

Social Network Strategy for HIV Testing Recruitment

What is Social Network Strategy (SNS)?

- People in the same social networks share mutual trust, health information, and a similar likelihood of acquiring HIV
- Social network strategy (SNS) is an [CDC-designated “evidence-supported” public health intervention](#) that engages people at higher risk of acquiring HIV into HIV testing
- SNS leverages social ties by coaching people living with HIV or with an increased likelihood of acquiring HIV to recruit people from their social circles to engage with HIV testing
- These “network associates” (friends, co-workers, sex or drug partners, or family who may be at risk for HIV) are encouraged, referred, and/or accompanied to HIV testing

Four Phases of SNS

