The public health field has relied heavily on behavioral interventions, and has not fully leveraged the internet’s assets in disseminating information efficiently, or helping men who have sex with men (MSM) make informed choices about their strategies.

The lack of coordinated approach between website owners and public health has had negative consequences for both website owners and public health and strained relationships between them. A high percentage of MSM look for new relationships, both casual and romantic, on dating and hook-up websites (see Fig. 1).

To find strategies to reduce HIV and STD transmission that will be supported by, and low-cost options to add Hepatitis B and C status, date of last STD test, or drug use preference to the service or support options (see Fig. 1).

We tailored recruitment strategies to each of the three stakeholder groups:

Website owner/managers:
- We developed a comprehensive list of gay-orientation and hook-up sites, as well as mixed gay-straight sites on which MSM meet partners. All sites had to have users in the US.
- We sent email invitations to the 500+ website owners and managers for whom we were able to locate contact information asking them to participate in the survey.
- Eighteen (18) of 500+ website owners responded (36% response rate).

HIV/STD directors:
- We invited all members of the National Coalition of STD Directors (NCSDD) and National Alliance of State and Territorial AIDS Directors (NASTAD) to participate.
- Eighty-two (82) of 1100 (76%) of HIV/STD directors completed the survey.

Website Users:
- We placed banner ads on gay dating and hook-up sites and Facebook (see Fig. 2).
- Eligibility criteria included being over 18 years old, living in the US, identifying as male or female-to-male transgender (transman), and having looked for a male sex partner online in the previous six months.
- We enrolled a total of 6,896 men and transmen during 8 weeks of recruitment. Forty-four percent of Users

There were several strategies that did not earn the support of a majority of any of the three stakeholder groups; seek to understand objections; explore ways to change strategies which affected 30% of the three groups; and slightly less willing to support HIV status and safe sex preference (but still a majority supported them); and

Men from states with the lowest lesbian, gay, bisexual and transgender (LGBT) couples were more likely to support online education.

Several strategies were rated low by one of the three stakeholder groups yet rated high by the other two.
- For example, website owners were less supportive of health-department-initiated partner notification than users or directors (see Fig. 4).

There were several strategies that did not earn the support of a majority of any of the three stakeholder groups, including
- Blogs about users’ experiences meeting partners online;
- Links from dating websites to social network sites, such as Facebook; and
- Options to note Hepatitis B and C status, date of last STD test, or drug use preference to one’s profile.

We found eight strategies that were favored by a majority of all three stakeholder groups.
- Filtering partner strategies by profile information.
- Online STD testing directory searchable by state code.
- Subsection of sites for specific sexual interests.
- Including safe sex preference as a profile option (refer to Fig. 5) to see ratings of profile strategies (rather than HIV survey).
- Access to sexual health experts.
- Access to one-on-one videos.
- Automatic HIV/STD testing reminders.
- Online partner notification e-card (we support).