



NCSH Quiz Campaign Toolkit

<https://nationalcoalitionforsexualhealth.org/quiz>

This is the NCSH Quiz campaign toolkit which includes promotional copy, sample content for digital and social media channels that you can use and/or adapt, and images sized for Facebook, Twitter, and Instagram.

We hope you will share this campaign with social media staff within your organization and use other communications channels to promote the quiz. We have formatted sample social media content for Twitter, but it can be adapted for Facebook or Instagram as well.

Promotional Ideas

We hope you will promote the quiz throughout the year. Here are a few ideas to get you started:

1. **Promote the quiz via social media.** You can use the 14 messages below or adapt them as you'd like. We have also created four different images below (sized for a variety of social channels – including Instagram Stories) that can accompany the copy and/or be used independently to promote the quiz.
2. **Give the quiz a home on your website.** Consider giving the quiz a permanent home on your website, either on your homepage and/or resources page. (See promotional copy below).
3. **Promote the quiz to your members and audiences via email/newsletters/other channels.** Promote the quiz via routine email communications and/or newsletters to your members and other audiences. (See promotional copy below).
4. **Integrate the quiz into public awareness materials.** Include the link and a brief description in your sexual health materials.
5. **Promote the quiz in media interviews.** Since reporters often want a service angle, you can share the link and ask them to include it in their stories.

Promotional Copy

You can use or adapt the copy below to promote the quiz to the public and/or to professional audiences through your website, emails, newsletters, and other sexual health materials.

- Draft promotional language for the public: “Happy with your sex life, romantic relationships, and sexual health? Take this [quiz](#), and find out. And, get practical tips and advice to make them better. It’s confidential, and your answers won’t be shared with anyone! Take charge of your sexual health, and take the [quiz](#) today! And then share it with your friends!”
- Draft promotional language for professional audiences: “The National Coalition for Sexual Health launched an engaging, informative quiz: “How’s Your Sexual Health?” to help the public assess their sexual health, provide brief tips, and direct them to practical NCSH resources.

This holistic quiz tackles key barriers to good sexual health, including building positive relationships, talking openly with partners, advocating for oneself, and setting digital

boundaries. It also features questions on STI screening and treatment, medications for HIV prevention, and safer sex.

The quiz does not score or judge respondents. Instead, it includes agree/disagree statements, and provides answers with practical tips, facts, and links to resources, such as the www.fiveactionsteps.org. The quiz was developed by NCSH's Communications Action Group, is mobile-friendly, and will have a permanent home on the NCSH website."

Social Media Content to Promote the Quiz: General

- Happy with your sex life, partners, romantic relationships, and overall #sexualhealth? Take this quiz to find out and get practical tips and advice, too. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- Curious to see if your #sexualhealth is up to snuff? With the @NCSH_ quiz, test your knowledge and get practical advice & tips. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- It's time to give your #sexualhealth the attention it deserves. Start here and take this @NCSH_ quiz. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- Want a better sex life and sexual health? Check out this new @NCSH_ quiz and get practical tips & advice. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>

Social Media Content to Promote the Quiz: Specific Topics/Questions

- Talking about sexual desires and boundaries might feel awkward, but it gets easier with preparation & practice. The @NCSH_ quiz is here to test where you're at and give you practical advice! #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- Are you and your partner on the same page with how often you post about your relationship online? Take the @NCSH_ quiz to learn more about digital boundaries and how to set them. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- QUIZ: We all have insecurities, but you can get more comfortable in your own skin. The @NCSH_ quiz can help you take the first step. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- QUIZ: Do your sexual and romantic relationships make you happy most of the time? The @NCSH_ quiz provides advice to help you better connect with your partners. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- #TrueorFalse: Many common #STIs such as chlamydia and gonorrhea can be cured with simple medicine prescribed by your health care provider. Test your #sexualhealth knowledge here: <https://nationalcoalitionforsexualhealth.org/quiz> #HowsYourSexLife

- QUIZ: You deserve lots of things in your relationships, and safe (and satisfying!) sexual experiences are high on the list. Take the @NCSH_ quiz and see #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- Condoms, dental dams, lube, oh my! Can you talk with your partners about practicing safer sex? The @NCSH_ quiz provides advice to help you navigate your #sexlife. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- #TrueorFalse: If you are diagnosed with a #STI, you can still date and have a healthy sex life. Take the @NCSH_ quiz to learn more. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- DYK a medicine called PrEP can reduce the risk of getting #HIV through sex by over 90%? Get up to speed on this #sexualhealth topic and others by taking the @NCSH_ quiz. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- Sexual violence is never justified, and it is never a sign of love. Take the @NCSH_ quiz to learn more about partner abuse and other #sexualhealth topics. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>

Images

The following promotional images are sized and available for use on Facebook, Instagram (both post and story sizes), and Twitter. Click on the title of the image you would like to use to access a zip file with multiple image sizing options to download. You can also access the images here: [shareable images NCSH quiz](#).

[“How’s Your Sex Life?”](#)



[“Is Your Relationship Healthy?”](#)



[“Are You and Your Partners On The Same Page?”](#)



[“Are You On Top Of Your Sexual Health?”](#)

