



HORNET

Building Innovation with Social Apps
National Academy of Sciences
Sean Howell, @howell4change
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The largest International
company in the
LGBT space.

Offices across world: 10

Offered languages: 27

Team members: 90+





HORNET COMMUNITY: ~~QUANTIFIED.~~

- 25 million+ total users
- 2 billion+ ad imps monthly
- 1.8 million daily active users (DAUs)
- 3 million monthly active users (MAUs)
- 250 million+ in-app messages sent weekly
- 500 million+ collective minutes in app weekly
- 100+ minutes individual time spent in app weekly

Hornet provides the **most powerful, high-impact ad experience**
to the global gay audience



100 Million users, 6 Million DAU, 20Million + MAU,



Grindr, Billions of Ad impressions
per month

2.5 Million Daily Users*

Strong in USA



Blued, Billions of Ad impressions
per month

3 million DAU *

Strong in China



Scruff, less advertising
opportunities

2 Million DAU *

Strong in USA, Niche communities

WHAT IS SHARE OF VOICE?

Share of Voice measures how often a brand is potentially noticed across public-facing channels and can be simplistically calculated by impressions (owned / total competitive brand).

Impressions



Media Mentions

Conversation Volume

Page Views

QUANTITATIVE CONSIDERATION FOR MEASURING SHARE OF VOICE

When measuring Share of Voice, it's important to consider how heavily each data point may be measured based on brand or campaign objectives. Our goal is to determine which KPIs/metrics are not only most important, but have the **highest correlation to performance and ROI**. This weighting system is contingent on brand objectives.

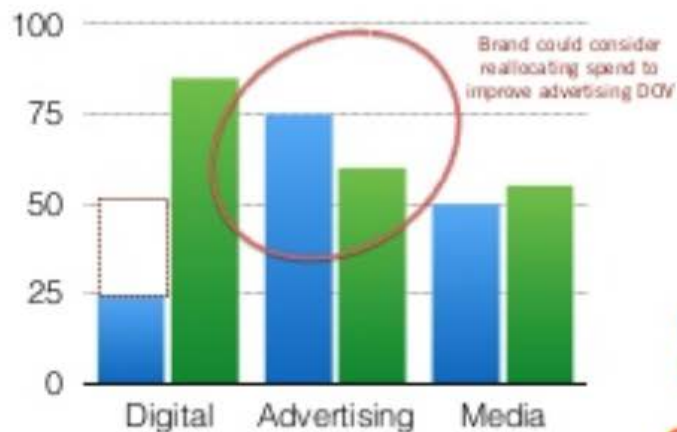
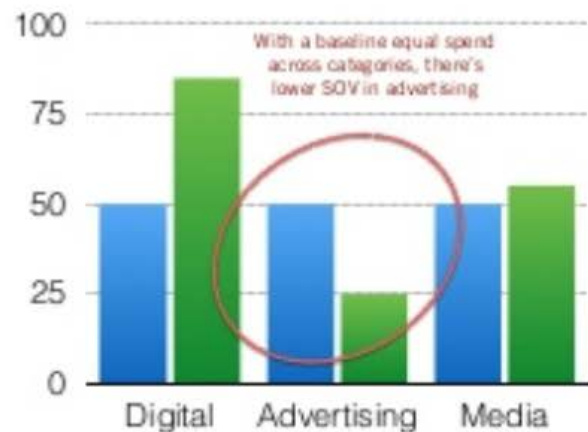
SAMPLE:

KPI	Weighting	Benchmark	Actuals	Performance
Impressions	35%	1.5MM	1.7MM	+13%
Clicks	30%	100K	89K	-11%
Page Views	20%	10K	15K	+50%
Sentiment	15%	95%	96%	+1%

KEY LEARNING FOR MEASURING SHARE OF VOICE

Segmenting Share of Voice into different categories (i.e. digital, advertising, media) can help **identify opportunity gaps** and **optimize brand priorities**.

For example, if a brand equally allocates spend across digital, advertising and media efforts and discovers unequal Share of Voice across those properties, then the brand may reconsider shifting allocations in order to achieve an increase in Share of Voice within the identified category, assuming that aligns with a brand's goal.



■ Spend
■ SOV



Health Ambassador Program

Peer to Peer Engagement

- Increase knowledge
- Strengthen community
- Empower
- Reduce stigma

Move Beyond Ads





Sharing Lived Experiences

The Health Ambassador badge in the profile allows participants to connect with other users and share their lived experiences around sexual health issues, such as testing, PrEP, or living with HIV.

The interactions are affirming and non-judgemental. The engagements cultivate a stronger online community.

Health Ambassadors can link people to local health information and resources.





Strengthening The Online Community

Health Ambassadors help community members foster skills to navigate community spaces and confront various issues around sexual health. They report feeling a stronger connection with other users and satisfaction at knowing they are making an impact.

As Health Ambassadors they also gain knowledge and there is a 90% retention rate. Over 25% of participants are health experts and they are able to provide expanded information.





From Online to Offline

In-person community meetings are an opportunity to bring people together and raise capacity. They can engage with each other, gain information, and also improve relationships with local NGOs or service providers.





Hornet & Hornet Impact

Founded in 2011, Hornet is the world's premier gay social network. With over 25 million diverse users globally, the Hornet mission is to inspire and empower gay men to create a global, connected community that moves society forward. Whether chatting with guys nearby or getting 'in the know' about issues and topics important to the community, gay men are united through Hornet's user-generated social content and original editorial content from its team of award-winning journalists.

Hornet Impact leverages our global reach to advocate for the health, safety, and social and economic justice of the LGBTQ community while providing our members with resources and information. Hornet is an online space where men can make meaningful connections and we strive to cultivate a community that affirms and celebrates all its members.





Format: Abstract ▾

Send to ▾

[J Int AIDS Soc](#). 2018 Jul;21 Suppl 5:e25130. doi: 10.1002/jia2.25130.

Blue-Ribbon Boys: factors associated with PrEP use, ART use and undetectable viral load among gay app users across six regions of the world.

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Abstract

INTRODUCTION: Gay social networking apps have grown in popularity among men who have sex with men offering opportunities for rapid and confidential collection of vital data as well as social connection. The goal of our study was to explore factors associated with utilization of pre-exposure prophylaxis (PrEP) and antiretroviral treatment (ART), and self-reported undetectable viral load (UVL) using data collected by the gay social networking app Hornet.

Let's build campaigns and features that reduce stigma. Contrast health ambassadors and say partner notification. Partner notification is old public health not innovation

HIV Stigma in Focus at Closing Session of CDC's National HIV Prevention Conference

By: [HIV.gov](#) | Published: March 25, 2019

Topics

[Black Gay & Bisexual Men](#)[CDC](#)[Communities of Color](#)[Conferences](#)[Hispanics/Latinos](#)[Stigma](#)[Women & Girls](#)

HIV-related stigma and its impact on HIV-related health disparities were the topic of the final plenary session at CDC's National HIV Prevention Conference. The March 21 session examined social and cultural factors that have contributed to stigma as well as efforts to combat the effects of HIV-related stigma on specific populations. Moderator Johanne Morne, director of the New York State Department of Health AIDS Institute, reminded the conference participants that stigma is an historic and continuing theme that must be addressed to improve

