



NCSH Quarterly Social Media Campaign Part 1: Staying Healthy and Happy This Cuffing Season

Welcome to the 39th NCSH quarterly social media campaign, featuring sample sexual health content for your digital and social media channels. This content is formatted for X (formerly Twitter), but can be adapted for Facebook and LinkedIn.

As we say goodbye to summer and prepare for the upcoming holidays, this campaign's theme is staying healthy and happy during the winter months.

- It highlights safer sex practices during “cuffing season,” a time when many people seek relationships in the darker, often colder months.
- The campaign also explores how to show appreciation for partners and manage mental health challenges during this time of year.
- Whether entering a new relationship, staying connected with long-term partner(s) or finding ways to navigate the "Are you seeing anyone?" question as a single person, this campaign has something for everyone.

We encourage you to share this campaign with fellow educators, advocates, and your organization's social media team. When you post our content, please be sure to tag us: @NCSH_ on X/Twitter, @nationalcoalitionsexualhealth on Instagram, and @NationalCoalitionforSexualHealth on LinkedIn and Facebook!

Safer Sex During Cuffing Season:

- *HPV vaccine*
 - ✂ The HPV vaccine is a safe, effective tool that prevents over 90% of cancers caused by this virus. Be proactive and protect your health – get vaccinated! For more information, visit <https://bit.ly/4holhiG> #CancerPrevention #HPVvaccine
 - #DYK the HPV vaccine can be given between the ages of 9 and 45? The vaccine is recommended before age 26 for the best protection, some adults ages 27+ may still be advised by a medical professional to get vaccinated. For HPV recs, visit: <https://bit.ly/4hh3Gtg>
- *Mpox vaccines*
 - Want to worry less and enjoy sex more this season? Get the #MpoxVaccine. To find out if it's right for you, visit <https://bit.ly/3Y06dPC> #HealthFirst #PreventMpox
 - 🗣 Have you heard? The mpox vaccine is now covered under Medicare and Medicaid! The vaccine can help you:
 - ★ Avoid getting sick

- ★ Reduce painful symptoms
- ★ Stay out of the hospital

To find mpox vaccines near you, visit: <https://bit.ly/aboutmpoxvax>

- *PrEP promotion*
 - #ICYMI: PrEP – in pill or shot form – is now covered under Medicare part B! PrEP is safe for all genders and can protect you from contracting HIV if you have anal or vaginal sex. What are you waiting for? To find out if PrEP is right for you, visit <https://bit.ly/4eyppyd>
 - Want to take control of your sexual health? PrEP is a powerful tool to prevent HIV. Talk to a healthcare provider to get the facts and find out if PrEP is right for you! Visit: <https://bit.ly/3Yg5Twi> #HIVPrevention
 - 📍 Get #PrEPared: add PrEP to your sexual health toolbox. When taken as prescribed, PrEP reduces the risk of contracting HIV from sex by about 99%!

👉 Looking for a provider nearby who can prescribe PrEP? @CDCgov's locator can help you find one nearby: <https://bit.ly/4eW8YYV>
- *Items to have at-the-ready when building a safer sex toolbox*
 - Ready to meet that special someone just in time for #cuffingseason? 🗝️ Make sure you have everything you need to stay safe by using the Five Action Steps To Good Sexual Health from @NCSH_ : <https://bit.ly/4hmLWfz>
 - 🔥 Want to heat things up in the bedroom as the weather cools down? 🔥 Stay prepared this winter by choosing the birth control method that works best for you! Check out @PPFA's guide to selecting a method: <https://bit.ly/3Yf6bof>
 - Avoid unplanned pregnancies and STIs this #cuffingseason by using a condom 🧤 Get prepared to enjoy yourself all season long 😊 For more information on keeping your body safe, check out this toolbox from @InfoASHA: <https://bit.ly/3ZXZnwG>
- *It's the perfect time of year to get tested for STIs*
 - #CuffingSeason is here! 😊 Why get #STITested now?
 - 💞 New partner or new fling?
 - 🤝 Build trust with your boo or partner
 - 🩺 Take care of your own health, and those you're with

Get tested, stay protected & have fun 🎉 To find a clinic, visit: <https://bit.ly/3ZXhkLx>

Giving Thanks

- *Being giving in the bedroom*
 - A healthy sexual relationship means everyone involved feels satisfied 😊 Open, honest communication ensures that you and your partner(s) are giving each other exactly what you want in the bedroom! For advice on talking about sex with partner(s), visit <https://bit.ly/4053GGr>
- *Expressing gratitude for your partner*

- **THREAD:** [POLL] Everyone receives and expresses love differently. Do you know how many 🧡 love 🧡 languages there are?

ANSWER CHOICES: 3, 5, 7, 10

- If you said 5, you are correct 🧡 The Love Languages are a common framework to help people understand how they best show and receive love. Let's explore them 📌

1 Word of affirmation 🗨️: Communicating affection, appreciation, and support, like by frequently saying "I love you"

2 Acts of service 🧑‍🍳: Completing helpful tasks for your partner to make their life easier, like cooking dinner or doing laundry

3 Gift giving 📺: Surprising your partner with thoughtful gifts, like their favorite candy after a grocery run, to convey you were thinking about them

4 Quality time ⌚: Focusing your attention on your partner by spending uninterrupted time together, like a date night without phones

5 Physical touch 🤍: Expressing intimacy through physical contact, like hugging, kissing, or just laying close to each other

- Understanding #lovelanguages helps you express gratitude for your partner in the ways that most deeply resonate with them. To learn more and figure out your own love language, visit <https://bit.ly/4dL1B5E>

- Amidst the holiday hustle and bustle, it can be easy to take your partner for granted. Remind them how grateful you are for them:

- 👉 Give compliments

- 👉 Say "thank you" when they do something for you

- 👉 Actively listen when they speak

- 👉 Plan a date doing something they enjoy

- *Exploring praise kinks*

- Sometimes, people don't just enjoy receiving compliments – it even turns them on 😊 Praise play refers to giving and receiving praise for sexual arousal, from verbal compliments to physical acts of appreciation. To learn more, visit <https://bit.ly/4gW9I25>

- Do you get sexual satisfaction from being praised? You may have a #praisekink 🧡 To explore this, try:

- 🔥 Reflecting on past sexual experiences

- 🔥 Requesting praise and noticing how you feel

- 🔥 Asking yourself if you enjoy power play

To learn more, visit: <https://bit.ly/48bYOBf>

- *Donating to sexual health organizations*

- As we celebrate the #SeasonOfGiving, consider supporting sexual health organizations that offer life-changing care and education. Your donation can make a lasting impact in

expanding access to sexual health resources for those who need them most 🌟 📧
#HolidayGiving #SexualHealth

- In the giving spirit? Consider supporting sexual health organizations like [INSERT NAME HERE] that provide essential care and education. Your donation will make a real difference in supporting the health of communities and individuals 🙏 For more info, visit [INSERT LINK]

Healthy Partner Communication in Close Quarters

- *Setting healthy boundaries*
 - Respecting your partner means respecting their boundaries. Part of a positive relationship (and sex life 🍆) is clearly defining your own boundaries and listening to those of your partner. Want to learn more about developing healthy relationships? Visit <https://bit.ly/3BEpcHS>
- *Carving out time and space for yourself*
 - Colder weather has you stuck inside? Seeing more of your partner than ever? Even in the healthiest relationships, it is important to carve out time for yourself. Read a book 📖, cook your favorite meal 🍴, watch a movie 🎬 – whatever you enjoy! #MeTime #SelfCare
- *Defining the relationship beyond cuffing season*
 - It's a classic relationship dilemma: you're seeing someone but confused about where you stand 🤔

Defining the relationship can clarify your relationship status, uncover if you're on the same page, and remove the guesswork. Want some guidance? Visit

<https://bit.ly/3BDNhyC>

- Confused about where your relationship is going outside of #cuffingseason? It might be time to define the relationship 🤔

Need advice on navigating this conversation? Check out this video from @NCSH_ where young adults discuss all things #DTR <https://bit.ly/3BDNhyC>

- *Exploring sexual desires – sex toy guide*
 - Spending more time inside this winter 🧊? Now might be the perfect time to explore and indulge in your sexual desire to try sex toys 🍆

Check out the following guide to determine which toy(s) may be best for you

<https://bit.ly/3XYWXLr>

Mental Health During Winter

- *Seasonal Affective Disorder and sex drive*
 - Winter can be tough. As the seasons change and leaves fall, so can your mood. Seasonal Affective Disorder is a form of depression that ebbs with seasonal patterns and can result in a loss of sex drive, difficulty orgasming, and erectile dysfunction. Visit <https://bit.ly/3YmAFnf>

- Mental health and sex are intertwined. Seasonal Affective Disorder (#SAD) — depression arising during the winter months — can reduce your ability to experience pleasure, including in the bedroom. For more information and help navigating SAD, visit <https://bit.ly/3AqWwli>
- Feeling particularly down during the winter and noticing an impact on your libido? Try:
 - ❄️ Practicing self-care, like meditating
 - ❄️ Reconnecting with your body via masturbation
 - ❄️ Making time to connect physically with a partner

For more tips, visit: <https://bit.ly/3C4R5c8>

- *Responding to family inquiries about your personal life*
 - Nothing like the holidays to remind you that everyone is more concerned about your personal life than you are. Remember, you don't owe anyone an explanation about your love life, relationships, or sexual health decisions 🙄 🤞 🖋️ For more tips, visit <https://bit.ly/4f0oi70>
 - All those probing “when are you having kids?” questions got you thinking about the future? Remember, family planning starts with knowing your options and taking control of your sexual health. For more info on birth control options, visit <https://bit.ly/3Yf6bof> #YourChoice 🌿
 - Your relationship status? Confidential 🗝️ Remember, your sexual health and personal life do not have to be dinner time conversation this holiday season! #PersonalBoundaries #SexualHealth
- *Embracing singleness during the holidays*
 - Single during the holidays? That just means you have more time to prioritize #selfcare and do all the things you love without compromising 💕 Plus, you get the bed all to yourself 😊 📺 For more self-care tips, visit <https://bit.ly/3Nu34m2> #MeTime #SelfLoveSeason
 - Why stress about #cuffingseason when you can focus on the most important relationship of all – the one with yourself 🤍 ❄️ And by the way...you're great company ✨ #SelfLove #SingleSeason
- Spending the holidays single? Masturbation can be a part of sexual wellness and a healthy way to connect with yourself, relieve stress, and boost your mood. Treat yourself to some “me-time” this season! For more tips, visit: <https://bit.ly/3YKMKUJ>



NCSH Quarterly Social Media Campaign Part 2: 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:

- Native American/American Indian Heritage Month (November)
- Transgender Awareness Week (November 13-19)
- Thanks, Birth Control (November 14)
- U.S. Antibiotic Awareness Week (November 18-24)
- Trans Day of Remembrance (November 20)
- Thanksgiving Day (November 28)
- National Day of Mourning (November 28)
- National Safe Toys and Gifts Month (December)
- World AIDS Day (December 1)
- Giving Tuesday (December 3)
- Human Rights Day (December 10)
- Happy Holidays (throughout the quarter)
- New Year's Eve (December 31)
- New Year's Day (January 1)
- Cervical Health Awareness Month (January)
- National Stalking Awareness Month (January)

November

Native American/American Indian Heritage Month (November) celebrates the rich histories, cultures, and contributions of Native Americans, Alaska Natives, Native Hawaiian and affiliated Island communities. It's an opportunity to honor their legacies and raise awareness about the challenges they face today. To learn more and access resources, visit <https://www.nativeamericanheritagemonth.gov> and/or [HHS OMH's Native American Heritage Month](#) website.

- This Native American/American Indian Heritage Month, let's continue the conversation about sexual health and well-being 🌱. Explore culturally relevant sexual health resources from @weRnative that support Native youth in making informed decisions. Learn more: <https://www.wernative.org/resources> #NNAHM24 #NAHM2024 #SexualHealth
- During #NAHM2024, we recognize and celebrate the impactful work being done to improve health outcomes in Indigenous communities ❤️. Shout out to @HealthyN8Vyouth for providing vital resources on #sexualhealth, mental well-being, and more. Learn more: <https://www.nativehealthresources.org/> #IndigenousHealth

- 🔍 Did you know culturally tailored health info can improve health outcomes? Check out @IHSgov for resources on healthcare access and promoting wellness in Indigenous communities <https://www.ihs.gov/> #NAHM2024 #IndigenousHealth

Transgender Awareness Week (November 13-19) is observed each year to highlight the challenges faced by transgender, nonbinary, and gender-nonconforming people, while also honoring their achievements and contributions. To learn more or to become an ally, check out [GLAAD's Transgender Awareness Week](#) page and/or [GLSEN's Trans Action Kit](#).

- 🏳️‍🌈 It's #TransAwarenessWeek! From Nov. 13-19, we highlight trans peoples' experiences and advocate for equality. 🌍 ✨ Want to be a better #TransAlly? Educate yourself, listen to their stories, and speak up against discrimination. 🙌 Learn more with @GLAAD: <https://glaad.org/transweek/> ❤️ 💕
- 🏳️‍🌈 Trans students are most likely to skip or change schools because they feel unsafe. This #TransAwarenessWeek, let's work to create safer spaces for them. 🌈 🙌 Explore @GLSEN's Trans Action Kit to learn how we can all do better: <https://gsen.org/activity/trans-action-kit> #LGBTQ

Thanks, Birth Control (November 14) is celebrated annually to raise awareness about the importance of contraception and reproductive health. It emphasizes how birth control empowers individuals to make informed decisions and advocates for access to reliable contraceptive methods and reproductive rights. For resources to support the observance, visit [Power to Decide's #ThxBirthControl 2024](#) website and/or [Bedsider's Thanks, Birth Control](#) page.

- Did you know there are over 15 birth control methods to choose from? Whether you want hormonal or non-hormonal options, @Bedsider's method explorer makes it easy to find the right method for you! Learn more @PowerToDecide: <https://powertodecide.org/thxbirthcontrol> #ThxBirthControl
- From preventing pregnancy to managing health conditions 🙌, birth control offers more than one benefit! Make sure you're using the method that works best for you. Learn more @Bedsider: <https://www.bedsider.org/birth-control> #ThxBirthControl
- For many people, finding the right birth control method can be a journey! Use #ThxBirthControl Day to explore *all* your options with @Bedsider's method explorer. 🙌

U.S. Antibiotic Awareness Week (November 18-24) highlights the importance of using antibiotics and antifungals appropriately and raises awareness about the threat of antimicrobial resistance (AR) to people, animals, plants, and the environment. This year's theme, "*Fighting Antimicrobial Resistance Takes All of Us*," calls for collective action. For more resources on how to get involved, visit CDC's [U.S. Antibiotic Awareness Week](#) website.

- To fight #AntimicrobialResistance (AR), we must recognize that the health of people 🧑🧑 is closely connected to the health of animals 🐾 and our shared environment 🌿. Everyone plays a role in fighting AR. Learn more bit.ly/3X19aWy #USA AW24
- Antibiotic and antifungal drugs are valuable tools for treating infections, but any time they are used they can cause side effects and contribute to #AntimicrobialResistance (AR) ⚠️. Learn how the appropriate use of these drugs can help fight AR: bit.ly/3zhewOm #USA AW24

Trans Day of Remembrance (November 20) is an annual observance that honors the memory of transgender and non-binary individuals who have lost their lives due to acts of anti-transgender violence. To learn more, visit [GLAAD's Transgender Day of Remembrance](#) page and/or [GLSEN's Trans Action Kit](#).

- 🏳️‍🌈 On this #TransDayOfRemembrance, we honor and remember the trans lives lost to violence and discrimination. @GLAAD's memorial site stands as a powerful tribute, ensuring their names and stories are never forgotten. 💔 🕊️ #TDoR <https://glaad.org/tdor-memoriam/>
- Today, we remember trans lives lost to anti-trans violence. 🕯️ Schools should be safe for all, but too often they aren't for trans youth and teachers. 💔 Learn how we can improve with @GLSEN's Trans Action Kit: <https://www.glsen.org/activity/trans-action-kit> #TDoR #TransDayOfRemembrance

Thanksgiving Day (November 28)

- 🍁 While you're enjoying the feast, don't forget to treat yourself and your partner with care! 🎁 ✨ This #Thanksgiving, prioritize safer sex by making it part of your health care routine. Protect yourself and your loved ones! ❤️ <https://fiveactionsteps.org/2>
- 🍷 This #Thanksgiving, let's be thankful for our health! Before diving into the holiday feasting, consider getting tested for STIs to protect your body and others. It's a small step that can make a big difference! 🍁 ❤️ Learn more: <https://www.ncshguide.org/>

National Day of Mourning (November 28)

- 🕯️ On this National Day of Mourning, we honor the resilience and strength of Native American communities. Let's reflect on the true history of Thanksgiving and its negative impact on Indigenous lives. Learn more: <http://www.uaine.org/> #NationalDayOfMourning #IndigenousHistory
- Today, we observe the National Day of Mourning 🕯️, a time to remember the struggles and sacrifices of Native Americans. It's essential to acknowledge their history and continue the fight for justice. Discover more about this significant day: <http://www.uaine.org/> #Mourning #IndigenousRights

December

National Safe Toys and Gifts Month (December)

- 🎁 December is National #SafeToysMonth! It's the perfect time to explore the benefits of #sextoys for your pleasure. Discover how they can boost intimacy and enhance the experience with your partner(s): <https://www.bedsider.org/features/1495-how-to-start-using-sex-toys-during-partnered-sex> #SexToys #Pleasure
- 🛡️ This #SafeToysMonth, prioritize safety and fun! Before diving into your new #sextoys, learn how to clean and care for them properly. Keep your pleasure gear in top shape for stress-free, enjoyment! ❤️ Check out these essential tips: <https://www.bedsider.org/features/1258-are-you-cleaning-your-sex-toys-wrong> #SexualHealth #SelfCare

World AIDS Day (Dec 1) is a day to unite in the global effort to end the HIV epidemic, support those living with HIV, and remember those who have lost their lives to the disease. For more information, images, and resources to share, visit the official [HIV.gov World AIDS Day page](#).

- Today is #WorldAIDSDay, a day to come together globally 🌐 to prevent #HIV, support people living with HIV 🧑🏻🧑🏻 and remember those who have lost their lives 🕊️. Let's #StopHIVTogether <https://bit.ly/3DhBLWI> #WAD2024
- Take control of your sexual health 🙌 by learning more about #HIV prevention options like #PrEP, #PEP, #condoms, and treatment. Learn more: [cdc.gov/StopHIVTogether/prevention](https://www.cdc.gov/StopHIVTogether/prevention) #StopHIVTogether #WorldAIDSDay #WAD2024

Giving Tuesday (December 3)

- This #GivingTuesday, let's invest in a healthier future! ❤️ Your support helps expand access to vital #sexualhealth resources for all. Together, we can make a difference! ☀️ Donate today to [insert Twitter handle] and help create a world where everyone can thrive: [insert link to organization]

Human Rights Day (December 10) aims to promote and protect human rights globally, raising awareness about ongoing human rights issues and advocating for justice and equality for all.

- On #HumanRightsDay, we affirm our right to birth control and reproductive health! 🩺 ✨ Everyone deserves access to safe and effective contraception. Learn more and find resources at @Bedsider: <https://www.bedsider.org/> ❤️ #ReproductiveRights #AccessForAll
- This #HumanRightsDay, let's stand up for reproductive rights for everyone! 🍌 ❤️ Access to comprehensive reproductive healthcare is a fundamental human right. Explore how you can advocate for change at <https://reproductiverights.gov/> #ReproductiveJustice #HRD2024

Happy Holidays (used throughout the quarter)

- 🎁 This #holidayseason, give yourself the gift of open communication! 💬 ✨ Discuss your desires and boundaries with partner(s) to ensure a joyful and fulfilling time together. Check out these tips for starting the conversation: <https://bit.ly/409zgmh> #HappyHolidays
- 🩺 This #holidayseason, let's prioritize compassion in care! #Providers, consider using @NCSH_'s Trauma-Informed Care Guide to support your patients during this emotionally charged time. Together, we can make healthcare a little brighter for everyone: <https://bit.ly/NCSH-Trauma-Informed>

New Year's Eve (December 31)

- ✨ Ready to kick off 2025? This #NewYearsEve, make a resolution to prioritize your sexual health! ☀️ Check out @NCSH_'s Take Charge Guide for tips on taking control of your well-being and ensuring a healthy year ahead: <https://www.ncshguide.org/> #NewYearNewYou
- 🧑🏻🧑🏻 As we bid farewell to the old year, take a moment to reflect on your relationship(s)! ❤️ This #NYE, celebrate your connection with your partner(s) by checking in and exploring ways to enhance intimacy. Discover tips to strengthen your bond: <https://fiveactionsteps.org/4> #HealthyRelationships #CelebrateLove

January

New Year's Day (January 1)

- 🍷 Cheers to a fresh start! This #NewYearsDay, why not set intentions for pleasure and self-care? 🌸 Explore ways to prioritize your needs and desires throughout the year. Check out resources for enhancing your sexual well-being: <https://bit.ly/4eIABF3> #NewYearNewYou #NewYear
- 🎉 #HappyNewYear! As we welcome 2025, let's prioritize open conversations about sexual health! 💬 ✨ Check out @NCSH_'s 'In the Open' video series, where young adults share their experiences discussing desires, pleasure, and safer sex. Empower yourself: <https://bit.ly/4eI9U3C> #InTheOpen
- Kicking off your #NewYears resolutions? Don't forget to add your sexual health to the list! 📄 Start by taking this quiz to test your knowledge and get some practical tips: <https://nationalcoalitionforsexualhealth.org/quiz> #SexualHealth #NewYearNewYou

Cervical Health Awareness Month (January) raises awareness about cervical health and the importance of early detection and prevention of cervical cancer. The campaign highlights risk factors, the need for regular Pap and HPV tests, and the availability of vaccines that protect against HPV, a leading cause of cervical cancer. For more resources and graphics, visit [NCC's Cervical Health Awareness Month](#) website.

- January is Cervical Health Awareness Month. No one should ever have to die from cervical cancer. We have the tools—vaccines, Pap tests, and HPV tests—to prevent this disease. Get involved and make a difference today 🙌. <https://t.co/Dz60NIBMIZ> #CervicalHealthMonth
- Vaccines 💉 . Pap tests 📄 . HPV tests 🌿 . Three powerful tools to prevent nearly all cases of cervical cancer. We have the means to stop this disease—now we just need to use them! <https://t.co/Dz60NIBMIZ> #CervicalHealthMonth

National Stalking Awareness Month (January) is a call to recognize and address stalking as a serious crime. It's a time to center survivor voices and strengthen efforts to improve prevention, safety, and access to justice. For resources in English and Spanish, visit the official [National Stalking Awareness Month](#) website.

- Too often, stalking fades into the background. Not today. Join @followuslegally this National Stalking Awareness Month to bring back the focus 🔍. Stalking is criminal, traumatic, and dangerous. Survivors need our support ❤️. #KnowItNameItStopIt #NSAM2025
- #DYK that many young adults aged 18-24 face the highest rates of stalking victimization among adults, according to @followuslegally? Learn more at <https://tinyurl.com/5bw873hw> #KnowItNameItStopIt #NSAM2025



NCSH Quarterly Social Media Campaign Part 3: Social Media Graphics

NCSH is proud to offer Part 3: Social Media Graphics for this Quarterly Social Media Campaign. This part includes links to both new and previously designed graphics on Canva and formatted for Instagram. These graphics can be reformatted for other social media sites if desired. **We kindly ask that you acknowledge us in your caption and/or tag us!**

Follow us on X (formerly Twitter) [@NCSH](#), LinkedIn "[National Coalition for Sexual Health](#)," 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.

Graphics for part 1 of the campaign:

- [5 Smart Ways to Protect Yourself and Your Partner\(s\)](#)
- [Love Languages](#)
- [Healthy Relationship Boundaries](#)
- [Mpox Vaccine: Snuggle Safe](#)

Graphics for part 2 of the campaign:

- [Thanks, Birth Control! \(November 14\)](#)
- [Trans Day of Remembrance \(November 20\)](#)
- [National Safe Toys & Gifts Month \(December\)](#)
- [Cervical Cancer Awareness Month \(January\)](#)