GRINDR 4 EQUALITY
OUR VISION: Every user in the world uses us to stay connected and be in-the-know

1. To create a healthy community of Grindr users.
2. To create a politically engaged community of Grindr users.

Key Value:
Racial Justice
Community self-determination
Prevención del VIH 101

¿De cuáles maneras puedo prevenir una Infección del VIH? #AskTheHIVDocs's Dr. Leandro responde a sus preguntas sobre el VIH. Toque en "More" para una respuesta vídeo de un minuto.
SEGMENTING OUR MESSAGES

1. Geography.
2. Gender Identity.
   Trans Tribe.
3. HIV Status.
4. Race.
   White, Asian American, South Asian, Middle Eastern, Native, Pacific Islander, Latino, Black
5. Age.
   Individual Ages, Age ranges
• Surveyed over 10,000 users

• 1 in 5 who are on PrEP today cited Grindr 4 Equality’s campaign as having directly impacted their decision to talk to their doctor about the drug.
GRINDR FOR EQUALITY

Adapting apps for increased social consciousness around HIV
In the first weekend of running targeted ads in Navajo area, we garnered 50 click-throughs to the custom resource page.
Special Thanks & Contact Info

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