



NCSH Quarterly Social Media Campaign Part One: Sexual Health in the Media

This is the 35th 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 and LinkedIn as well.

Our theme for this campaign is Sexual Health in the Media. It includes tweets relating to general sexual health information in the media, common sexual health misinformation, representation in the media, sexual health online, and sexual health in pop culture.

General

- Best practices when correcting misinformation about sexual health or otherwise:
 - Cite highly credible, expert sources
 - Offer alternative explanations
 - Repeat the correct message
 - Correct misinfo early

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7532323/>
- Want to correct some misinformation about sexual health or otherwise? Studies show that if you want to change someone's mind, the most effective way is to be empathetic, calm, and use stories instead of stats. <https://time.com/6224300/how-to-change-someones-mind/>
- If you've ever been caught in a cycle of arguments about sexual health topics, check out the change conversation cycle from Smart Politics:
 - Ask nonjudgmental questions
 - Listen to their POV
 - Reflect on/summarize what you are hearing
 - Identify common ground
 - Share your perspective
- Have you ever been shadow-banned for talking about sexual health topics, or for showing your body? You are NOT alone. Social media AI suppresses women's bodies, disabled bodies, trans and gender non-confirming bodies the most— with little recourse. <https://www.theguardian.com/technology/2023/feb/08/biased-ai-algorithms-racy-women-bodies>
- Have you ever had a post deleted because it featured 'sexual content,' even though you know you didn't violate community guidelines? Check out this guide from @dontdelete.art on how to appeal. <https://www.dontdelete.art/how-to-appeal>

Common Sexual Health Misinformation

- Long-acting reversible contraception, or LARCs, are a safe & reliable form of BC. There are a lot of misconceptions that LARCs affect future fertility. Check out @ASHA's honest, realistic guide to #LARC to learn more. <https://www.ashasexualhealth.org/misconceptions-about-larc/>
- Two is better than one... except when we're talking about condoms. Using two condoms can actually create enough friction that both condoms will break! <https://www.youtube.com/watch?v=szuvOYxRAOE>
- MYTH: Sex ed leads to young people having sex earlier
FACT: Comprehensive sex ed leads to adolescents/young people having sex LATER than they would otherwise! @AdvocatesforYouth <https://www.advocatesforyouth.org/wp-content/uploads/storage/advfy/documents/cse-myths-and-facts.pdf>
- You would think that #abstinenceonly sex ed would lead to more young people being abstinent, right? From @Guttmacher, abstinence-only programs actually increase teen pregnancies and births. <https://www.guttmacher.org/fact-sheet/abstinence-only-programs>
- Myth: using emergency contraception makes you infertile in the future. Emergency contraception myth vs fact from @Nurx: <https://www.nurx.com/blog/morning-after-pill-myths-debunked/>
- 🚫🚫🚫 PSA: Hormonal birth control DOES NOT AFFECT future fertility! <https://health.clevelandclinic.org/can-birth-control-make-you-infertile/>
- Planning on getting pregnant in the future? Covid-19 vaccines have no effect on fertility, but getting Covid might have a negative effect on future fertility 🚫🚫 <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/planning-for-pregnancy.html>

Sexual Health in Pop Culture


- Sexual violence in movies, TV, the news, and social media can leave survivors reeling. Here are some tips from @RAINN to help limit exposure to triggering media: <https://www.rainn.org/articles/tips-survivors-consuming-media>
- #DYK? Watching TV shows with honest and accurate content about sex, pregnancy, and STIs can be used as an educational tool to help teens take care of their sexual health. https://www.rand.org/pubs/research_briefs/RB9068.html
- Sex positivity in pop culture doesn't stop at TV & movies. @PowertoDecide highlighted some of their favorite places where inclusive content about sex is flourishing (coalition member @ShanBoody made the cut!) <https://powertodecide.org/news/sex-positivity-pop-culture>
- Sex Education—the TV show, not the class—is answering teens' questions about sex in a sex positive, frank, and engaging way. With so few states mandating comprehensive sex ed, TV shows like this are an important resource. <https://www.theguardian.com/tv-and-radio/2020/jan/22/it-answered-my-weird-sex-questions-what-teens-really-think-of-sex-education-netflix>

- @Hulu’s “Plan B” depicts the struggle of two South Dakota High Schoolers trying to find emergency contraception when their local pharmacist won’t prescribe it. It reflects the reality of teens in contraceptive deserts. <https://msmagazine.com/2021/07/06/plan-b-emergency-contraception-morning-after-pill-college/>
- “It was important for both queer and straight youth to see sexuality that is just a part of who you are — it doesn’t need to be something that makes your life harder”. Netflix’s “Everything Now” depicts a sexuality landscape without labels. <https://mashable.com/article/everything-now-netflix-sexuality-lgbtq>

Representation in the Media

- Did you know that @GLAAD monitors all LGBTQIA representation in media? Of the 659 regular characters on scripted programming for the 2022-2023 season, 70 characters (10.6 percent) are LGBTQ. Learn more: <https://glaad.org/whereweareontv22>
- Intimacy later in life is very rarely depicted on the big or small screen. Check out this list of movies that explore aging and intimacy later in life: <https://www.moviesaboutaging.org/category/intimacy-in-later-life-movie-reviews/>
- Representation matters! Here are 6 healthy queer relationships in media: [[post graphic](#)]:
- Sex positive after 70: check out this photo series on all kinds of sex and intimacy after 70. <https://www.cnn.com/style/article/marilyn-minter-artist-elder-sex/index.html>
- Per a report from @RepresentPledge, fat women are less likely to be depicted in media as sexual beings, despite the fact that fat women can very much be sexual beings. https://thereproject.org/wp-content/uploads/2022/07/2022AllBodies_FatWomenInHollywood_Report_V2_TypoFixed.pdf
- “I think I might be broken.”
“Sex doesn’t make us whole, and so, how could you ever be broken?”
Watch this clip from @Netflix’s “Sex Education,” with fantastic asexual representation. https://www.youtube.com/watch?v=UOxOiC1fT_8
- “The Golden Bachelor” depicts sex and intimacy for older adults—but only for a specific healthy, fit subset of older adults. <https://time.com/6318687/golden-bachelor-dating-aging-desireability-essay/>

Sexual health online

- Check out our Guide to Sexual Concerns and Pleasure for a VERY thorough resource list on sex and pleasure for LGBTQIA people, older people, survivors of abuse, and... for YOU! <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>
- Curious about what national organizations are out there for adolescent/young adult sexual health? A great place to start 
 - @Adolescent_Hlth

- @AdvocatesTweets
 - @healthyteen
 - @formaleyouth
 - @powertodecide
 - @SIECUS
 - @PPFA
- We're big fans of @Shanboody's "Lovers and Friends" podcast over here at NCSH. Who was your favorite guest? What was your favorite topic? 🗣️ 📌
 - LGBTQIA+ organizations we think you should check out:
 - @sageusa
 - @GLSEN
 - @GLAAD
 - @prism_fl
 - @TrevorProject
 - @PFLAG
 - @HRC
 - @MattShepardFDN
 - @SRLP
 - @FORGEforward
 - @LambdaLegal
 - @TheOkraProject
 - @MPJInstitute
 - We're always looking for new podcasts, movies, TV shows, books, YouTube channels, and any other media that portrays sexual health in a positive light. What's your favorite? What are you listening to/watching right now?



This is Part II of the 35th NCSH quarterly social media campaign, which includes sample tweets in support of key health observances, holidays, and other cultural events.

The key observances for this quarter include:

- National Native/Indigenous Heritage Month (November)
- Trans Parent Day (Nov 5)
- Transgender Awareness Week (November 13-19)
- Thanks, Birth Control (Nov 15)
- Antibiotic Awareness Week (Nov 18-26)
- Trans Day of Remembrance (Nov 20)
- Thanksgiving Day (Nov 23)
- National Day of Mourning (Nov 23)
- Black Friday (Nov 24)
- Cyber Monday (Nov 27)
- Giving Tuesday (November 28)
- International HIV/AIDS Awareness Month (December)
- National Safe Toys and Gifts Month (December)
- World AIDS Day (Dec 1)
- International Day of Persons with Disabilities (Dec 3)
- Human Rights Day (Dec 10)
- Happy Holidays (throughout the quarter)
- New Year's Eve (Dec 31)
- New Year's Day (Jan 1)
- Cervical Health Awareness Month (January)
- National Stalking Awareness Month (January)

November

National Native/Indigenous Heritage Month (November)

Find more resources to observe this month here: <https://www.nativeamericanheritagemonth.gov>.

Here are some organizations working to improve Native Health <https://powertodecide.org/news/5-organizations-improving-native-health>

- This November, it's time to honor and celebrate the rich cultures, traditions and contributions of Native and Indigenous communities #NNAHM23

- 📊 @weRnative's survey found that about 82% of LGBTQ+ AI/AN youth have fair or poor mental health. Let's make sure they have the mental health support they need! Check out these amazing resources <https://www.wernative.org/resources>
- #Providers 🙏: This #NNAHM check out this guide from @NPAIHB's Paths Remembered Project on providing gender-affirming care for Indigenous patients! <https://www.pathsremembered.org/resource-guide-for-clinicians-providing-gender-affirming-care/>
- This month is National Native/Indigenous Heritage Month! If you want to learn more about Native communities, health and history check out these amazing orgs @weRnative @healthyN8Vyouth @NCAI1944 #NNAHM

Trans Parent Day (Nov 5)

- 🗨️ November is Transgender Awareness Month 🗨️ And today is Trans Parent Day! We're celebrating all the amazing Trans and Non-binary parents and caregivers out there.
- Trans Parents, your love knows no bounds. Thank you for being a beacon of unconditional love and acceptance! Happy National #TransParentDay 🗨️ 💖

Thanks, Birth Control (Nov 15)

Additional resources to share can be found here: <https://www.bedsider.org/thxbirthcontrol> and <https://powertodecide.org/thxbirthcontrol>. You can also tune into Power to Decide's and Bedsider's social media channels for even more amazing Thanks, Birth Control digital graphics. Bedsider [GIPHY](#), [Instagram](#), and [Twitter](#); Power to Decide [Instagram](#) and [Twitter](#)

- DYK 99% of US women have used birth control? By saying #ThxBirthControl we are removing the stigma around contraception and acknowledge how common it really is 🙌
- Birth control is not a one size fits all. Learn all about the different types of birth control from @PPFA so you can start saying #ThxBirthControl <https://www.plannedparenthood.org/learn/birth-control>
- Here are some reasons people take #birthcontrol
 - Regulate periods
 - Pregnancy prevention
 - Hormone control
 - Medical conditions
 - Stress free sex

#ThxBirthControl

- Today we're saying #ThxBirthControl because birth control empowers us to live life on our own terms! Why are you saying #ThxBirthControl today?
- Most adults and teens agree that everyone deserves access to birth control! It's basic health care #ThxBirthControl

Antibiotic Awareness Week (Nov 18-26)

- 🧴🧴 It's Antibiotic Awareness Week! 🧴🧴 Antibiotics can treat many common STIs such as gonorrhea, syphilis, chlamydia and more. If you think you have an STI, talk with a provider about the next steps.
- #Providers: DYK this month @cdcgov developed draft guidelines for using Doxy PEP to treat STIs? Learn more: <https://www.federalregister.gov/documents/2023/10/02/2023-21725/guidelines-for-the-use-of-doxycycline-post-exposure-prophylaxis-for-bacterial-sexually-transmitted> #AntibioticAwarenessWeek
- Using antibiotics to treat some STIs is essential, but so is preventing them! Get regular testing, practice safer sex and take your antibiotics as prescribed #AntibioticsAwareness

Trans Day of Remembrance (Nov 20)

- 🏴‍☠️ On this Trans Day of Remembrance, we honor and remember the lives lost to violence and discrimination. The @GLAAD memorial site stands as a beautiful tribute, ensuring their names and stories are never forgotten #TDoR <https://glaad.org/tdor-memoriam/>

Thanksgiving Day (Nov 23)

- 🦃 Turkey, cornbread, and safer sex discussions? Absolutely! This holiday season start a conversation about making sexual health part of your health care routine #ThanksgivingDay <https://fiveactionsteps.org/5>
- 🦃 The turkey doesn't have be the only thing getting stuffed this thanksgiving! 🦃 Stay safe and wrap it up with a condom to protect you and your partner #HappyThanksgiving
- This #Thanksgiving we are so grateful for all the healthcare providers, researchers, and professionals who work hard every day to improve access to #sexualhealth! What are you thankful for this Thanksgiving?
- Happy #Thanksgiving! We are saying #ThxBirthControl with @PowertoDecide! We are #thankful for the many forms of birth control that make it easy to enjoy stress-free sex!
- Eating more than just pumpkin pie this #Thanksgiving? If you're going down on your partner learn about extragenital STI testing <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/asset/Extragenital-Testing-Fact-Sheet.pdf>

National Day of Mourning (Nov 23)

- Today is National Day of Mourning 🏴‍☠️, a day to recognize Native American Heritage and the role Thanksgiving played in the lives of their ancestors.

Black Friday (Nov 24)

- Black Friday is all about taking control – whether it’s your shopping list or your sexual health. Take charge of your sexual health this #BlackFriday by scheduling your next check up <https://www.ncshguide.org/>

Cyber Monday (Nov 26)

- This #CyberMonday add birth control to your shopping list and schedule delivery by using @nurxapp’s tool <https://www.nurx.com/birthcontrol/>

Giving Tuesday (Nov 28)

- This #GivingTuesday, support those working to increase access to #sexualhealth services by donating to <insert twitter handle and link to organization you want to promote>.

December

International HIV/AIDS Awareness Month (December)

- 📌 PrEP and PEP 📌 are important tools for combating HIV. During International #HIVAwarenessMonth, get informed about PrEP/PEP and other methods to prevent HIV <https://hivinfo.nih.gov/understanding-hiv/fact-sheets/basics-hiv-prevention>
- #Providers: Knowledge is power 📌 This International #HIVAwarenessMonth earn some CEU’s with courses from @AAHIVM’s clinical education center
- DYK #PrEP reduces the risk of getting HIV through sex by more than 90%? 📌 This International #AIDSAwarenessMonth, explore if PrEP is right for you! www.pleaseprepme.org
- Condoms are one of the most affordable and reliable ways to prevent HIV/AIDS 📌. Discover the condom types that suit you best this international #AIDSAwarenessMonth <https://www.cdc.gov/hiv/basics/hiv-prevention/condoms.html#:~:text=Latex%20condoms%20provide%20the%20best,block%20HIV%20and%20other%20STDs>
- December is International HIV/AIDS Awareness Month! This month reminds us to fight the stigma that still surrounds HIV/AIDS #LetsStopHIVTogether <https://www.cdc.gov/stophivtogether/hiv-stigma/index.html>

National Safe Toys and Gifts Month (December)

- December is here and it’s officially National #SafeToysMonth! Let’s explore the world of sex toys – they’re not just fun, they are a great way to discover your desires, improve self-confidence and DE-stress <https://www.vice.com/en/article/v7dn98/how-to-use-sex-toys>
- Looking to spice up the bedroom with toys this #holidayszn 📌? Not sure how to approach the conversation with your partner? Use these tips from @Vicenews this #SafeToysMonth <https://www.vice.com/en/article/z3na93/how-to-use-sex-toys-as-a-couple-without-making-it-weird>

- DYK sex toys need to be cleaned after every use? Yes, even if it's just you! Check out these tips on how to keep your toys clean #SafeToysMonth <https://goop.com/wellness/sexual-health/how-to-clean-sex-toys/>

World AIDS Day (Dec 1)

The above tweets for International HIV/AIDS Awareness Month can also be used on World AIDS Day, but just be sure to use #WorldAIDSDay and #WAD2023 instead. You can also find more information, images, and additional resources for this year to share here:

<https://www.hiv.gov/events/awareness-days/world-aids-day>

- We have the power to end HIV with tools like PrEP, PEP, and other preventive measures 🗣️ Learn more about other prevention methods from @HIVGov #WAD2023 https://www.cdc.gov/StopHIVTogether/hiv-prevention/?s_cid=so_togetherconsumertkoo89
- DYK you can buy HIV self-test kits from your local pharmacy or health department? To find self-tests near you use this tool from @CDCgov this #WorldAIDSDay <https://www.cdc.gov/hiv/basics/hiv-testing/hiv-self-tests.html>
- Today is #WorldAIDSDay 🌐, a day of unity and remembrance! Let's celebrate the progress made thus far and work to achieve a stigma free world #WAD2023

International Day of Persons with Disabilities (Dec 3)

- Today we celebrate the International Day of Persons with Disabilities, recognizing the strength, resilience, and diverse abilities of individuals with disabilities. #IDPWD2023
- Everyone, including people with disabilities, deserve access to good sex education! Check out @bedsider's article on what you need to know about birth control when you have a disability #IDPWD <https://www.bedsider.org/features/1026-what-you-should-know-about-birth-control-when-you-have-a-disability>
- Remember: Not all disabilities are visible. 🌟 International Day of Persons with Disabilities is a day to celebrate, honor and learn more about the experiences of people living with a disability, visible or not #IDPWD <https://idpwd.org/about/>

Human Rights Day (Dec 10)

- 🌐 Human rights are not a privilege, they're a birthright! Today we stand in solidarity with communities fighting for their rights #HumanRightsDay
- Reproductive rights are #HumanRights! Every person deserves the autonomy to make choices about their own bodies. Learn all about your rights here <https://reproductiverights.gov/> #HumanRightsDay 💖

Happy Holidays (used throughout the quarter)

- 🎁 🎁 Presents should not be the only thing getting wrapped this holiday season. Condoms not only help prevent pregnancy, but STIs too 📺
<https://www.plannedparenthood.org/planned-parenthood-st-louis-region-southwest-missouri/blog/everything-you-need-to-know-about-condoms>
- 🌿 This #holidayseason, don't just aim for pleasure, go for the whole package! Are you really reaping all the rewards of a good sex life?! 📺 [Insert 6-part "Benefits of a good sex life" graphics available here: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips-concerns-and-pleasure/benefits-good-sex-life>
- #Providers 🙏: The holiday season can stir up emotions for many patients. Use @NCSH_'s trauma informed care guide to make this season a bit brighter with more compassion and understanding for everyone we treat https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/document/TIC_Clinical-Guide_Final_508Compliant.pdf
- The greatest gift you can give yourself this #holiday season? It's valuing yourself 🌟 This #newyear treat yourself with kindness and self-love! it's the ultimate present you deserve <https://fiveactionsteps.org/1>

New Year's Eve (Dec 31)

- New year, new you? 🌟 Why not make sexual health a priority in 2024, make the change to prioritize your sexual health using @NCSH_'s take charge guide #NewYearsEve www.ncshguide.org
- Confetti 🎉, fireworks 🎆, and condoms! The perfect recipe to end your #NewYearsEve night with a BANG! 🎆
- 2024 is knocking at the door! 🗨️ Make it a year of self-care and self-love and learn to prioritize yourself and your needs this #NYE <https://www.fiveactionsteps.org/1>

January

New Year's Day (Jan 1)

- New Year's is all about new beginnings, right? Start your new year started by finding out which birth control options work best for you <https://www.bedsider.org/birth-control>
- New year, fresh slate 📺. Start the new year knowing your status by ordering your at-home STI testing kits from @tmhtesting <https://takemehome.org/>
- Ended the year with a bang, but forget to use protection? It's ok, mistakes happen! Emergency contraception works and prevents pregnancy when taken within 5 days <https://www.plannedparenthood.org/learn/morning-after-pill-emergency-contraception>

- This year let's make pleasure a top priority in the bedroom! Dive into @NCSH_'s guide on tackling common sexual concerns and maximizing pleasure in the bedroom! #NewYears <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>

Cervical Health Awareness Month (January)

Additional downloadable content, images and videos that can be shared can be found here:

<http://www.nccc-online.org/hpvcervical-cancer/cervical-health-awareness-month/>

- DYK the HPV and the pap test are screening tests that can help prevent cervical cancer? Not sure if you should get tested, use this factsheet from @CDCgov to help you #CervicalHealthMonth <https://www.cdc.gov/cancer/dcpc/resources/features/cervicalcancer/index.htm>
- The #HPVvaccine ✂ can protect you against cervical cancers, and people as young as 11 are eligible for the vaccine. #Parents check out this link to learn more <https://www.cdc.gov/hpv/parents/vaccine-for-hpv.html>
- January is Cervical Health Awareness Month, and routine screening tests like #papsmeears and #HPV tests can help keep your cervix healthy!

National Stalking Awareness Month (January)

Additional downloadable content, images and videos that can be shared can be found here:

<https://www.stalkingawareness.org/stalking-awareness-month/>

- Being followed is one form of stalking, but stalking can also look like:
 - unwanted and/or repeated phone calls/texts
 - unwanted and/or repeated gifts, cards, letters
 - someone unexpectedly showing up
 Here are some resources #StalkingAwarenessMonth <https://www.rainn.org/news/resources-survivors-stalking-and-cyberstalking>
- DYK 1 in 3 women and 1 in 6 men experience stalking in their lifetimes? To learn more about stalking check out @followuslegally www.stalkingawareness.org #StalkingAwarenessMonth
- There is no catch all set of steps to take if you feel you have been a victim of stalking, but here are some actions that may help
 - call 911 for immediate help
 - document every incident, @followuslegally has a log form
 - alert others
 - take threats seriously
 Find more steps here <https://victimconnect.org/learn/types-of-crime/stalking/>
- According to @followuslegally, LGBTQ individuals experience stalking at higher rates than the heterosexual population. If you or someone you care about is experiencing stalking, make sure to check out this helpful guide <https://forge-forward.org/resource/supporting-lgbtq-stalking-victims-a-guide-for-victim-advocates-sparc/>



NCSH Quarterly Social Media Campaign Part Three: Social Media Graphics

NCSH is proud to offer Part Three: Social Media Graphics to this Quarterly Social Media Campaign. This part of the document contains links to graphics on Canva. It is a mix of previous social media graphics and new ones created just for this campaign. These graphics are designed for Instagram but can be reformatted for other social media sites if desired. **All we ask is that you acknowledge us in your caption and/or tag us!**

Follow us on Twitter @NCSH_ and Instagram @nationalcoalitionsexualhealth.

Instructions:

1. Click the link to the desired graphic
2. Create a free account on Canva.com if you don't already have one.
3. Click "Use template"
4. Voila! A graphic you can either download as-is or change as you wish. You can go to the top right corner, hit "share," and then hit "download" to receive the graphic.

Part One: Sexual Health in the Media

- [Best Practices to Correct Misinformation about Sexual Health on social media](#)
- [How to talk to people who don't agree with you on sexual health topics](#)
- [Hormonal birth control does not affect future fertility!](#)
- [TV shows with honest and accurate information about sexual health can help young people take care of their sexual health](#)
- [6 Healthy queer relationships on TV](#)
- [Guide to Sexual Concerns and Pleasure](#)

Part Two: Special Observances

- [National Native/Indigenous Heritage Month \(November\)](#)
- [Trans Parent Day \(Nov 5\)](#)
- [Thanks, Birth Control \(Nov 15\)](#)
- [Trans Day of Remembrance \(Nov 20\)](#)
- [Thanksgiving Day \(Nov 23\)](#)
- [National Safe Toys and Gifts Month \(December\)](#)
- [World AIDS Day \(Dec 1\)](#)
- [International Day of Persons with Disabilities \(Dec 3\)](#)
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- [National Stalking Awareness Month \(January\)](#)