



NCSH Quarterly Social Media Campaign Part One: Central Themes

This is the 23rd NCSH quarterly social media campaign, which includes sample sexual health content that you can use and/or adapt for your digital and social media channels. We hope you will share this campaign with social media staff within your organization. We have formatted this content for Twitter, but it can be adapted for Facebook as well.

Our theme for this campaign is **Pleasure and Safety: Intimacy During COVID-19**. It focuses on content related to masturbation, solo sex, and sex toys; partnered sex; online and virtual dating; and digital safety. We selected these topics as they are some of the safest sexual behaviors during COVID-19. (Future campaigns will address other broader messaging related to pleasure.)

Masturbation/Solo Sex

- Solo sex is safer sex—during #COVID19 and always! There's no risk of pregnancy or STIs, or getting #COVID19. Just be sure to wash your hands and sex toys w/ soap and water for 20 seconds before and after. 😊 #safersex #solosexlife
- Vibrators, dildos, anal beads—'O' my! If you're interested in sex toys but overwhelmed by the options, @PPFA can help! Check out this page to learn more, including how to use them safely. #SoloSexIsSaferSex <https://www.plannedparenthood.org/learn/sex-pleasure-and-sexual-dysfunction/sex-and-pleasure/sex-toys>
- It's not just pleasure. DYK that masturbation offers even more? It can relieve stress, lead to better sleep, alleviate migraines, help with period cramps, boost your mood, and help you figure out what you like in the bedroom! #SelfPleasureIsSaferPleasure
- Women and girls: don't let guilt stand in your way. You have a right to self-pleasure and to explore your body. No matter what you have been told, #masturbation is safe, pleasurable, and totally normal! #GirlsWankToo <https://www.psychologytoday.com/us/blog/stress-and-sex/201805/masturbation-101-letting-go-guilt>
- Men: Masturbation is normal and safe, can help you figure out what is pleasurable for you, and even reduce anxiety! Here are 9 ways to masturbate that can help spice up your solo sex life. #SoloSexIsSaferSex <https://www.menshealth.com/sex-women/a19530843/masturbation-secrets/>
- #Trans women: Looking for advice on masturbation? Or, on how to reach orgasm during transitioning? These tips can be hard to find, but we found some here: <https://www.buzzfeed.com/kaichengthom/the-search-for-trans-womens-orgasms>

- Sex toys are great, but #masturbation can be just as pleasurable without any! And with #COVID19, masturbation is the safest type of sexual activity. Here are some tips for a great solo sex life sans toys: <https://www.refinery29.com/en-gb/how-to-touch-yourself-masturbate>

Partnered Sexual Activity

- DYK masturbation is the safest sex activity during #COVID19? And you don't have to do it alone! Mutual masturbation (masturbating on your own but while together) can be a sexy option for getting intimate with your partner while still keeping some distance. <https://www.healthline.com/health/healthy-sex/mutual-masturbation>
- Mutual masturbation (masturbating on your own while together) is not only sexy and fun—it's also a good way for you and your partner to see what the other one likes. And it's a safe way to get frisky without worrying about STIs or pregnancy! #safersex <https://www.shape.com/lifestyle/sex-and-love/mutual-masturbation>
- Mutual masturbation is safe, sensual, and can be done in more than one way! You and your partner can masturbate on your own while together either in person or virtually. #COVID19SafeSex
- During a stressful time, it's normal for people to have less sex with their partners. So, if your partner is masturbating more than usual, it doesn't mean they aren't into you. Masturbation is part of a healthy #sexlife. <https://www.insider.com/less-sex-with-partner-during-pandemic-what-does-it-mean-2020-7>
- “Even with #COVID19 and sex, we still have options, and can stay connected with partners! Mutual masturbation, vibrators controlled by a remote or app, and phone or virtual sex are all options to stay intimate.” – @DrRachelNeedle
- When it comes to sex & relationships during #COVID19, there is some good news from @kinseyinstitute: ~20% of people are reporting trying something new! New positions, sexting, sharing sexual fantasies, cybersex & more! We love to see folks explore ways to enhance their sex life!

Virtual and Online Dating

- Virtual dating doesn't have to be boring! Here are 20 fun #virtualdating ideas that we'd want to try even if #COVID19 wasn't keeping us separated from dating partners. (PS: You can try them with a partner you've been with, or with one you just met!) <https://greatist.com/connect/virtual-dating-tips>
- DYK @Tinder recently found that people who match are talking for 25% longer amidst #COVID19? This slow build up could lay a great foundation for a great relationship. <https://www.cosmopolitan.com/uk/love-sex/sex/a33445838/sex-coronavirus-covid/>

- Sexting can be sexy, fun, & can help spice things up if you're looking for a different way to be intimate. But that doesn't mean it's always safe! Stay safe by practicing consent, using the right apps, and more. Get tips here. #safersex <https://www.insider.com/how-to-sext-safely-experts-2019-4>
- Looking to #NetflixAndChill from afar? Bingeing a series together can be a great convo starter for a new virtual date. Here are some options for streaming shows together online without being in the same room. <https://mashable.com/article/netflix-sync/>
- With more than 40 million Americans #onlinedating, safety is key! Here are some steps you can take to help stay safe when connecting with potential partners online. <https://www.rainn.org/articles/online-dating-and-dating-app-safety-tips>
- For non-monogamous folks, it can be hard to find dating apps that can help people find real connections instead of just sex. For some good options, check this out: <https://mashable.com/article/non-monogamous-polyamorous-dating-apps/>
- “Dating apps aren’t even capable of properly accommodating non-binary genders, let alone capturing all the nuance and negotiation that goes into trans attraction/sex/relationships.” Learn more about the options for #LGBTQ folks in the virtual dating world: <https://wapo.st/2P1R2lX>
- While dating apps can sometimes pose challenges for #LGBTQ folks, more than 1/2 have used virtual dating to find connections. And, meeting for the first time online can sometimes be more comfortable than doing so in-person. <https://www.businessinsider.com/dating-apps-use-lgbtq-community-twice-as-much-straight-adults-2020-2>
- “Sexting might seem like no big deal. But before you hit send, there are some pretty big consequences to consider.” Read about sexting, safety, and privacy from @PPFA. <https://www.plannedparenthood.org/learn/teens/bullying-safety-privacy/all-about-sexting>
- Finding ways to safely get intimate amidst a pandemic has many people giving more thought to #sexting. Here are some pros and cons to help you determine whether it's something you'd enjoy. <https://www.wellandgood.com/pros-cons-sexting/>



NCSH Quarterly Social Media Campaign Part Two: Key Observances

Each quarterly campaign also features sample tweets in support of key health observances, holidays, and other cultural milestones.

The key observances for this quarter include:

- National Immunization Awareness Month (August)
- Back to School (August)
- International Cat Day (August 8)
- National Health Center Week (August 9-August 15)
- Ovarian Cancer Awareness Month (September)
- Prostate Cancer Awareness Month/Prostate Health Month (September)
- National Menopause Awareness Month (September)
- World Sexual Health Day (September 4)
- National HIV/AIDS and Aging Awareness Day (September 18)
- World Contraception Day (September 26)
- National Gay Men's HIV/AIDS Awareness Day (September 27)
- National Domestic Violence Awareness Month (October)
- National Breast Cancer Awareness Month (October)
- Health Literacy Month (October)
- Latinx AIDS Awareness Day (October 15)
- International Pronouns Day (October 16)
- Halloween (October 31)

August

National Immunization Awareness Month

Find more resources to observe this month here:

<https://www.cdc.gov/vaccines/events/niam/index.html>. Social media graphics specifically relating to HPV vaccination from HHS can be found here: <https://www.vaccines.gov/get-involved/spread-the-word/toolkits/hpv-vaccine-promotional-toolkit>.

- The #HPV vaccine isn't just for children & teens. The vaccine is recommended for everyone up to age 26, and some adults ages 27- 45 who never received it as a child. Talk to your doctor about getting it today! #NIAM20
- Immunizations can help you avoid serious diseases that could lead to poor health, missed work, medical bills & more. Learn more about what is recommended for you! #NIAM <https://www.cdc.gov/vaccines/index.html>

- DYK that men who have sex with men need #HepA and #HepB vaccines? Talk with your #healthcare provider and make sure that you've been vaccinated this #NAIM20. <http://www.cdc.gov/hepatitis/Populations/msm.htm>
- Parents: DYK since the #HPV vaccine has been in use, HPV infections have dropped 86 percent among teen girls? And this mean less cancers and genital warts in the future. Read more about why your child should get the vaccine. #NIAM <https://www.cdc.gov/hpv/parents/vaccine/six-reasons.html>

Back to School (August)

- Parents: Although #BacktoSchool may look different this year, some parts of your routine should not change. Don't forget, at ages 11-12, it's time for your preteen to get their #HPV vaccine. #NIAM20 <https://www.cdc.gov/vaccines/growing/preteen-vaccines.html>
- Do you know what #vaccines your child needs before heading #BackToSchool? This @CDCgov tool can give you the facts. (PS: even if your kids are attending virtually from home, keeping up-to-date on immunizations is still important!) #NIAM20 <https://www.cdc.gov/vaccines/growing/>

International Cat Day (August 8)

- Standing up for yourself can take time and practice. Start by taking a few small steps to improve your self-confidence & advocate for yourself. #InternationalCatDay
*[download NCSH cat graphic to include here: <https://nationalcoalitionforsexualhealth.org/get-involved/shareable-graphics/action-step-1>]

National Health Center Week (August 9-August 15)

The theme for NHCW 2020 is "Community Health Centers: Lighting the Way for Healthier Communities Today and in the Future." More information and resources for social media can be found here: <https://healthcenterweek.org/social-media-tools/>. Each day of the week has a special focus - you can learn more at: <https://healthcenterweek.org/focus-days/>.

- DKY community health centers provide preventive and primary care services to almost 30 million people and still do so even during a global pandemic? Join us in celebrating their success in providing affordable, high-quality care! #NHCW20
- Community health centers provide care to all people, regardless of their ability to pay or insurance status. This week, we celebrate them and their amazing work lighting the way for healthier communities! #NHCW20

September

Ovarian Cancer Awareness Month

- Early detection is key. When #ovariancancer is found early, 94% of patients live longer than 5 years. #OvarianCancerMonth <https://www.cancer.org/cancer/ovarian-cancer/detection-diagnosis-staging/detection.html>
- Do you know the symptoms of #ovariancancer? Sometimes bloating, pelvic or abdominal pain, or feeling the need to urinate often can be signs—especially if they last for over 2 weeks. Learn more. #OvarianCancerMonth <http://ovarian.org/about-ovarian-cancer/what-are-the-signs-a-symptoms>
- DYK that while there is no way to completely prevent #ovariancancer, you can take steps to reduce your risk of developing the disease? Learn more here: <http://ovarian.org/about-ovarian-cancer/am-i-at-risk/can-i-lower-my-risk>

Prostate Cancer Awareness Month/National Prostate Health Month

- Nearly 32,000 men will die from #prostatecancer this year, but early screening can save your life! And, while you might like to do things on your own, this is definitely not a DIY. Talk to your doctor about when you should get screened. https://www.youtube.com/watch?v=yDIZcLd9lss&feature=emb_title
- Having prostate problems and want to learn more about #prostatecancer and other prostate-related conditions? We've got you covered! <https://www.cancer.gov/types/prostate/understanding-prostate-changes>

National Menopause Awareness Month

- Menopause can start younger than you think. Read here about perimenopause—the stage when the body is preparing to stop ovulating—including how early it can start, how to know it has begun, and how to cope with symptoms. #MenopauseAwarenessMonth <https://n.pr/3jOKuWo>
- According to research, hormonal changes that come with menopause are only one reason a woman's sex life may decline with age. In fact, 23 percent of women said the lack of sex was due to their partner's physical health problems. #MenopauseAwarenessMonth <https://nyti.ms/3o8YZvG>
- Perimenopause, the ambiguous time period for women that means “around menopause”, is rarely discussed. Women and experts want to change that, so women know what to expect and how to prepare. #MenopauseAwarenessMonth <https://www.glamour.com/story/no-one-talks-about-perimenopause>

- #Menopause certainly does not mean the end of sex. Learn more about the effects menopause can have on your sex life and how to have a healthy and pleasurable sex life at any age! #MenopauseAwarenessMonth
<https://www.womenshealth.gov/menopause/menopause-and-sexuality>

World Sexual Health Day (September 4)

The theme for this year is “Sexual pleasure in times of COVID-19.” Additional information will be available here: <http://www.worldsexology.org/news/world-sexual-health-day/>

- Today is World Sexual Health Day and this year’s theme is Sexual Pleasure in Times of COVID-19. See @NCSH_’s COVID-19 and Sexual Health resource to explore ways to have a satisfying sex life while staying safe! <https://bit.ly/33gtiTx>
- In honor of World Sexual Health Day, check out @NCSH_’s Five Action Steps for practical tips and advice, conversation starters, and resources to help you achieve good #sexualhealth! #WSHD2020 #worldsexualhealthday20 www.fiveactionsteps.org
- Today is World Sexual Health Day and we’re joining the World Association for Sexual Health in celebrating the 2020 theme: Sexual Pleasure in Times of COVID-19. Check out these tips from @NCSH_ about how to talk with your partner about your sexual desires! <https://www.fiveactionsteps.org/3>
***[Download quick tip graphics to include with tweet:
<https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/asset/Starting-the-Convo-with-Partners-Your-Sexual-Desires.zip>]*
- For World Sexual Health Day, give your sexual health the attention it deserves! Take this quiz from @NCSH_ to test your knowledge and get practical advice & tips. #HowsYourSexLife #WSHD2020 <https://nationalcoalitionforsexualhealth.org/quiz>

National HIV/AIDS and Aging Awareness Day (September 18)

Check back here for the 2020 theme and additional resources: <https://www.nhaad.org/>.

- DYK nearly half of people living with diagnosed #HIV in the US are aged 50 & up? Thanks to better treatments, people with #HIV are living longer & healthier lives! But as you age, it’s important to learn about possible complications. #NHAAD #HIVandAging
<https://bit.ly/3hM4S8k>
- #Providers: Older patients are less likely to discuss their sexual behaviors with their doctors. These pocket cards from @NCSH_ can help you get the conversation started. #NHAAAD #HIVandAging https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/body/Provider-Postcard_Adult_9.25.19.pdf

World Contraception Day (September 26)

Check back here for additional resources that can be used: <https://www.your-life.com/wcd>

- It's World Contraception Day! Have you found the right #birthcontrol method for you? The @bedsider method explorer covers every available method to help you learn about your options! #WCD2020 <https://www.bedsider.org/methods>
- Looking for the birth control method that's best for you? With @PPFA you can search & filter methods by what is most important to you. Whether you are looking for something that helps w/ periods or is easiest to use, they can help you decide! #WCD2020 <https://www.plannedparenthood.org/learn/birth-control>

National Gay Men's HIV/AIDS Awareness Day (September 27)

Social media resources can be found here:

<https://www.cdc.gov/hiv/library/awareness/ngmhaad.html>.

- Providers: PrEP is 99% effective at preventing sexual transmission of HIV, when taken daily. #PrescribeHIVPrevention and talk with your patients at high risk for HIV about how PrEP can help. #NGMHAAD #TalkPrEP <https://cdc.gov/PrescribeHIVPrevention>
- Undetectable = Untransmittable. If you have #HIV, take ART medication as prescribed, and maintain an undetectable viral load, you won't transmit HIV to partners during sex. #NGMHAAD <https://www.cdc.gov/hiv/risk/art/index.html>

October

National Domestic Violence Awareness Month

- On average, 24 people per minute are victims of rape, physical violence or stalking by an intimate partner in the US—that's more than 12 million women and men every year. @ndvh is available 24/7 via phone or online chat for support and counseling. #DVAM2020
- Abuse isn't just physical—it can also include emotional abuse, sexual abuse & coercion, reproductive coercion, financial abuse, and digital abuse. Learn more from @ndvh. #DVAM2020 <https://www.thehotline.org/is-this-abuse/abuse-defined/>
- October is National Domestic Violence Awareness Month. @WithoutViolence explains how to take action and get involved in your community to help prevent violence against women and children. <https://www.futureswithoutviolence.org/take-action/>

National Breast Cancer Awareness Month (October 18th is also National Mammography Day)

- Doing regular breast self-exams can help you learn how your breasts normally look and feel, so you can alert your doctor if there are any changes. Here are some tips to get started: <https://www.youtube.com/watch?v=nkPR4ar1EQ4> #breastcancerawareness

- Other than skin cancer, #breastcancer is the most common cancer among American women. Mammograms are the best way to find and treat it early. Do you know when you should start getting mammograms? Watch to find out: https://www.youtube.com/watch?v=ovYoKemDEWA&feature=emb_title
- DYK that men can get #breastcancer too, and about 500 men will die from breast cancer this year alone? Learn more about male breast cancer here. #breastcancerawareness <https://www.cancer.org/cancer/breast-cancer-in-men/about.html>

Health Literacy Month

- #Providers: October is Health Literacy Month! This @NCSH_ guide can help you discuss sexual health with your patients in a clear and easy-to-understand manner. #healthliteracymonth <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-and-your-patients-a-providers-guide>
- A little advance work can make all the difference. Before your next visit, learn how to talk with your health care provider about sexual health. This @NCSH_ guide can help you do so. #healthliteracy <https://www.ncshguide.org/provider-visit>
- This Health Literacy Month, test your #sexualhealth knowledge! Start here by taking this @NCSH_ quiz, and get practical tips and advice, too. #healthliteracy <https://nationalcoalitionforsexualhealth.org/quiz>

Latinx AIDS Awareness Day (October 15)

Check back here for the 2020 theme: <https://www.hiv.gov/events/awareness-days/latino>;
Social Media images and resources are also available here: <http://nlaad.org/infographics/>

- Today we recognize National Latinx AIDS Awareness Day, a day dedicated to raising awareness about the disproportionate impact of #HIV in Latinx communities in the US, including Puerto Rico and territories. #NLAAD #LGBTHealth #Latinx #Salud
- DYK Latinxs represent 18% of the US population, but 25.6% of all new HIV diagnoses? This National Latinx AIDS Awareness Day, learn more about #HIV among Hispanics/Latinxs and what @CDC_HIVAIDS is doing to #StopTheStigma. #NLAAD2020 <https://www.cdc.gov/hiv/group/raciaethnic/hispaniclatinos/index.html>
- Knowing your #HIV status is the first step in taking charge of your sexual health! And getting tested is the only way to know your status. #StartTalkingTesting today! For more information about HIV testing visit: <https://bit.ly/2MWeggo> #NLAAD2020

International Pronouns Day (October 16)

- Today is International Pronouns Day! Learn why just saying “pronouns” is far superior to the phrase “preferred pronouns.” #PronounsAreNotPreferred

<https://www.forbes.com/sites/ashleefowlkes/2020/02/27/why-you-should-not-say-preferred-gender-pronouns/#68a8f9041bd6>

- Happy International Pronouns Day! Here's what the grammar gods @Dictionarycom have to say about using they or them to describe one person (hint: it's totally ok) #PronounsDay <https://www.dictionary.com/e/they-is-a-singular-pronoun/>
- Pronouns are super important! Using language that empowers everyone is an important step towards trans and nonbinary people being able to live authentically. #PronounsDay <https://pronounsday.org/>

Halloween (October 31)

- Does #COVID19 have your sex drive out of whack? Talking openly about it with your partner might sound scary, but it's both possible and important. Don't be spooked! #HappyHalloween <https://www.fiveactionsteps.org/3>
- Talking about sex with your doctor and getting tested might sound spooky, but it's actually very important. Here's some advice from @NCSH_ to make things a little less scary. #HappyHalloween <https://www.ncshguide.org/provider-visit>