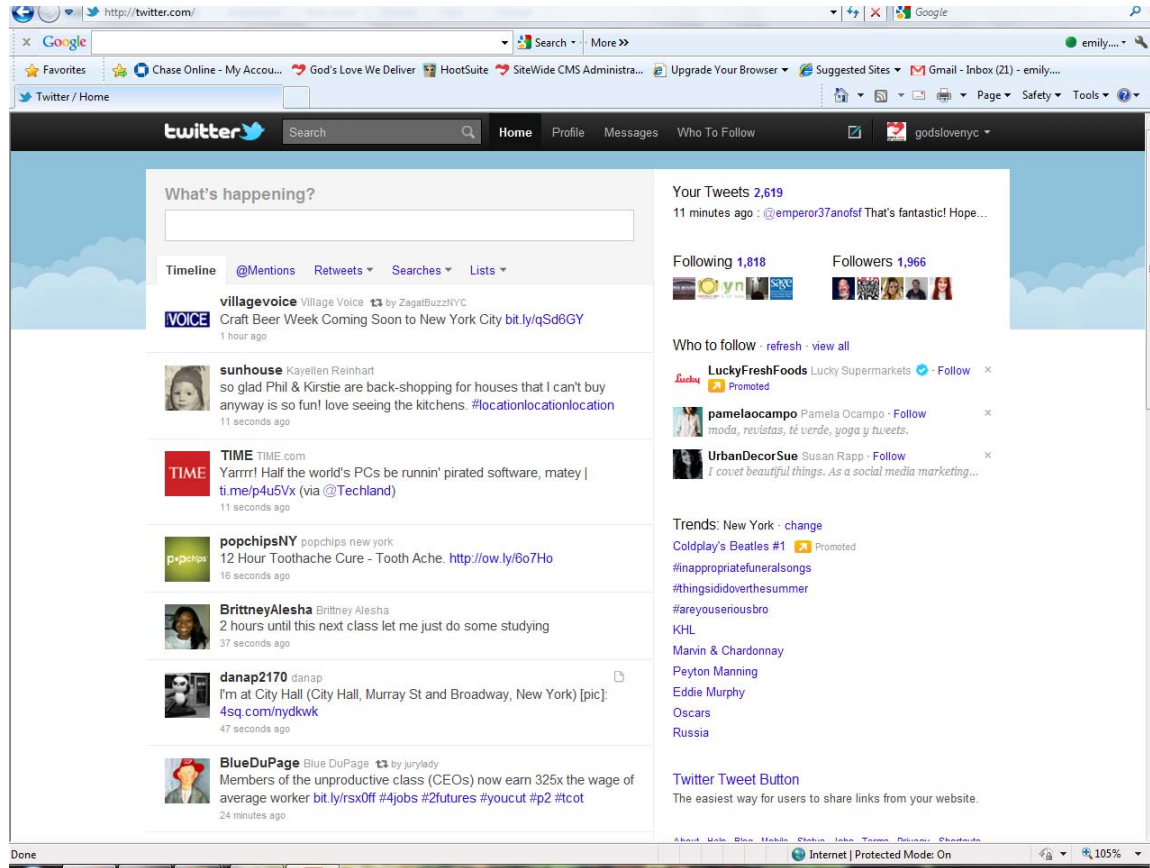




[www.twitter.com](http://www.twitter.com)

Don't be scared!





It may look intimidating but it just takes a little bit of work





Search

Home Profile Messages Who To Follow

godslovenyc



# God'sLoveWeDeliver

@godslovenyc New York

God's Love We Deliver is a non-profit in New York that delivers meals and provides nutritional counseling to those who are seriously ill.

<http://www.godslovedeliver.org>

[Edit your profile](#) →

Tweets Favorites Following Followers Lists

Loading Tweets seems to be taking a while.  
Twitter may be over capacity or experiencing a momentary hiccup.  
[Try again](#) or visit [Twitter Status](#) for more information.

## About @godslovenyc

2,619 Tweets 1,818 Following 1,966 Followers 102 Listed

### Recent Images · [view all](#)



### Similar to you · [view all](#)

- metalgodrecords** Metal God Records
- unionsettlement** Union Settlement  
*Creating opportunity in East Harlem, since 1895.*
- GiveAndGetNYC** Give And Get NYC  
*Taking the mystery out of volunteering in NYC*

### Following · [view all](#)



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[Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#)  
© 2011 Twitter



### What's happening?

Timeline @Mentions Retweets Searches Lists

**LegendaryLuna** Luna Luis ↻ by GMHC  
Check this video out -- The Luna Show- Vogue Knights Runway  
[youtube.com/watch?v=F80WB1...](http://youtube.com/watch?v=F80WB1...) via @youtube  
6 minutes ago

**HistoryChannel** History Channel ↻ by jurylady  
THIS DAY IN HISTORY: 1936 > Buddy Holly is born. 1940 > The Blitz begins. More from this day: [bit.ly/r5ccpo](http://bit.ly/r5ccpo)  
7 minutes ago

Your Tweets **2,619**  
11 minutes ago : @emperor37anofsf That's fantastic! Hope...

Following **1,818** Followers **1,966**

Who to follow · refresh · view all

- LuckyFreshFoods** Lucky Supermarkets · Follow ×  
Promoted
- pamelaocampo** Pamela Ocampo · Follow ×  
*moda, revistas, té verde, yoga y tweets.*
- UrbanDecorSue** Susan Rapp · Follow ×



# Hashtag? Handle? Retweet?

## What does it all mean?

**Hashtag:** words or phrases prefixed with a # sign. These are also known as trending topics, common phrases appearing in messages

- @quicksilverwest: “Authors In Kind” #Literary luncheon. Pierre Hotel #NYC...”

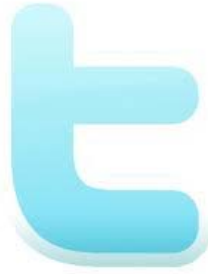
**Handle:** The @ sign followed by a username (like godslovenyc) is then used for mentioning or replying to others. It is also how people on Twitter can search for you.

- @joan\_rivers: Today at 3:52 pm EST, watch @godslovenyc ring the closing bell at NASDAQ

**Retweet:** To repost a message from another Twitter user and share it with one’s own followers, the retweet function is symbolized by “RT” in the message

- @therealttunie RT @heidiklum Grabbed my friend Tim Gunn and delivered meals with @godslovenyc





# WHY DO WE TWEET?

- To build awareness
- To broaden our base
- To build relationships and increase the interactions we have with our entire God's Love family
- To increase our Search Engine Optimization



# WHAT DO WE TWEET?

- To/about Volunteers
- About Events
- Quotes
- Nutrition
- Corps/Foundations – grants and volunteering

#didyouknow that we deliver birthday cakes to our clients, their children and their senior caregivers?

#did you know that we provide for over 200 diagnoses

#racetodeliver Sunday November 20<sup>th</sup> ... [www.racetodeliver.org](http://www.racetodeliver.org)

#25years: Over 12 million meals. Today, we serve 2,000 clients & 4,000 meals each weekday #success!





# WHO W ARE FOLLOWING AND MENTIONING TODAY

@nyamlibrary - Thx to nyamlibrary for hosting us today for @IrisHouse Summit!

We're so happy to be here @nyamlibrary with our friends @ghmc, @thebodydotcom and more!



# Emergency Boiler Request



*Director of Facilities, Matt Ramos*

- godslovenyc: @SamSifton & #foodcommunity, pls RT 4 our clients too sick to shop/cook in NYC metro, our boiler broke!  
<http://ow.ly/6cQNT>
- samsifton: Bad week for @godslovenyc: [ow.ly/6cQNT](http://ow.ly/6cQNT)



# Can I show you some more examples?

## You bet!

### – News/information

- RT @newyorkcares Follow @[NYCMayorsOffice](#) and @[MikeBloomberg](#) for updates on [#Irene](#) all weekend.
- We have nearly 2,000 "tweethearts" and we're delivering to 2,000 clients a day... let's make those numbers match, please follow!

### – Photos

- Just in case we have a [#brownies](#) theme today ([#chocolate](#)), check out the super cool @enormouschampion label you get! [ow.ly/i/ggGl](http://ow.ly/i/ggGl)



# Celebrity Tweets

@joan\_rivers: Today at 3:52pm EST, watch @godslovenyc ring the closing bell at NASDAQ to kick off their 25th year! Watch live: <http://bit.ly/g7LGoK>

@joan\_rivers: WOW! @godslovenyc turns 25! Visit <http://bit.ly/fGoCoq> to learn about this charity & their (now long) history. I'm PROUD to be a part of it.



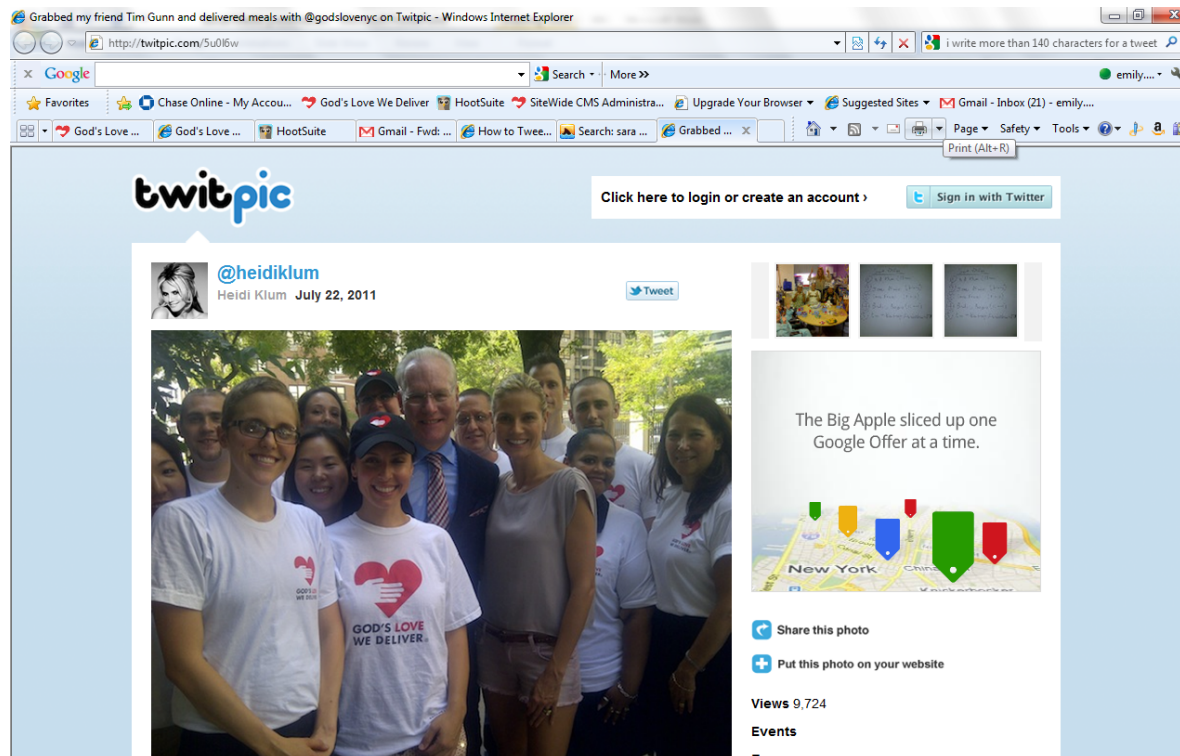
# Chef Amanda Freitag, from *“Chopped”*



@amandafreitag: Great day! Had the honor of meeting the incredible team @godslovenyc, thank you for your incredible work, I am truly touched.



@heidiklum Grabbed my friend Tim Gunn and delivered meals with [@godslovenyc](http://twitpic.com/5u0l6w) <http://twitpic.com/5u0l6w>



@therealttunie RT @heidiklum Grabbed my friend Tim Gunn and delivered meals with [@godslovenyc](http://twitpic.com/5u0l6w) <http://twitpic.com/5u0l6w>



heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc  
<http://twitpic.com/5u0l6w>

joan\_rivers: Thanks for supporting Gods Love! RT @heidiklum Grabbed my friend  
Tim Gunn and delivered meals with @godslovenyc <http://twitpic.com/5u0l6w>

scovello: @TimGunnOfficial and @heidiklum are amazing for supporting @godslovenyc !

existentialbear: RT @heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc <http://twitpic.com/5u0l6w> // Ya gotta love Heidi & Tim!

happytears: @godslovenyc @mbsinnyc @heidiklum @TimGunnOfficial beautiful!!!

maryheald: @Joan\_Rivers @heidiklum @godslovenyc LOVE THAT!! You all ROCK!

ubupanter: @Joan\_Rivers @heidiklum @godslovenyc Such a nice mitzvah!

max4globe: @Joan\_Rivers @heidiklum @godslovenyc Thank you Joan...for all the support you've so graciously offered..bless you! Big hug, Max and "Cookie"

kristianneyoung: "@heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc <http://t.co/h9GCCQV>" this is what it is all about.

sherr143coll: @Joan\_Rivers Its awsom @heidiklum & #timgunn helpd @godslovenyc! IF DELV MEALS N EXTRM HEAT CANT GET #TIMGUNN OUT OF A SUIT & TY what can?

godslovenyc: amazing day & thank you! RT @\_BB\_RADIO\_STARS: ... and delivered meals with @godslovenyc <http://twitpic.com/5u0l6w> ||| RT @Joan\_Rivers...

thefidmlife: @Joan\_Rivers Oh that @heidiklum is just THE BEST! @godslovenyc

desireegruber: [@heidiklum](http://heidiklum) @godslovenyc Heidi Klum and Tim Gunn Great job delivering meals and making a difference! <http://t.co/h8Dwd7Y>

modelinia: While you're complaining about the heat, @heidiklum's running and delivering meals with @godslovenyc. Inspiring, no? - <http://bit.ly/oV483x>

sugarcampfilms: Honored to work w/ @godslovenyc, celebrating 25 yrs of great service delivering meals to those in need! - [Pic] on set <http://t.co/O7BH57G>

3310jj: @heidiklum @godslovenyc Very nice...I like how Tim is always so dapper! Good work people!

mbsinnyc: @heidiklum @TimGunnOfficial @godslovenyc thanks for all the work you do. Awesome! <http://yfrog.com/kku91huj>

brownerachel: @heidiklum @godslovenyc everyone should aspire to do this too

godslovenyc: what a grt delivery on a #hot day! thank you to ALL! RT @desireegruber: [@heidiklum](http://heidiklum) @godslovenyc Heidi Klum and Tim Gunn Great job...

margaretnyc: That's so cool. RT @godslovenyc: Thanks so much!! RT @heidiklum: Grabbed Tim Gunn & delivered meals w/@godslovenyc <http://twitpic.com/5u0l6w>

\_bb\_radio\_stars: ... and delivered meals with @godslovenyc <http://twitpic.com/5u0l6w> ||| RT @Joan\_Rivers (LAST PART) ~ #celebs @ #bbradio

zach\_risso: Why can't all Christians learn how to MAKE IT WORK!: @godslovenyc <http://t.co/HtzYnLi>

berly624: Awesome! RT @heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc <http://twitpic.com/5u0l6w>

sugarcampfilms: Honored to work w/ @godslovenyc, celebrating 25 yrs of great service delivering meals to those in need! - [Pic] on set <http://t.co/O7BH57G>

sugarcampfilms: Great morning with @godslovenyc, @heidiklum, and Tim Gunn supporting their great organization - [Pic] on set <http://t.co/EzT6uVc>

nyaifulefendi1: @Modelinia @heidiklum @godslovenyc hahaaaa

dmioneysocks: @Joan\_Rivers @heidiklum @godslovenyc That's Great Joan and Tim.\*

trapezegirlnyc: Heidi Klum and Tim Gunn delivered for @godslovenyc in 100 degree weather!

lilrailmidwest: @desireegruber @heidiklum @godslovenyc <http://t.co/hFjYWyU>

suzanneafrica: @godslovenyc @heidiklum ROCK ON!! way to deliver...

weloveshaidik: RT @heidiklum: Grabbed my friend Tim Gunn and delivered meals with @godslovenyc <http://twitpic.com/5u0l6w>

berly624: Great morning back at @godslovenyc. Did you see that Heidi Klum and Tim Gunn were there last week? <http://bit.ly/nPS9dn>

suzanneafrica: @godslovenyc @TimGunnOfficial is amazing from serving to his emotional revelation about suicide this week I see the "fabric "of a leader!

glitzburgh: RT @godslovenyc: Video with Heidi Klum and Tim Gunn for God's Love <http://conta.cc/oV5L5n> via #constantcontact

patchtweet: Check out @heidiklum and our friends at @godslovenyc - <http://t.co/DV5U19J> via @AOL!

sugarcampfilms: Created this video for @heidiklum's online show with @TimGunnOfficial helping @godslovenyc celebrate 25 yrs of service - <http://t.co/6NDU5o4>

bluebanana17: Just when I thought Heidi Klum couldn't get any cooler, she volunteers at @godslovenyc

[TheRealTTunio](http://TheRealTTunio) GOD'S LOVE WE DELIVER is a charity that feeds people who are to sick to shop or cook for themselves or their kids. Thanks HEIDI AND TIM!



But our tweets are informative and fun, just like us!

- [#Didyouknow](#) that September is [#foodsafety](#) month? Stay safe and check out these Home Food Safety Mythbusters, thanks to [@Fight BAC!](#)...
- Sabia usted que Septiembre es el mes de aprender cómo mantener los alimentos seguros? [@Fight BAC](#)
- Why do YOU deliver? [#racetodeliver](#)  
[www.racetodeliver.org](http://www.racetodeliver.org)





# Here are some more

- check out the lovely ladies of [@FoodNetwork](https://twitter.com/FoodNetwork) hard at work packaging our frozen meals!  
[twitpic.com/6iafe5](https://twitpic.com/6iafe5)
- and check out the men of [@CookingChannel](https://twitter.com/CookingChannel) helping us get ready for our staff day closing!  
[twitpic.com/6ib2im](https://twitpic.com/6ib2im)



# FACEBOOK



What's the big deal?





Unlike Comment

**Wall Photos**  
By Heidi Klum · 118 of 138

Share  
Download  
Report This Photo

Grabbed my friend Tim Gunn and hand delivered meals with God's Love We Deliver. Such a great organization that helps deliver nutritious meals to people in need. Sponsored

July 22 · Unlike · Comment

You and 443 others like this.

View previous comments 50 of 56

 **Iman Poeraatmadja** I love that Tim is still wearing a tie...does he wear t-shirts???  
July 22 at 10:33am · Like



Tim Gunn: Official Page (7) - Windows Internet Explorer

http://www.facebook.com/TimGunn

Google


Search More >>

Chase Online - My Accou... God's Love We Deliver HootSuite SiteWide CMS Administra... Upgrade Your Browser Suggested Sites Gmail - Inbox (21) - emi


God's Love We Deliver Tim Gunn: Official Pag... HootSuite

Page Safety Tool

Write a comment...


 **Tim Gunn: Official Page**

Greetings from L.A.! I hope that you all made it through the heat wave alright! This past Friday I was absolutely thrilled to be working with God's Love We Deliver in NYC with my good pal Heidi. GLWD is an organization that has been delivering meals to those in need for over 25 years. I encourage those of you who have some free time to inquire about volunteering with this truly dedicated and selfless group.


 **God's Love We Deliver**  
www.gld.org

God's Love We Deliver is collaborating with the Tribeca CSA to bring local, fresh produce to our Grocery Bag clients this season with the help of a new group of volunteers. The twenty week season started on June 14th, with the distribution of claudia, mint, bok choy, radishes and more.

July 25 at 11:33am · Like · Comment · Share

 Belinda Joy and 235 others like this.

View all 17 comments

 **Micky Unica** Rubia Argentina is beautiful country....mygreat friend .....the most ,abig hug  
August 27 at 8:44pm · Like

Write a comment...



July 29 at 2:41pm · Like · 1 person  
Write a comment...



**Tim Gunn: Official Page** added a new photo.



Wall Photos

July 25 at 11:34am · Like · Comment · Share

Milla Lalainczech and 311 others like this.

View all 35 comments

Write a comment...



**Tim Gunn: Official Page** added a new photo.



Wall Photos

July 25 at 11:34am · Like · Comment · Share

Rouaa Farouk and 57 others like this.

View all 19 comments

**Soraya Granda** i want one!!!  
July 29 at 12:14am · Like

**Rouaa Farouk** me 2 soraya hahaha  
September 3 at 4:52am · Like

Write a comment...



**Tim Gunn: Official Page**

Greetings from L.A.! I hope that you all made it through the heat wave alright! This past Friday I was absolutely thrilled to be working with God's Love We Deliver in NYC with my good pal Heidi. GLWD is an organization that has been delivering meals to



2,721 like this

5 were here

Likes See All

-  CAMBA
-  New York City Council Community
-  WFUV'S CITYSCAPE
-  Alger Candlelight Giving Program
-  New York Nonprofit Press

Also on: Foursquare

Get Updates via RSS Share

Write a comment...



God's Love We Deliver

Have you joined our e-mailing list? For all the latest news and information, click on the "Join My List" tab on the left side of our Facebook page or text "godslovenyc" on your phone to the number "22828" to get started. Message and data rates may apply. Thank you!

7 hours ago via HootSuite · Like · Comment · Share

Monica Gonzalez likes this.

Write a comment...



God's Love We Deliver

Did you know that September is Food Safety Month? Stay safe with the helpful tips from The Partnership for Food Safety Education!

1,933 Impressions · 0.26% Feedback

Yesterday at 4:56pm · Like · Comment · Share

Desmond Hunnighen and 2 others like this.

Monica Gonzalez what? that is awesome! 20 hours ago · Like

God's Love We Deliver In our kitchen: Hairnet or Hat? 10 hours ago · Like

Write a comment...



God's Love We Deliver

Celebrate apple season with some God's Love deliciousness! Try our Apple Leek Frittata with this recipe from our Nutrition Services Department!

Nutrition: Apple Leek Frittata www.glwd.org

4 eggs, large; 4 egg whites, large; canola oil spray; 1 sweet apple (such as Fuji), large, peeled, cored and diced; 1 leek, medium, tough outer leaves removed, rinsed well and thinly sliced; salt and freshly ground black pepper 1 tsp rosemary, fresh and minced; 1 T chives, fresh and minced

1,498 Impressions · 0.13% Feedback

Yesterday at 4:35am · Like · Comment · Share

2 people like this.

Write a comment...





- Wall
- Info
- Photos (53)
- Notes
- Friends
- Subscriptions

Friends (135)

- Kelvin Garcia
- James Scott Hayter
- Regina Williams
- Kevin Oliver Tucker
- McKenzie Mahoney  
DePaul
- Kimberly Chou  
Michigan
- Rickelow Misiego

Emily Findley

Communications Coordinator at God's Love We Deliver Studied at University of Michigan Lives in New York, New York Add your hometown Add languages you know Edit Profile



Update Status Add Photo Ask Question

What's on your mind?

**Emily Findley**  
 Our steam boiler broke this weekend! No one was harmed, but there's soup to be made and vegetables to be cooked! Please check out this email and please "share" with all of your friends (please note the "Share" button at the top of the email when you click on the link below... or you could just forward it!).



**Emergency Request from GLWD**  
 myemail.constantcontact.com  
 Our steam boiler died this weekend and with it our ability to power the kettles we use to cook our soup, vegetables and sauces. Boiling water poured onto the floor, and the steam set off our fire alarm. Fortunately, no one was injured. The fire department responded to make sure the boiler was proper...

Like · Comment · Share · August 24 at 5:16am

**Emily Findley**  
 Thrilled to be on the vans delivering for God's Love We Deliver this morning!  
 Like · Comment · August 23 at 7:23am

**Emily Findley** was tagged in God's Love We Deliver's photo.



**Wall Photos**  
 In celebration go of World Photography Day, check out the cool photo of our ad in Redbook Magazine!

August 19 at 11:38am

Edit Profile View As...

People You May Know

See All

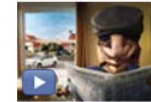
**Curt Wilson**  
 4 mutual friends  
 Add Friend

**Lisa Bishop**  
 1 mutual friend  
 Add Friend

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The Prius People Person

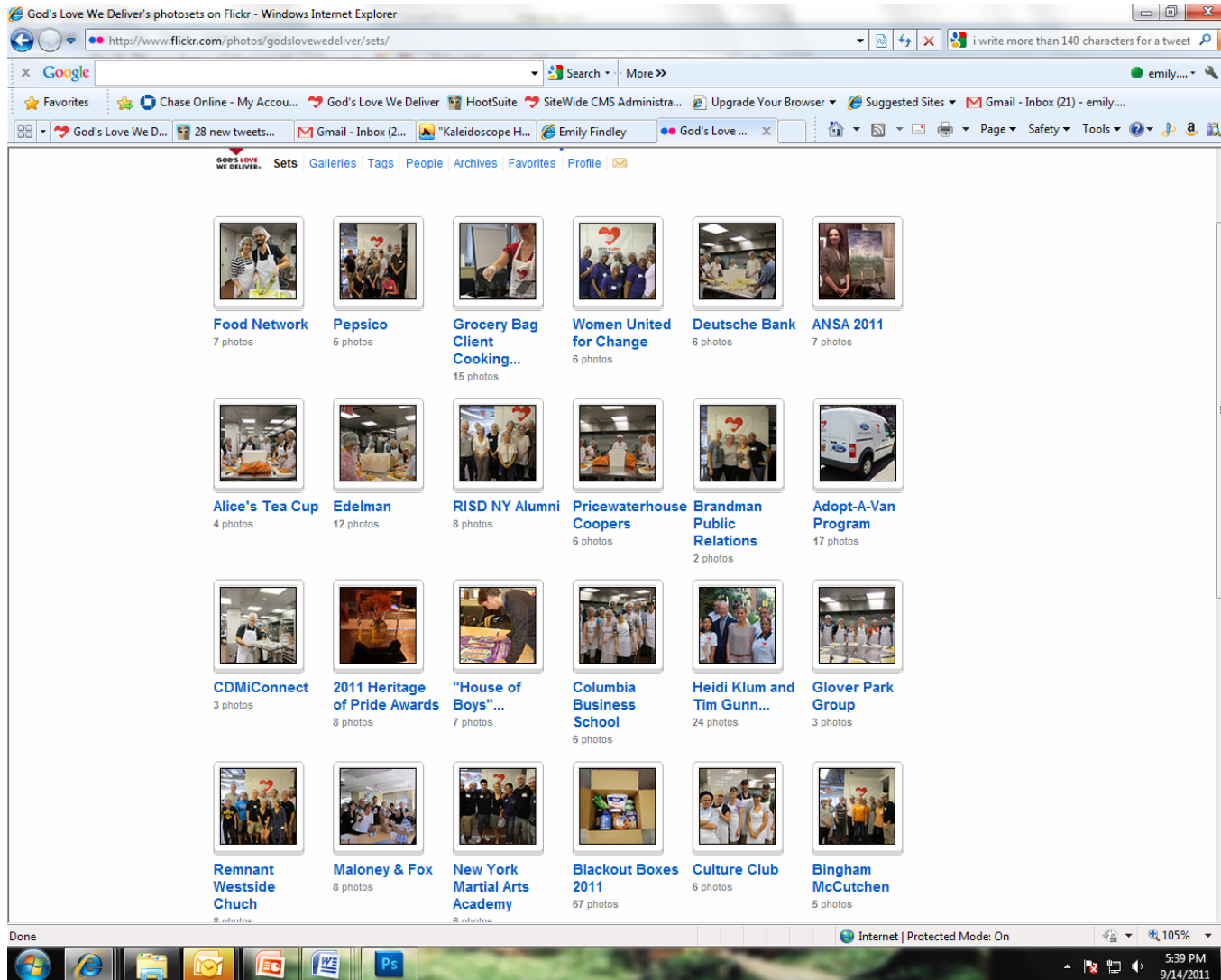


Not long ago, there was one model of Prius for everyone to share. Now, there's one for everyone.

Chat (4)



# We have lots more happening on the internet







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LadyJane84



God's Love We Deliver  
godslowwediver's Channel

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Heidi Klum and Tim Gunn deliver for God's Love

From: godslowwediver | Aug 1, 2011 | 129 views

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God's Love We Deliver: Delivering a Promise  
3,930 views - 1 year ago



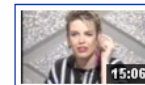
God's Love We Deliver 2008  
6,002 views - 2 years ago



Blaine Trump Discussing God's Love We Deliver  
625 views - 2 years ago

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Favorites (2)



Morrissey On Pop Quiz 1984 Part 1  
misanthro... - 2,484 views



God's Love We Deliver: Delivering a Promise  
godslowve... - 3,930 views

see all





Search Browse Movies Upload LadyJane84

## Meet our Client Services volunteer Ed!

godslowwedeliver 60 videos



10 views

Uploaded by godslowwedeliver on Jul 20, 2011

no description available

0 likes, 0 dislikes

All Comments (0)

Reactions (0)

Respond to this video...

Your reaction?

### Suggestions



Heidi Klum and Tim Gunn deliver for God's Love  
by godslowwedeliver  
106 views



Meet our Client Services volunteer Ryan!  
by godslowwedeliver  
3 views



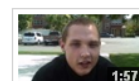
Meet our office volunteer, Chris!  
by godslowwedeliver  
2 views



Zachary, Rachel and Joshua MOV  
by godslowwedeliver  
17 views



BOYFRIEND HUSBAND~TAG~ LGBT EDITION  
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YES Client Testimonial  
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Study Abroad (Profile Consultancy Plus - Lahore...  
by consultancyplus  
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http://www.designoarte.com  
by rkv83  
14 views



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5:47 PM  
9/14/2011

# Social Media and TheBody.com

Tweeting to Zero: How Social  
Marketing and Ongoing Public  
Education Can Help Win the War  
Against HIV



The Body (thebodydotcom) on Twitter - Mozilla Firefox

What's New in HIV/AIDS - TheBody.com

Twitter, Inc. (US) https://twitter.com/TheBodyDotCom

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**The Body**  
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 The Complete HIV/AIDS Resource.  
 New York, NY <http://www.thebody.com/>

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 4,854 FOLLOWERS

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**Tweets**

- The Body** @TheBodyDotCom 4h  
Global Fund's Restructuring Shows Organization's Viability [rmdyhm/1wA](#) #hiv #aids #globataidfund
- The Body** @TheBodyDotCom 7h  
No Association Between Atazanavir and MI or Stroke in D.A.D Study [rmdyhm/0q0](#) #croi #croi2012 #hiv #aids #reyataz
- The Body** @TheBodyDotCom 13 Apr  
HIV Surveillance in Women [rmdyhm/1h4](#) #aids #cdc #statistics #slides
- The Body** @TheBodyDotCom 13 Apr  
Case Report: Homozygous CCR5 Delta-32 Protection Overcome by Infection With X4 Virus [rmdyhm/0px](#) #croi #croi2012 #hiv #aids
- The Body** @TheBodyDotCom 13 Apr  
An Introduction to Combination Therapy [rmdyhm/1h9](#) #hiv #aids #antiretrovirals
- The Body** @TheBodyDotCom 13 Apr  
HIV Mortality (Through 2008) [rmdyhm/1gu](#) #aids #statistics #cdc #slides
- The Body** @TheBodyDotCom 13 Apr  
Next Five Years Important for S. Africa to Show it Can Effectively Respond to HIV, TB [rmdyhm/1gA](#) #aids #southafrica
- The Body** @TheBodyDotCom 13 Apr  
Blogger @RaeLT shares a student documentary of her about living [now with AIDS](#) with some of the US's most prominent experts [rmdyhm/1f...](#)





**The Body**  
@TheBodyDotCom

PrEP: PK Modeling of Daily TDF/FTC (Truvada) Provides Close to 100% Protection Against HIV Infection [rmdy.hm/opp](http://rmdy.hm/opp) #croi #croi2012

4

RETWEETS

1

FAVORITE



4:01 PM - 12 Apr 12 via

Reply Delete



**The Body**  
@TheBodyDotCom

Blogger @RaeLT shares a student documentary of her about living glam with AIDS - with some of the UNglamorous parts [rmdy.hm/1by](http://rmdy.hm/1by)

6

RETWEETS



12:00 PM - 13 Apr 12 via SocialOomph · Embed this Tweet

Reply Delete Favorite



Update Text:

[Shorten URLs](#)

0 characters entered.

Save As Draft:

Save this update text as a draft that can be reused later.

Queue Reservoir:

With [SocialOomph Professional](#), you can define update queues that automatically drip-feed your social accounts from update reservoirs, without specifically scheduling each individual update. [Read more here](#).

Publish When:

Publish right now (will be published within 60 seconds)

Publish  hour(s)  from now

Or publish at this exact time:

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mm/dd/yyyy hh:mm am/pm - [Change](#)

Recurrence:

With [SocialOomph Professional](#), you can schedule recurring @replies, plus the 12 updates per hour limit does not affect effective and productive.

Account(s):

Publish update on these accounts

Note:

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TIME	UPDATE	RECUR
04/17/2012 04:00 pm (Tuesday)	High-Dose Flu Vaccine Improves Antibody Responses in HIV-Positive People <a href="http://rmdy.hm/0q9">http://rmdy.hm/0q9</a> #croi #croi2012 #hiv #aids	On <a href="#">thebodydotcom</a> [118 characters] <input type="button" value="edit"/> <input type="button" value="copy"/> <input type="button" value="delete"/>
04/17/2012 08:00 am (Tuesday)	Herpes Zoster Vaccine Safe and Effective in HIV-Positive People <a href="http://rmdy.hm/0q6">http://rmdy.hm/0q6</a> #croi #croi2012 #aids	On <a href="#">thebodydotcom</a> [104 characters] <input type="button" value="edit"/> <input type="button" value="copy"/> <input type="button" value="delete"/>
04/16/2012 04:00 pm (Monday)	Hepatitis C Coinfection Studies <a href="http://rmdy.hm/0q3">http://rmdy.hm/0q3</a> #croi #croi2012 #hcv #hepc #hiv	On <a href="#">thebodydotcom</a> [82 characters] <input type="button" value="edit"/> <input type="button" value="copy"/> <input type="button" value="delete"/>
04/16/2012 11:01 am (Monday)	Global Fund's Restructuring Shows Organization's Viability <a href="http://rmdy.hm/1wA">http://rmdy.hm/1wA</a> #hiv #aids #globalaidsfund	On <a href="#">thebodydotcom</a> [104 characters] Published <input type="button" value="copy"/> <input type="button" value="delete"/>
04/16/2012 08:00 am (Monday)	No Association Between Atazanavir and MI or Stroke in D:A:D Study <a href="http://rmdy.hm/0qD">http://rmdy.hm/0qD</a> #croi #croi2012 #hiv #aids #reyataz	On <a href="#">thebodydotcom</a> [120 characters] Published <input type="button" value="copy"/> <input type="button" value="delete"/>



Myles Helfand (myslesatthebody) on Twitter - Mozilla Firefox

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What's New in HIV/AIDS - TheBody.com Myles Helfand (myslesatthebody) on Twitter Add a New Update - SocialOomph.com

Twitter, Inc. (US) https://twitter.com/#1/MylesatTheBody

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## Myles Helfand

@MylesatTheBody FOLLOWS YOU

*I editorially direct @TheBodyDotCom, the Web's most complete HIV/AIDS resource. Like a maestro, but without the fame. Or riches. Or musical talent.*

NYC <http://thebody.com>

**Following**

191 TWEETS

46 FOLLOWING

151 FOLLOWERS

**Tweet to Myles Helfand**

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- Kodi** @WhatsMeant2B Follow
- Vancouver Island PWA** @VPWAS Follow

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**Tweets**

- Myles Helfand** @MylesatTheBody 12 Apr  
 @AIDSHealthcare Thanks so much for calling out our Just Diagnosed Resource Center! Any suggestions/feedback y'all may have is most welcome.  
 ← In reply to AIDS Healthcare
- Myles Helfand** @MylesatTheBody 11 Apr  
 @nelsonverge! This study makes me unhappy. (But... that's a good thing, apparently)  
 ← In reply to Nelson Vergel
- Myles Helfand** @MylesatTheBody 27 Mar  
 Cool additions to the updated U.S. HIV treatment guidelines include tips on care for older HIVers and a breakdown of HIV drug costs.
- Myles Helfand** @MylesatTheBody 27 Mar  
 The U.S.'s official HIV treatment guidelines have been updated. HIV treatment now recommended for "everyone" living with HIV.
- Myles Helfand** @MylesatTheBody 14 Mar  
 @JSquidward You kick ass. (And you've clearly got good taste in cartoons.)
- Myles Helfand** @MylesatTheBody 14 Mar  
 @godslorneyc holy crap, Jamar DESTROYED that poor kid. :)  
 ← In reply to God'sLoveWeDeliver
- Myles Helfand** @MylesatTheBody 14 Mar  
 More on updated CDC HIV numbers: stable among all ethnic groups save Native Americans (increasing); blacks still ~46% of new infections



TheBody.com - Mozilla Firefox

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What's New in HIV/AIDS - TheBody.com x TheBody.com x Add a New Update » SocialOomph.com x +

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Becky Allen Find Friends Home

**TheBody.com**  
3,549 likes · 128 talking about this

Health/Wellness  
The Web's largest, most comprehensive HIV/AIDS resource is on Facebook!

About Photos Bloggers Twitter Likes

Highlights

Status Photo / Video Event, Milestone +

Write something...

**TheBody.com**  
about an hour ago via Remedy Health Media

Our This Positive Life video series is back! In this in-depth interview, Cassandra Whitty shares the story of how she was misdiagnosed with an autoimmune disorder and it was years before she was given an HIV test.

**This Positive Life: Cassandra Whitty**  
www.thebody.com  
Welcome to This Positive Life! We have with us Cassandra Whitty, a 53-year-old woman from Baton Rouge, La. Cassandra had been living with HIV/AIDS for almost a decade and was completely unaware until she was finally diagnosed in 2000.

Share via Remedy Health Media

Like Comment

Mike Carbajal likes this.

**11 Friends**  
Like TheBody.com

**Aless Piper** mentioned TheBody.com in her status.  
December 16, 2011

Just featured becoming FB friends with Jeffrey & my first article for TheBody.com as highlights from 2010 in my timeline. No, it isn't live yet because I've got to work but soooo lovelles! ▼

Like Comment

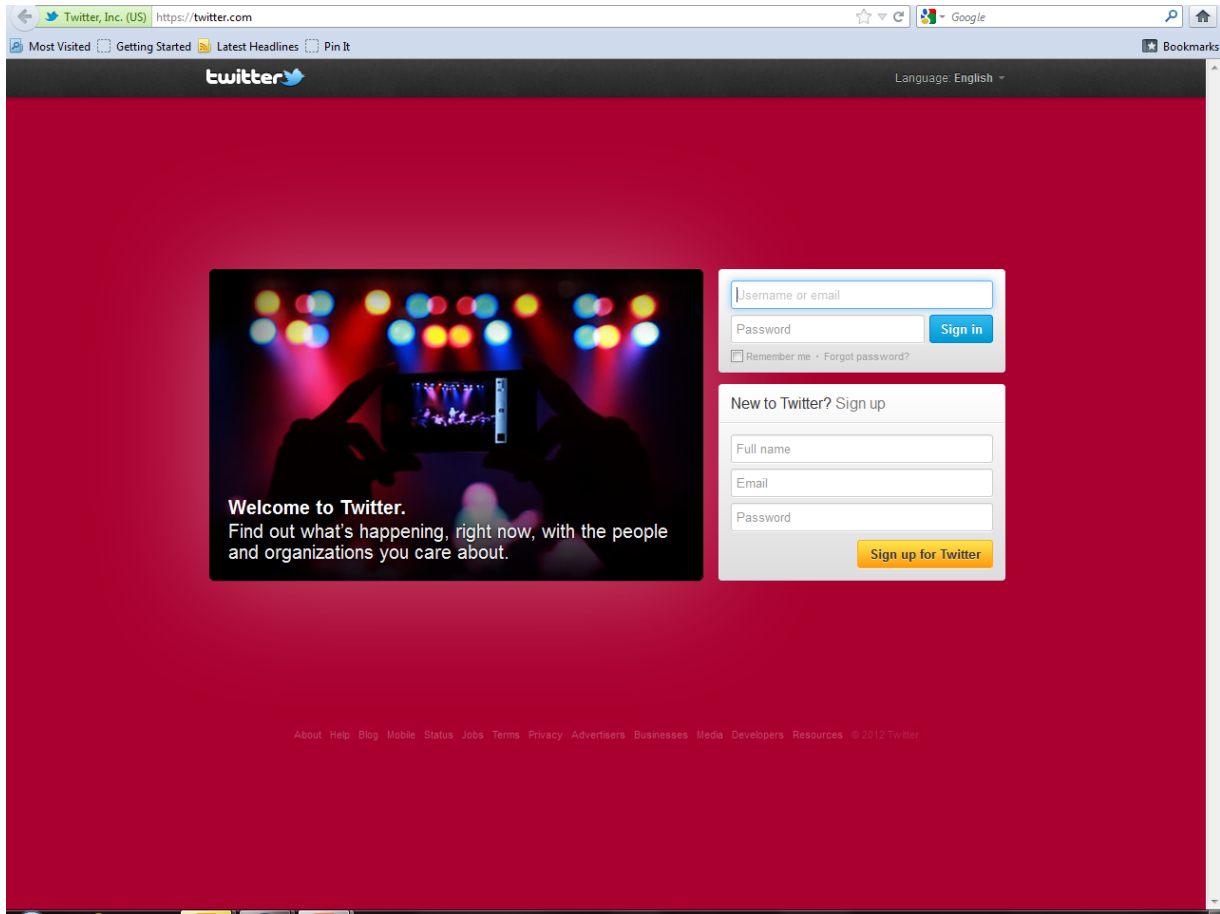
**TheBody.com**  
4 hours ago via Remedy Health Media

In these videos from The Positive Project, nine different people living with HIV talk about what it's like to take HIV medications, and the tricks they use to stay adherent.

1 Chat (Offline)








Let's sign up!



Twitter, Inc. (US) https://twitter.com/#/godslovenyc

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**God's Love We Deliver**  
 @godslovenyc  
 God's Love We Deliver is a non-profit in New York that delivers meals and provides nutritional counseling to those who are seriously ill.  
 New York <http://www.godslovewedeliver.org>

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**Tweets**

-  **God's Love We Deliver** @godslovenyc 26m  
 Each photo that makes up this picture is a photo of one of our volunteers! Fun game: tag yourself! Happy... <fb.me/1hmc85iei>  
[View photo](#)
-  **God's Love We Deliver** @godslovenyc 42m  
 "Let us be grateful to people who make us happy; they are the charming gardeners who make our souls blossom." ~...  
<fb.me/1N5Y7HweG>
-  **God's Love We Deliver** @godslovenyc 12h  
 @MichaelKors & GQ leap into DESTINATION SPRING @Bloomingdales 59th St tmrw night! Looking forward to a wonderful evening!
-  **God's Love We Deliver** @godslovenyc 12h  
 Michael Kors and GQ are leaping into Spring with DESTINATION SPRING at Bloomingdale's 59th Street tomorrow night...  
<fb.me/1z0YfpMzE>
-  **God's Love We Deliver** @godslovenyc 18h  
 @windsweptmacy You're the BEST, Julia! Happy National Volunteer Week!  
[In reply to Julia Masi](#)
-  **God's Love We Deliver** @godslovenyc 18h  
 Do you have a favorite photo of you volunteering with God's Love? Post it on our wall - we're celebrating YOU, our... <fb.me/vBRXkPC>
-  **God's Love We Deliver** @godslovenyc 19h  
 A great afternoon with the team from @Real\_Simple !!
-  **God's Love We Deliver** @godslovenyc 21h

# Profile




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**@LIVESTRONG**

LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death.  
Austin <http://www.livestrong.org>

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




120,505 FOLLOWING

258,202 FOLLOWERS

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**Tweets**

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 @bhetzler How can we help support your family? Call us 1-855-220-7777 or online [bit.ly/sxxGuV](http://bit.ly/sxxGuV) Peace and strength to you and your dad.
- LIVESTRONG** @LIVESTRONG 24m  
 Thanks to TX Rep McClendon for sharing your story and for raising awareness of minority cancer rates in Texas [bit.ly/HW45hK](http://bit.ly/HW45hK) #biege
- LIVESTRONG** @LIVESTRONG 18h  
 Thanks, @jasonkimrey, for sharing your family's story with us: [bit.ly/lm909b](http://bit.ly/lm909b) #LSCAustin (cc: @TeamLIVESTRONG)
- LIVESTRONG** @LIVESTRONG 18h  
 @heidisa Yes. Just like Tina Turner. [yfrog.com/h7y0lxkj](http://yfrog.com/h7y0lxkj)  
 View photo
- LIVESTRONG** @LIVESTRONG 22h  
 This @prop29 video rings true to @LIVESTRONGHQ staff after yesterday's #KeepAustinBeautiful clean up: [bit.ly/HNIOa6](http://bit.ly/HNIOa6) #yeson29  
 View video
- LIVESTRONG** @LIVESTRONG 18 Apr  
 @DhaniJones Thanks for sending along that tweet. Reaching out to the family now. #bowtiefnday  
 In reply to Dhani Jones
- LIVESTRONG** @LIVESTRONG 18 Apr  
 @XylonVE Saw your tweet. How can we help? We're here for you! [livestrong.org/gethelp](http://livestrong.org/gethelp)
- LIVESTRONG** @LIVESTRONG 18 Apr  
 Free training ride at @LIVESTRONGHQ in #Austin this Saturday. Info here: [bit.ly/1288v](http://bit.ly/1288v) [twitter.com/livestrong](http://twitter.com/livestrong)

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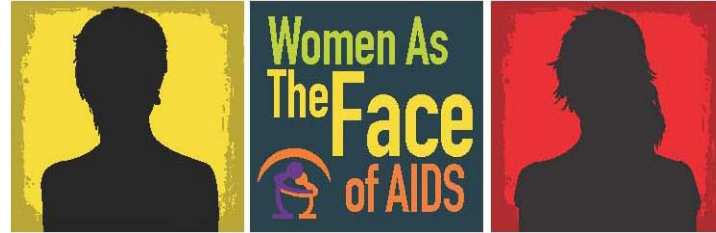
WE BELIEVE...  
LIFE. WE...  
FIT V...  
D TH...  
IT. W...  
ND FIE...  
AND...  
LEDG...  
THIS I...  
OU'R...  
RS. A...  
RIGH...



# Start following and tweeting!

- Find people and organizations with similar missions
- Start and join conversations
- Cross-promote your social media channels from one to the other
- How else can you expand your social media channels?





# Questions and Comments

