



NCSH Quarterly Social Media Campaign Part One: Central Themes

This is the 26th 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 **communicating with partners**. It includes tweets relating to talking with sexual partners about safer sex and STIs, condom usage, pregnancy prevention, consent, and digital consent/boundaries.

Open Communication (General)

- Talking about sex with your partner isn't a one-time thing. It should be an ongoing dialogue about your likes, dislikes, and boundaries—all of which may change over time. <https://goodmenproject.com/featured-content/j1b-learning-to-communicate-sexual-desire/>
- Communication is key! Talking with your sexual partners early and often about everything from #STIs to your sexual desires can lead to a happier, healthier, and more satisfying sex life for both of you.
- Feeling cooped up with your partner during #COVID19, and having more arguments? Good communication can be challenging when you're stressed. Here are some tips about how you can fight fairly without causing lasting harm. <https://www.fiveactionsteps.org/4>

Safer Sex (STIs, Barrier Methods, Pregnancy Prevention)

- Talking with your sexual partners about #COVID19 is great practice for talking about safer sex & #STIs! Different topic, but same idea. Here are some safer sex convo starters to help build upon that practice! <https://www.fiveactionsteps.org/3>
- Talking with your partner(s) about #STI testing might feel awkward—we know! But it gets easier with practice. And, it's worth the effort! <https://www.plannedparenthood.org/learn/stds-hiv-safer-sex/get-tested/how-do-i-talk-my-partner-about-std-testing>
- It's time we all got comfortable talking about (and using) condoms. Here are a few ways you can start the condom conversation! <https://www.fiveactionsteps.org/3>
- During #COVID19, we've had lots of practice talking with sexual partners about their COVID status, testing, and behaviors that put them at risk. Now, it's a great time to move on to the topic of #STIs! <https://www.fiveactionsteps.org/3>

- Whether you're in a long-term relationship or having short-term hookups, it's best to discuss #safersex with your partners before your clothes come off! <http://teenhealthsource.com/sex/talking-partners-stis/>
- Before you have sex with a new partner, there are few important things to talk about, including #safersex, #STDtesting, and #condoms. Unsure how to start? These tips from @NCSH_ can help.
 - Include the four "Making the Case for Safer Sex" graphics, found here: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/making-the-case-for-safer-sex-five-simple-lines>
- Talking about #condoms in the heat of the moment can be challenging. Having the conversation before you get hot and heavy can prevent unwanted interruptions and make sex more satisfying!
- Are you and your partner on the same page about #birthcontrol? Before things get steamy, you should find out! Whether you're looking for a short-term fling, or you're in it for the long haul, you need to talk. Here's some tips on how to do so: <https://www.marieclaire.com/sex-love/g28121230/exactly-how-to-talk-to-your-partner-about-birth-control/>
- Is your partner making excuses for not using use a #condom? Try some of these comebacks to try to change their mind. <https://www.fiveactionsteps.org/3>
- If your partner refuses to have safer sex, that's a warning sign. Don't agree to have unsafe sex just to hold on to your partner. Risking your health and future is not worth it. Quite simply, you deserve better. <https://www.fiveactionsteps.org/3>
- Talking about #birthcontrol with your partner doesn't have to feel weird! Check out these tips from @shethinx to get the chat going. <https://www.shethinx.com/blogs/thinx-womens-health/having-birth-control-talk-new-partner>

Sexual Desires

- We often assume that our sexual partners know what we want and need, but remember: your partner isn't a mind reader and neither are you! Open, honest, and frequent communication about our likes and dislikes is key to a happy #sexlife. <https://www.fiveactionsteps.org/3>
- Talking about sex with your partner isn't just about avoiding pregnancy or #STIs. For a good sex life, you should talk about the positives, too, like what feels good to you and what would you like to try?
- Good sex requires good communication! Talking openly with your partner(s) about desires and boundaries is the best way to a #sexlife that's satisfying and pleasurable for both of you. @NCSH_ has tips to get the conversation started.

- Include the three “Starting the Convo with Partners – Your Sexual Desires” graphics, found here: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/starting-the-convo-with-partners-your-sexual-desires>
- “If the thought of talking about sex makes you blush, don't worry, the more you do it the easier it gets.” Open communication in and out of bed should lead to a better sex life for you and your partner. <https://www.cosmopolitan.com/uk/love-sex/sex/a10222509/how-to-ask-for-sex/>
- When it comes to your sex drive, are you and your partner on the same page? Some people want sex more, while others want it less. These differences are common. But, if you talk openly you might find solutions that make you both satisfied.
- When it comes to sex, the possibilities are endless. Start by asking each other, “what do you like?” and explore from there! <https://www.ashasexualhealth.org/sexual-pleasure/>

Consent and Digital Boundaries

- What is #consent? It's asking your partner, every step of the way, if what you're doing sexually is okay and desired. #ConsentIsKey <http://www.loveisrespect.org/healthy-relationships/what-consent/>
- Consent is clear, specific, freely given, informed, and always reversible. Check out these tips on asking for consent from @NCSH_.
 - Include the four “How Do You Ask a Partner for Consent” graphics, found here: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/how-do-you-ask-a-partner-for-consent>
- Learning how to ask for #consent is important, and so is learning how to accept your partner's answer, whatever it may be. Here are some options from @GivingTheTalk for how to respond if your partner says no to sex.
 - Include the graphic from @GivingTheTalk found here: <https://www.instagram.com/p/CKmCHzohAEo/>
- “No” is such a simple word. But saying no to sex can be hard when you're saying it to someone you care about! Here are some tips on turning down sex. #Consent <https://www.plannedparenthood.org/learn/teens/relationships/all-about-communication/saying-no-sex>
- Do you & your partner have a “safe word” that means stop during sex? It can help avoid confusion about desires and #consent. <https://www.cosmopolitan.com/sex-love/a29869328/safe-words-for-sex-bdsm/>
- Digital boundaries are just as important as physical boundaries. Make a “digital agreement” with your partner to decide what, if anything, you are comfortable with sharing online. #RelationshipGoals <https://www.fiveactionsteps.org/4>

- Sharing nude photos can be awesome, until your relationship ends. Think (and talk) about this with your partner before things go south.
<https://www.vice.com/en/article/bj3q43/should-you-keep-your-ex-nudes>
- Sexting can be a fun and flirty way to stay connected with your partner while you're apart! But getting consent for sexting is just as important as getting consent for sex. Here's how to talk with your partner about sexting: <https://www.elitedaily.com/p/how-to-talk-to-your-partner-about-sexting-according-to-expert-9466413>



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:

- #TalkingIsPower Month (May)
- Sex Ed for All Month (May)
- Hepatitis Awareness Month (May)
- Mother's Day (May 9)
- National Women's Health Week (May 9 - May 15)
- National Women's Checkup Day (May 12)
- HIV Vaccine Awareness Day (May 18)
- Men's Health Month (June)
- HIV Long-Term Survivors Day (June 5)
- Men's Health Week (June 14- June 20)
- Father's Day (June 20)
- National HIV Testing Day (June 27)
- Independence Day (July 4)
- World Hepatitis Day (July 28)
- National Orgasm Day (July 31)

May

#TalkingIsPower Month (May)

#TalkingIsPower Month is a national effort to spark meaningful conversations about sex and relationships between young people and the champions who care about them most. Power to Decide has resources, articles, videos and shareable graphics available to help you promote the month:

<https://powertodecide.org/sexual-health/resources-for-parents-champions-mentors/talkingispower>.

- May is #TalkingIsPower Month, a national effort to spark meaningful conversations about sex and relationships between young people and the champions who care about them most! Learn more: <https://bit.ly/2Kutt1p>.
- We often refer to conversations about sex between parents and their children as “the talk,” but it’s important to remember it’s not just ONE big talk, but an ongoing dialogue! Check out @powertodecide for tips to make that dialogue easier. #TalkingIsPower <https://powertodecide.org/talkingispower>

- #Parents: DYK Over ½ of teens age 12-15 report that their parents most influence their decisions about sex? The young people in your life trust you and want to hear from you—start talking today! #TalkingIsPower <https://powertodecide.org/talkingispower>
- Sex, love, and relationships are complicated—we know! That’s why it’s important that the young people in your life hear from you early on and often. #TalkingIsPower <https://powertodecide.org/talkingispower>
- Unsure how to start the conversation about sex with the young people in your life? These tips from @PPFA can help guide you. <https://www.plannedparenthood.org/learn/parents/tips-talking>

Sex Ed for All Month (May)

Sex Ed for All Month is organized by Advocates for Youth, Answer, Healthy Teen Network, Planned Parenthood Federation of America, Power to Decide, SIECUS: Sex Ed for Social Change, State Innovation Exchange, and URGE, among others. Some of the tweets below are from their Sex Ed for All 2021 toolkit, which can be found here:

<https://docs.google.com/document/d/1ZRpcYfpR4iPez8bQ1ZIGsmz4lK9faVs5Llr4MtgoViQ/edit>.

- It’s May! That means it’s officially #SexEdforAll month. To us, #SexEdforAll means providing comprehensive sex ed that is inclusive to all, no matter their race, ethnicity, sexual orientation, gender identity, age, or ability.
- Only 29 states and DC even mandate sex education in schools, and about half of them do not require the content to be evidence-informed, medically accurate, and complete. Champions in Congress are working to fix this and ensure #SexEdForAll
- Sex ed empowers youth to make informed decisions about their sexual health & well-being 🤝
And it’s a vehicle for social change, advancing issues like:
 - LGBTQ+ rights
 - Reproductive justice
 - Sexual violence prevention
 - Racial equity
 - Health equity
 #SexEdForAll
- DYK only 11 states & DC require LGBTQ-inclusive sex education?! Sad but true. Most sex ed programs leave queer youth out of the convo. That’s why it’s important this May—and every day—to celebrate #SexEdForAll Month! www.gutmacher.org/state-policy/explore/sex-and-hiv-education

Hepatitis Awareness Month

The CDC has created some additional resources to support your efforts:

<https://www.cdc.gov/hepatitis/heppromoresources.htm>. Also, Hepatitis Testing Day is May 19th, so you may consider sharing these messages on that day (as well as throughout the month).

- May is #Hepatitis Awareness Month! This year join #HepAware2021 and use @CDCgov's adult vaccine assessment tool to find out if you need to get vaccinated. <https://www2.cdc.gov/nip/adultimmsched/>
- Should you be tested or vaccinated for different types of #hepatitis? Learn more during #HepAware2021. <https://www.cdc.gov/hepatitis/awareness/index.htm>
- DYK #Hepatitis can be transmitted through sexual contact? Learn more about this virus that can affect your liver. #HepAware2021 <https://www.cdc.gov/hepatitis/populations/stds.htm>

Mother's Day (May 9)

- Happy #MothersDay! Today we are celebrating all the moms in our lives. We're also recognizing that not wanting to be a mom is an equally awesome path that no one should be judged for. #MomsRock
- Choosing to be a mom is great, and so is choosing not to! If you don't think having kids is for you, learn more about your birth control options with @PPFA. #MothersDay <https://www.plannedparenthood.org/learn/birth-control>
- #Moms: You spend most of the year taking care of others in your life. Today, it's time to focus on you! Explore @NCSH_'s advice on valuing who you are & deciding what's right for you. <https://www.fiveactionsteps.org/1>
- Is this your first #MothersDay as a mom? If you recently gave birth, some #birthcontrol methods may work better for you than others. <https://www.healthline.com/health/birth-control/starting-birth-control-after-pregnancy>
- Love being a #mom but not planning to have more children? Find a #birthcontrol method that is right for you, wherever you are in your life. #MothersDay <https://www.bedsider.org/methods>
- #Women DYK undiagnosed and untreated #STIs can affect your ability to have children? Protect your fertility and make STI screening a priority this #MothersDay. <https://gettested.cdc.gov/>
- #Moms: This #MothersDay, it's time to give your sexual health the attention it deserves! Start here and take this @NCSH_ quiz. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>

National Women's Health Week (May 9-15)

Check back here for additional tips, tools, and resources: <https://www.womenshealth.gov/nwhw/>

- National Women's Health Week kicks off today. Make your sexual health a priority this week and always by finding out what preventive services are recommended for you!
<http://www.ncshguide.org/> #NWHW
- #Condoms are a girl's best friend! They are the only contraceptive that protect against both pregnancy & STIs. Make sure you and your partner know how to put one on correctly.
#NWHM <https://www.plannedparenthood.org/learn/birth-control/condom/how-to-put-a-condom-on>
- This #NationalWomensHealthWeek, get smart about your body and protect it! Check out @NCSH_'s Five Action Steps for tips on having a safer and more pleasurable sex life.
#safersex <https://www.fiveactionsteps.org/2>
- #NationalWomensHealthWeek is a good time to check in on your #sexualhealth. Are you happy with your sex life, partners, & romantic relationships? Take @NCSH_'s quiz to find out and get practical tips & advice, too. #HowsYourSexLife
<https://nationalcoalitionforsexualhealth.org/quiz>
- Do your relationships make you happy most of the time? This #NWHW, check out the seven key ingredients of a healthy relationship.
 - Include the three "Seven Key Ingredients in a Healthy Relationship" graphics, found here:
<https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/seven-key-ingredients-of-a-healthy-relationship>

National Women's Checkup Day (May 12)

- Today is National Women's Checkup Day! Don't assume you're getting all the sexual health services you need when visiting a #healthcare provider. Take charge of your #sexualhealth & get informed. #CheckupDay <http://www.ncshguide.org/services>
- It can sometimes feel awkward bringing up #sexualhealth with your healthcare provider. @NCSH_ has some tips to help you get the conversation started. #CheckUpDay
<https://www.ncshguide.org/provider-visit/how-do-i-bring-up-the-topic>
- #Providers: Are you unsure about how to talk about #sexualhealth with your patients? These pocket cards from @NCSH_ can help! #NWHW #CheckUpDay
<https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-your-patients-pocket-cards>

- #STI testing, HPV vaccine, pap smears, birth control, and more: Are you getting the sexual health services recommended for you? Check out this resource from @NCSH_ to make sure you're up to date. #CheckupDay <http://www.ncshguide.org/services>

HIV Vaccine Awareness Day (May 18 - Also called World AIDS Vaccine Day)

- Today is HIV Vaccine Awareness Day! An #HIV vaccine may not be available, but DYK #PrEP reduces the risk of getting HIV from sex by over 90%? @CDCgov's locator can help you find a provider that will prescribe PrEP. #HVAD <https://npin.cdc.gov/prelocator>
- Undetectable = Untransmittable. While we wait for an #HIV vaccine, people w/ HIV who take antiretroviral medication and maintain an undetectable viral load will not sexually transmit the virus to their partners. #HVAD <https://www.preventionaccess.org/>

June

Men's Health Month

Additional resources and draft messages can be found in the 2021 Men's Health Month social media [toolkit](#).

- It's #MensHealthMonth all June. Want to get involved and help raise awareness about health issues affecting men and boys? Check out these easy things to do all month long. #NMHM <http://www.menshealthmonth.org/thingstodo.html>
- Sexual health isn't just physical— it's also emotional, and our relationships can play a big role. For #MensHealthMonth, take some time to learn what a healthy relationship looks like: <https://www.fiveactionsteps.org/4>
- #Condoms are a man's best friend! They are the only contraceptive that prevents both pregnancy & #STIs. Make sure you are putting it on correctly by checking out this link. #NMHM #MensHealthMonth <https://www.plannedparenthood.org/learn/birth-control/condom/how-to-put-a-condom-on>
- Dudes, #birthcontrol isn't just a woman's responsibility. Learn about the options and talk with your partner(s) about what role you can play, such as sharing the cost and using condoms. #MensHealthMonth <https://www.bedsider.org/methods>
- When it comes to #condoms, two is NOT better than one. In fact, using two condoms can lead to friction and breakage, and make sex riskier! #NMHM #MensHealthMonth <https://www.cdc.gov/condomeffectiveness/male-condom-use.html>

HIV Long-Term Survivors Day (June 5)

Check back here for the 2021 theme and additional resources: <https://www.hiv.gov/events/awareness-days/hiv-long-term-survivors-day>

- Antiretroviral therapy (ART) has transformed #HIV from a fatal disease into a manageable, chronic condition. Daily ART helps people with HIV live longer, healthier lives and reduces the risk of transmitting HIV to partners. #HLTSAD2021 #LongTermSurvivors

Men's Health Week (June 14-20)

You can also use some of the #MensHealthMonth tweets above to celebrate this week.

- National Men's Health Week reminds #men of all ages to focus on their health! Are you staying on top of your #sexualhealth? #NMHW #MensHealthMonth <http://www.ncshguide.org/services/men>
- It's National Men's Health Week and that includes #trans men, too! Check out this resource from @CoE4TransHealth for information on #sexualhealth for trans men. #NMHW #MensHealthMonth https://prevention.ucsf.edu/sites/prevention.ucsf.edu/files/inline-files/2013-0514_Web_Trans-Men-and-Sexual-Health_ENG.pdf
- DYK almost half of US men did not receive any sexual and reproductive health services in the last year? Learn what services are recommended for you: <http://www.ncshguide.org/services/men> #NMHW
- #Dads: Building and keeping up a good relationship with your partner takes time, attention, and practice. Check out these tips from the @NCSH_ to guide you. #MensHealthWeek <https://www.fiveactionsteps.org/4>
- #Men: is your sexual health up to snuff? @NCSH_'s #HowsYourSexLife quiz can help you test your knowledge and get practical advice and tips. #NMHW <https://nationalcoalitionforsexualhealth.org/quiz>

Father's Day (June 20)

- #Dads: It may seem awkward, but your kids WANT to talk with you about love, sex, and relationships. These tips can guide you through thoughtful conversations with your child, at any age. #FathersDay www.talkwithyourkids.org
- Love being a #dad but not looking to have more children? Talk with your partner(s) about what birth control methods are right for you! #HappyFathersDay <https://www.bedsider.org/methods>
- Dads, we know you take care of others, but it's time to put you and your sexual health on your to-do list this #FathersDay <http://www.ncshguide.org/services/men>

- #Dads: another Father's Day may have you feeling old, but you can have a happy and healthy sex life at any age! Here are some tips to help as you grow older: <https://www.mayoclinic.org/healthy-lifestyle/sexual-health/in-depth/senior-sex/art-20046465>

National HIV Testing Day (June 27)

Additional resources to promote HIV Testing Day will be available here:

<https://www.cdc.gov/hiv/library/awareness/testingday.html> and here: <https://www.cdc.gov/features/hivtesting/index.html>

- During #COVID19, #HIV prevention, testing and treatment are still essential. Ask your provider about current options for testing. #HIVTestingDay <https://www.cdc.gov/hiv/basics/hiv-testing/getting-tested.html>
- 1 in 7 people living with #HIV are unaware of their infection. Don't be left in the dark. Know your status and get tested this #HIVTestingDay! <https://gettested.cdc.gov/>

July

Independence Day (July 4)

- In search of your own fireworks this Fourth of July? Make sure you're using #condoms correctly and not making these common mistakes. #FourthofJuly <https://www.plannedparenthood.org/learn/birth-control/condom/how-to-put-a-condom-on>
- Keep the fireworks going this #FourthofJuly—use a #condom to prevent pregnancy AND STIs. <https://www.plannedparenthood.org/learn/birth-control/condom>
- Looking for some excitement this #FourthofJuly? Talk with your partner(s) about sexual desires and trying something new. <https://www.fiveactionsteps.org/3>

World Hepatitis Day (July 28)

Additional resources to promote World Hepatitis Day can be found here:

<http://www.worldhepatitisday.org/>. You can also use the tweets provided for Hepatitis Awareness Month to promote this day.

- Today is World Hepatitis Day. Learn more about the different types of viral hepatitis that affect millions worldwide and what is being done to help eliminate hepatitis. #WorldHepatitisDay <https://www.worldhepatitisday.org/>
- This #WorldHepatitisDay, learn about the different types of hepatitis and if you should get tested or vaccinated. <https://www.cdc.gov/hepatitis/index.htm>
- What is viral #hepatitis? Hepatitis is inflammation of the liver that is often caused by a virus AND some types can be sexually transmitted. Learn more this #WorldHepatitisDay <https://www.cdc.gov/hepatitis/populations/stds.htm>

National Orgasm Day (July 31)

- Happy (and hopefully satisfying!) #NationalOrgasmDay to all! Whether you're giving yourself an orgasm or getting one thanks to a partner, here are 14 things to know about the "Big O": <https://www.womansday.com/relationships/sex-tips/a5144/10-surprising-facts-about-orgasms-111985/>.
- Orgasms feel good, but can they actually be good for your body, too? Yes! Spend #NationalOrgasmDay reading about the benefits of male and female orgasms, and then maybe have one too. <https://www.insider.com/orgasm-health-benefits-2018-11>