NATIONAL COALITION FOR SEXUAL HEALTH

It's about honesty. It's about knowledge. It's about time.

Michigan Family Planning Update · September 15–17, 2026

National Coalition for Sexual Health

Today's Agenda

1

Where to invest time

- The value of social media
- Different ways to use it
- Channel by channel breakdown
- Matching platforms to priority populations

2

What to post

- What makes good content
- How to drive engagement
- Common pitfalls to avoid

3

Getting started & free tools to use

- Building a following
- Your first 30 days
- Free NCSH resources

You do not need to be an expert to effectively use social media. You need a platform, a consistent schedule, and engaging content.

Who We Are

- Coalition of over 300 members: clinicians, sex educators, communicators, organizations (provider, public health, other)
- Aim to normalize sexual health, make it a routine part of conversations, and promote high quality sexual health information and services by:
  - Conducting national media outreach
  - Developing practical products and tools
  - Encouraging the public, health care providers, and others to take action

“Being sexually healthy means being able to enjoy a healthier body, a satisfying sexual life, positive relationships, and peace of mind.”



Tested and embraced by public via focus groups and online survey

- Benefit-driven
- Holistic
- Digestible

Join at menti.com: 5223 6546

Where are you starting from?



0	0	0
We don't really have accounts yet	We post, but I don't think anyone sees it	I feel confident about our social media presence, but want to expand our reach

What are your biggest challenges using social medi

Responses can be up to 200 characters and will appear here.

You can group responses if you get more than 10.

Turn on voting so people can flag their favorite responses.

Mentimeter
N
Open Menti to edit
Replace this slide
Add Menti slides

PART ONE

Where to Invest Your Time

The value of social media · Different ways to use it · Channel by channel breakdown · Matching platforms to priority populations

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There Is More Than One Way to Use Social Media

Organic posts

Free content you make and post yourself: static images, carousels, text, video.

Free

TODAY'S FOCUS

Paid ads and boosted posts

Paying for guaranteed reach and audience targeting.

$$$

Paid creators and influencers

Paying an influencer to make content on the topic you want in their voice.

$$$$

Partner amplification

Asking partners to share your posts. This is a part of organic posting!

Free

Answering questions

Responding to comments and DMs.

Free

Social listening

Watching what people are saying and or asking about sexual health topics.

Free

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The Value of Social Media

80%
of people 18-29 use Instagram, and 50% of all adults do.

71%
of all adults use Facebook, including 80% of adults 30-49.

~1 in 4
adults use X (Twitter) or Bluesky.

84%
of all U.S. adults use YouTube.

You're where they already are

Half of U.S. adults check a social media platform daily.

It's free!

This makes it one of the most budget-friendly outreach methods!

Get information out, quickly

You can get information out with little lead time.

Normalize sexual health topics

Posting about sexual health topics normalizes conversations around them.

Get community feedback

Through comments, DMs, or other posts, you can see what your community is thinking, confused, or worried about in real time.

Reach more people more often

Social media allows you to reach more people at once, more often.

Platform use: Pew Research Center, "Americans' Social Media Use 2025," survey of 5,022 U.S. adults, Feb.–June 2025. Adults defined as American ages 18 years or older.

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Example Posts

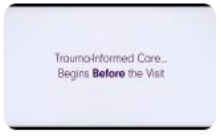
National Coalition for Sexual Health
4,996 followers
1d •

Integrating trauma-informed care should start before the patient's exam does.

During sexual health visits, providers can help patients feel safer and more in control by establishing rapport before the patient undresses, asking about their goals for the visit, assuring them they can stop or pause the exam at any time, and explaining what to expect during the exam – including why they recommend it and how long it may take.

Asking simple questions during this stage can also make a meaningful difference, like:
- "How can I make you more comfortable during today's visit?"
- "Are there any prior experiences with pelvic exams you'd like to share with me today?"
- "Are there any terms for body parts or wording I should avoid using today?"

Get more tips from providers on incorporating trauma-informed care before a patient's exam in our video: https://lnkd.in/erZrfKTW



Trauma Informed Care Begins Before the Visit
youtube.com

National Coalition for Sexual Health
@NCSH_

Talking about consent doesn't kill the vibe, confusion does. Being upfront about what you want (& don't want) makes things clearer and smoother for everyone. And being honest feels better than pretending you're fine with something you're not.✔ Learn more:



National Coalition for Sexual Health
@thencsh.bsky.social

Setting digital boundaries with your partner(s)? Consider:
- When and how often is it cool to text?
- How fast do you expect a reply?
- Are you ok sharing locations?
- How do you feel about posting your relationship on socials?

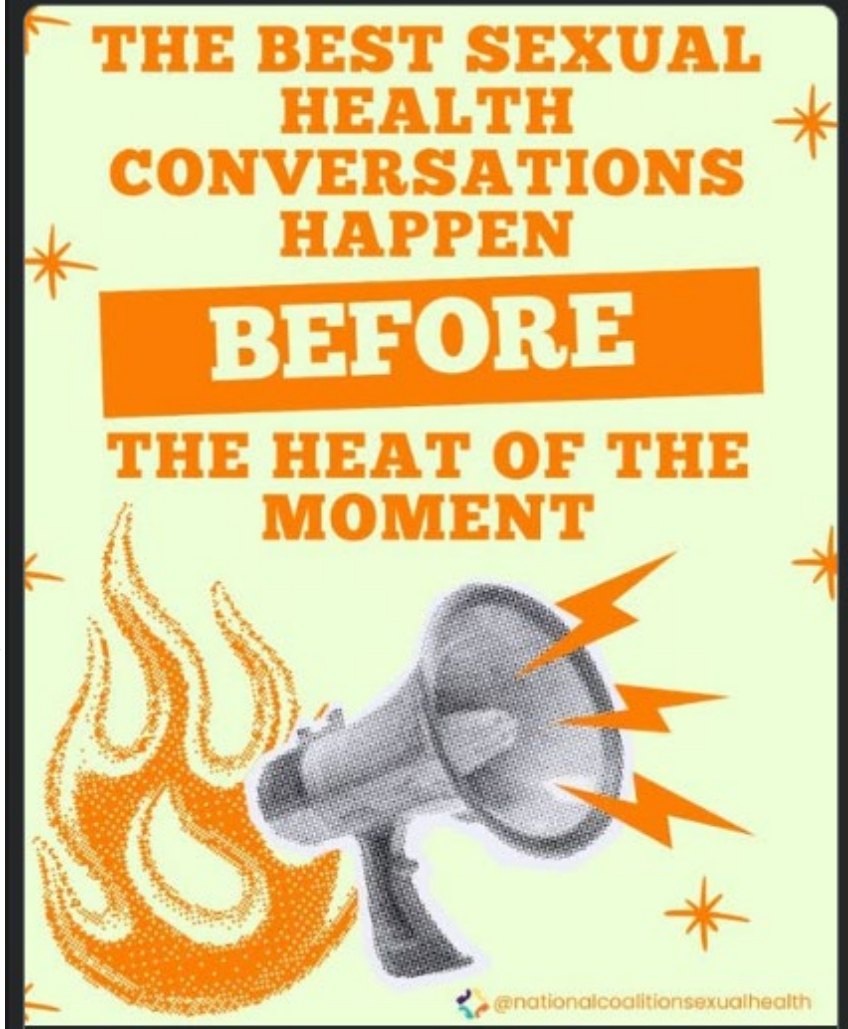
Learn more: owntheawk.org/learn/bounda...

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National Coalition for Sexual Health
Published by Sophie Rosen · July 29 at 9:12 AM ·

When starting a sexual health conversation:
✨Choose a calm, private place where you won't be interrupted.
🧠Choose a moment when everyone is in a good headspace.
💬Keep your tone positive, honest, and direct.
👂Give your partner(s) space to share, too.

For more communication tips, visit bit.ly/OTAComms101 See less

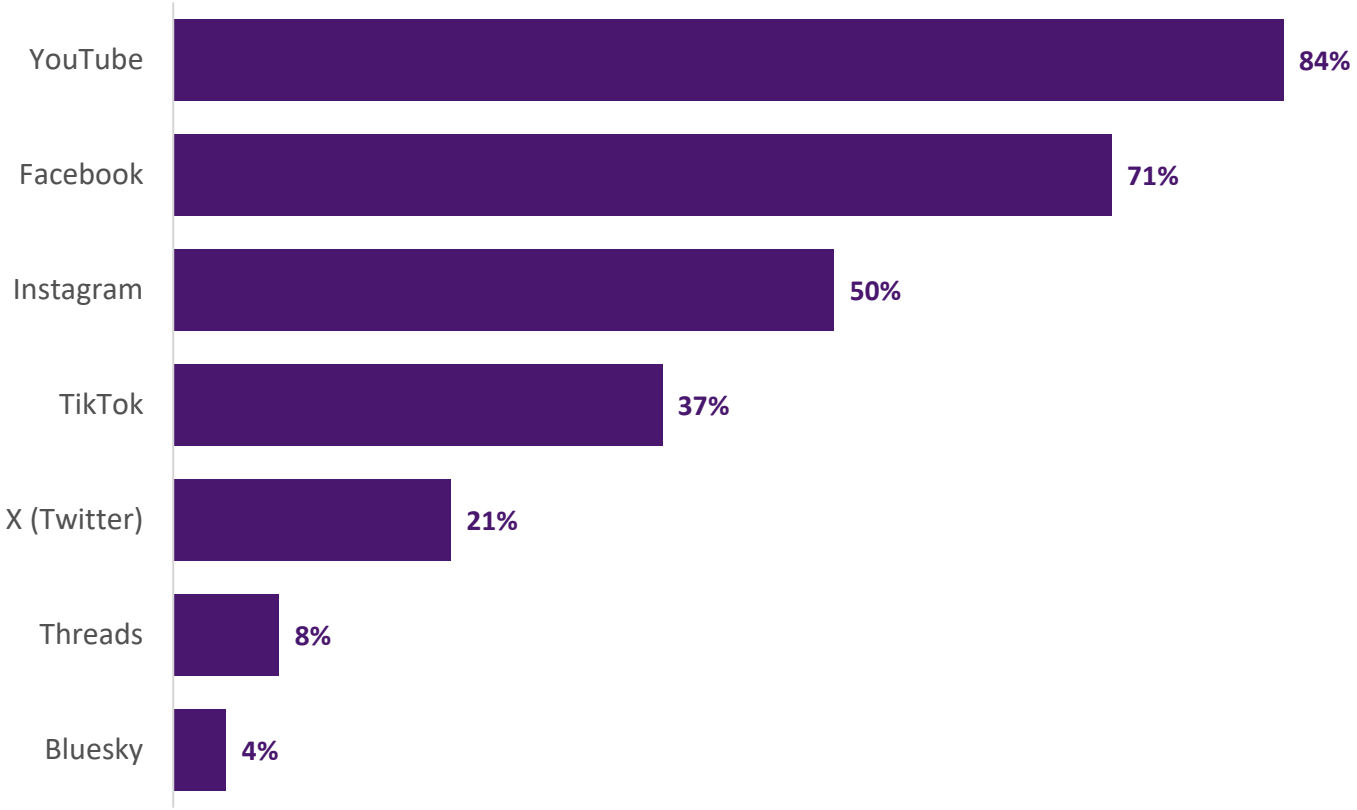


Wyoming Health Council
July 23 ·

It's best to have sexual health conversations with your partner(s) before the heat of the moment!... See more

How Many U.S. Adults are on Each Platform?

Percentage of U.S. adults who say they ever use each platform.



Pew Research Center, "Americans' Social Media Use 2025" (5,022 U.S. adults, Feb.–June 2025).

Reminders:

- **Define your audience.** Narrow your specific audience by age and other key factors, then select the relevant channels.
- **Daily habit matters.** About half of adults open Facebook every day.
- **Don't chase the new one.** Threads and Bluesky are still new. Start with more established platforms, like Facebook, Instagram, or X/Twitter.

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Facebook

80%
of adults 30-49 use it

52%
of adults use it daily

Who you'll reach: Wide local reach, especially among parents and caregivers, adults 30–64, women, and rural adults

What you can do here

- Posts with photos, links, and longer copy
- Create/publicize events
- Local groups – join existing ones or create your own
- Messenger, including an automated first response

Strengths

- Very broad reach in most Michigan communities
- You can post longer, more detailed copy
- The best home for logistics: hours, location, cost
- Cheapest place to boost a post: $20 goes far!

Limits and key considerations

- Organic reach is limited, and posts with external links perform worse
- Comment sections need moderation – they can get political
- Very weak for reaching teens and college students

How to get started

- Pin one post and fill in your "About" section
- Post twice a week
- Reply to comments within a day, ignoring obvious trolls
- Look into local Facebook Groups reaching your priority communities

Instagram

80%
of adults 18-29 use it

55%
of women (44% of men)

Who you'll reach: 50% of all adults, but higher use among young adults; women; and Hispanic, Asian, and Black adults. Note: only 19% of adults 65+ use it

What you can do here

- Static graphic posts: square or 4:5 portrait
- Carousels: multiple graphics in a single post
- Stories: disappear after 24 hours; support polls, Q&A, and link stickers
- Highlights: pin the Stories of your choosing to the top of your profile
- Reels: short video, up to 3 minutes on most accounts

Strengths

- The best place to put health graphics and visual explainers
- Best mainstream platform to reach young adults
- Stories are lower-stakes since they expire
- Partners can easily reshare your graphics

Limits and key considerations

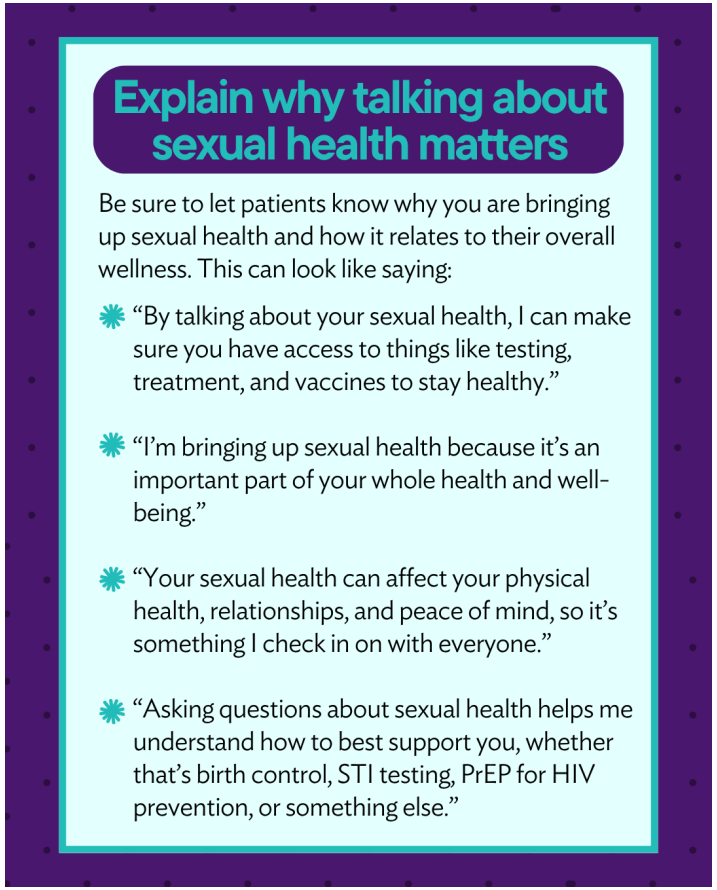
- Design time
- Text-heavy graphics are more likely to get scrolled past
- Captions aren't clickable. You get one link, in your bio
- Sexual health content can be filtered

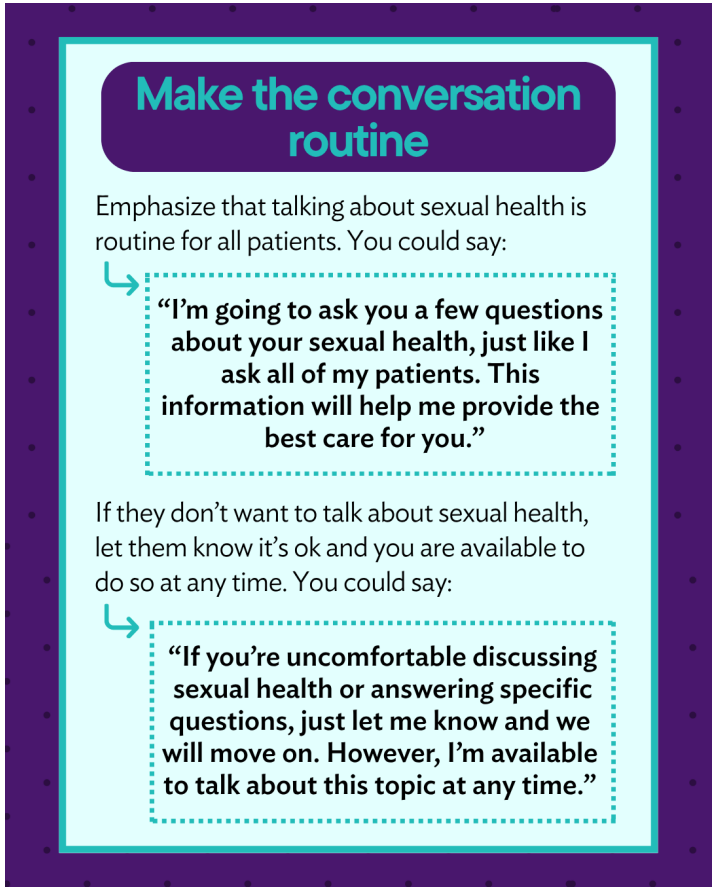
How to get started

- Update your bio with information about your organization
- Put a link in your bio to your website
- Turn one of your resources into a carousel
- Post one of NCSH's existing Quick Tips or graphics!

Example of a Carousel







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X (Formerly Twitter)

21%
of adults use it

10%
of all adults use it daily

Who you'll reach: Skews male and younger. Can reach a professional audience too (local reporters, public health colleagues, advocates, state agencies, and coalition partners)

What you can do here

- Short text posts (280 character limit) with links and images
- Rapid updates
- Reply to and amplify posts from partners quickly

Strengths

- Can incorporate links into Tweets
- Fastest channel for short, time-sensitive information
- Very low effort: a useful post can be two sentences

Limits and key considerations

- User departures since 2022 have thinned the audience (more political)
- Replies to sexual health posts can turn hostile
- Little organic reach without an existing following
- Analytics require a paid subscription

How to get started

- Set up the account: your organization's name as the handle, a complete bio, and a link to your website
- Post one Tweet introducing your organization
- Follow 10 partner organizations, and reply to one of their posts

LinkedIn

~30%
of adults use it, including 40% of adults 30-49

53%
of college graduates use it

Who you'll reach: Your board, funders, referral network, future hires, and peers at partner organizations

What you can do here

- Promote your resources that professionals can use and/or share
- Post longer copy with images and documents
- Recruit new hires and post job listings
- Comment on partner, funder, and other health organization posts

Strengths

- Links work normally embedded in posts
- Longer, more substantive copy performs well
- Reaches funders and health system decision-makers
- Lower effort – ok to start with one or two posts a month!

Limits and key considerations

- Professional site: a clinical, results-oriented tone works here and casual content doesn't
- Less effective for reaching patients and local communities
- Staff profiles have a broader reach than organization pages

How to get started

- Update your page's "About" section
- Post one outcome a quarter (organizational win, a data point from your center, etc.) and ask staff to reshare it
- Like, comment, or share three posts from partners

Also Worth Knowing

TikTok

37% of adults · 63% of those 18–29

The best organic reach available for under-30 audiences, and the only major platform where a brand-new account still reaches people who don't follow you.

GOOD FOR

- Organic reach to young adults
- Answering questions
- Seeing current sexual health narratives/trends

LIMITATIONS

- Video only (a lot of time to create)
- Trends move weekly
- Algorithm changes

YouTube

84% of adults · 95% of those 18–29

Functions more as a search engine. People arrive with a more specific question/topic they want a deep dive into.

GOOD FOR

- Questions people won't ask aloud
- Content that continues to drive engagement for years

LIMITATIONS

- Highest production bar
- Videos can be age-restricted
- Slow to build an audience

Bluesky

4% of adults

Text-based format, similar to X. Popular with journalists and public health professionals who left X.

GOOD FOR

- Posting the same content as X
- Peer and press conversation

LIMITATIONS

- Trends more professional
- Little organic reach without a following

Reddit

26% of adults · younger, more male

People ask blunt sexual health questions anonymously, which makes it a powerful listening tool.

GOOD FOR

- Hearing real questions
- Local and county subreddits
- Spotting local misinformation

LIMITATIONS

- Self-promotion gets removed
- Comments can turn hostile

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Snapshot: Platform Comparison

Platform	U.S. adult reach	Core audience	Best used for	Effort
Facebook	71%	30–64; peaks at 30–49 (80%); women more than men	Longer copy posts. Can reach more niche communities in local Facebook groups	Low
Instagram	50%	18–29 (80%); women	Graphics and short-form videos (Instagram reels)	Medium
X (Twitter)	21%	18–29; 10% of adults use it daily	Press, rapid updates, and bite-size tips for public audiences	Low
LinkedIn	—	Professionals	Professional updates for clinicians, partners, and funders	Low
YouTube	84%	18–49; majority in every age group	Video responses to real questions	High
TikTok	37%	Under 30; teens	Short-form videos	High

Focus on the "effort" and audience columns. A high-effort platform you can't sustain is worth less than a low-effort one you post to every week, especially if the lower-effort platform reaches your target audience.

Match the Platform to Your Priority Population

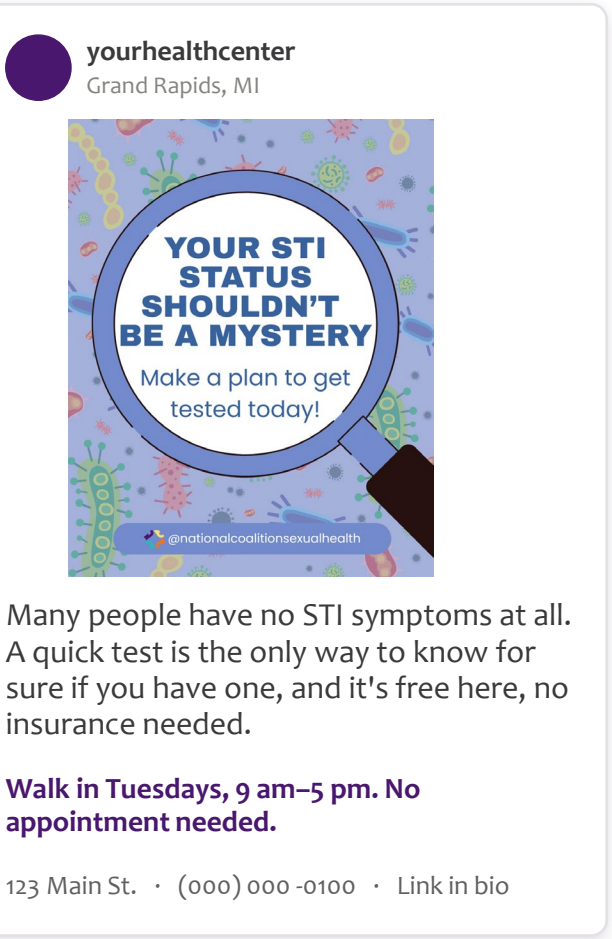
If your priority population is…	Where they actually are	Start with
Teens, 13–17	Instagram, YouTube, TikTok	**Instagram**
Young adults, 18–29	Instagram, YouTube, TikTok	**Instagram**
Adults 30–49 · parents & caregivers	Facebook, YouTube, Instagram	**Facebook**
Adults 50 and older	Facebook and YouTube	**Facebook**
Spanish-speaking communities	Facebook, YouTube, Instagram	**Facebook (posts written in Spanish)**
LGBTQ+ young people	Instagram, TikTok, Reddit for anonymous questions	**Instagram**
Rural communities	Facebook	**Facebook**
Partners, funders, referral sources, press	LinkedIn, X, Bluesky	**LinkedIn and X**

PART TWO

What to Post

What makes good content • Driving engagement • Pitfalls to avoid •

Things to Check Before You Post



- **An easily digestible graphic.** It's what stops people from scrolling.
- **Make the first line a hook.** Add a hook to get people to keep reading beyond the "…more"
- **Write in plain language.** This makes your post accessible to anyone who may see it.
- **One clear call to action.** "Remember to get STI tested between sexual partners," beats "Getting STI tested is important."
- **Include a link to drive people to your website.** Instagram: link in bio or a Story sticker. Facebook/X/Bluesky/LinkedIn: put it in the post.
- **Three to five specific hashtags.** #STITesting is more helpful to include than #Health.

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Graphics: What Works, What Doesn't

DO THIS

- **One idea per graphic.** Use a carousel for multiple graphics with related ideas.
- **Use text big enough to read at arm's length.** Assume someone is looking on a phone screen and quickly scrolling.
- **High contrast.** Dark on light or light on dark. Check it in grayscale.
- **Use templates in Canva.** This cuts down on design time.
- **Leave a margin.** Many platforms crop the edges of a graphic.
- **Optimize graphics for each platform by using the recommended dimensions.** Squares work on every platform, but 4:5 works best for Instagram.

NOT THIS

- **Write paragraphs on a graphic.** If you need more text, put it in the caption.
- **Make the logo bigger than the message.** You should incorporate your logo and/or handle into the graphic but make it smaller in the corner.
- **Crowd the edges.** Text or images running to the very edge can get cropped.
- **Only use black and white.** Using color in a graphic can make it look more engaging and fun.
- **Using a different look every week.** Try to commit to one general style of graphic – this helps build brand recognition.

Writing a Caption

HOW TO WRITE IT

- Start with a hook and your main point in the first two lines
- Write in plain language and more conversationally
- Make it skimmable – use short sentences with line breaks between them
- Only include one call to action, stated plainly, on its own line
- Length: As a general thumb, write as concisely as possible.
    - *Facebook and LinkedIn:* You can write longer copy, but the shorter the better.
    - *Instagram:* One to three short paragraphs.
    - *X/Twitter*: 280 characters max, but it is good to go under this limit and leave room for someone to add a comment if they reshare

SAME CONTENT REWORKED

BEFORE

"Our clinic is committed to advancing sexual health equity for priority populations across the region. Learn more about our comprehensive service offerings on our website."

AFTER

"Free STI testing every Tuesday, 9–5. Walk in – no appointment or insurance needed. Results in about a week, and we call you privately. Address and directions: link in bio."

Using Hashtags

BY PLATFORM

Instagram	**Yes: three to five specific ones**
X (Twitter)	**One or two, maximum**
BlueSky	**One or two, maximum**
LinkedIn	**Unnecessary, around three maximum**
Facebook	**No — they don't aid discovery. Skip.**

GUIDANCE

- Search a hashtag before you use it. Hashtags are for discovery, not decoration. If nobody searches it, it does nothing
- Keep a short reusable list of one broad, two topical, and one local hashtags: #SexualHealth #STITesting #Contraception #GrandRapids
- Capitalize each word (#SexualHealthMatters) so screen readers can read it correctly
- Put them at the end, never in the middle of a sentence
- Put the hashtags in the caption itself, not the comments

Free reach you don't have to build: Plan around the awareness days that already have traffic like #STIAwarenessWeek (April), #NationalHIVTestingDay (June 27), #SexualHealthAwarenessMonth (September), and #WorldAIDSDay (December 1). NCSH builds quarterly content around these.

Example: Seasonal Post

THE GRAPHIC



THE CAPTION THAT RAN WITH IT

🌞 Summer heat is great for beach days, but not for condoms.

Condoms work best when they're stored in a cool, dry place. Heat, direct sunlight, and friction can weaken the latex over time, making condoms more likely to break.

Avoid storing condoms:
🔥 In a hot car
🌞 In direct sunlight
👛 In your wallet, pocket, or bag for a long time

Instead, keep them:
🌡️ At room temperature
🗄️ In a drawer, cabinet, or bedside table
📦 In their original wrapper until you're ready to use one

And before using a condom, always check the expiration date and make sure the wrapper isn't torn, damaged, or already opened. A little extra care can help condoms do their job!

Learn more tips to protect your sexual health at fiveactionsteps.org!

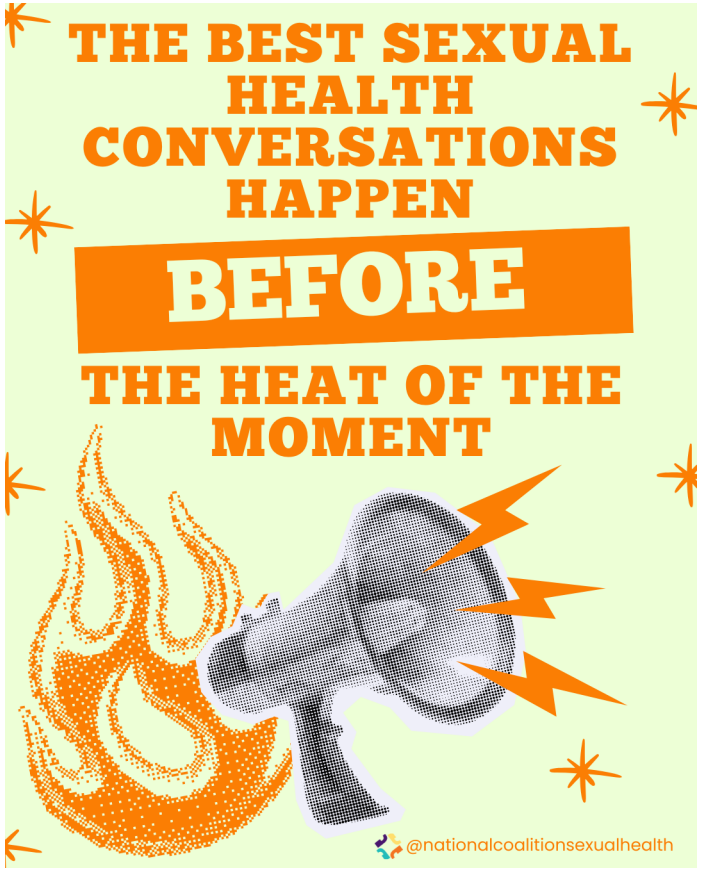
#Condoms #SaferSex #SexualHealth #SummerSafety #STIPrevention #BirthControl #SexEd #HealthyRelationships

WHAT TO NOTICE

- The first line is the hook
- One idea, then a scannable list of actions. The emoji are doing the work of bullets
- Plain language
- The link comes before the hashtags, never buried after them
- Hashtags at the very end, capitalized, and specific
- The handle in the corner

Example: Evergreen Post

THE GRAPHIC



THE CAPTION THAT RAN WITH IT

🔥 It's best to have sexual health conversations with your partner(s) before the heat of the moment. Talking about STI testing, boundaries, and safer sex, like condoms, birth control, and/or PrEP, is easier when you aren't too distracted and can focus on what you want to say. 💬

When starting a sexual health conversation:
✨ Choose a calm, private place where you won't be interrupted.
🧠 Choose a moment when everyone is in a good headspace.
💬 Keep your tone positive, honest, and direct.
👂 Give your partner(s) space to share, too.

For more communication tips, visit bit.ly/OTAComms101 or head to the link in our bio!

#SexualHealth #HealthyRelationships #SaferSex #Communication #STITesting #Consent #RelationshipTips #HealthyCommunication

WHAT TO NOTICE

- The graphic states the whole idea. The caption adds the how, not a repeat
- Four short, actionable steps
- One link and one call to action: "link in our bio."
- The same hashtag pattern: broad, topical, then specific
- Nothing here expires, so it can be reposted next year unchanged
- One heavy font with the handle in the corner

Driving Engagement: 10 Tips

1. **Consistent, not constant**
   Pick the cadence you can keep in your worst week. We suggest starting by posting twice a week on your platform(s).

2. **Reply within 24 hours**
   Replies tell the platform the post is worth showing to more people, and a lack of response may lead to a lack of further engagement from your audience. However, do not respond to trolling.

3. **Ask something specific and easy to engage with**
   "What's one question you have about STI testing?" is more likely to get answers than "Thoughts?"

4. **Use the platform's different features**
   Platforms promote posts that use the formats (polls, sticker questions, stories, etc.) they're pushing.

5. **Post when your people are online**
   Weekday mid-morning to early afternoon is a safe start. Then, check your own analytics which can tell you when your followers are online.

6. **Images and video over text**
   Visual posts consistently outperform text.

7. **Tag partners**
   If you are talking about a partner, it is best practice to tag them. Then, if/when they repost it, their audience becomes yours.

8. **Be specific enough to be useful**
   "Free chlamydia testing, Tuesdays, no appointment" gets shared. "Prioritize your sexual health" gets scrolled past.

9. **Bite-size beats comprehensive**
   One fact, one myth, one tip per post. That ten-item handout is ten posts, not one.

10. **Repeat yourself**
    Reposting your best content every few months isn't lazy, it's how most people see it at all.

Common Pitfalls to Avoid

Being on multiple platforms inconsistently.
Pick fewer platforms that you can commit to consistently post on to grow your audience.

Only posting about your organization.
Mix in more general, useful sexual health information/tips to drive people to your page.

One staff person with the only password.
When they leave, you lose the account. Make sure multiple staff people have access to your accounts.

Letting the account go silent for months
This can read as "this clinic/organization closed."

Chasing trends that don't fit you.
Make sure what you post feels authentic to your organization's voice and mission.

Leading with fear and shame.
This does not drive people to care. Avoid fear-based language (like "scary" or "risky") and instead, use a positive framework.

Writing for other partners instead of your patients.
If your goal is to drive patients to seek care, make sure your posts are written for them.

Ignoring comments and DMs.
An unanswered question may lead to that follower disengaging. However, you if you receive very negative or inappropriate comments, it's best to discuss if/how to respond with your team.

Posting patient stories/wins without written consent.
Even flattering stories. Even when they gave verbal consent.

Only measuring success in likes.
Reach, saves and DMs tell you something. Make sure to check in with these other metrics!

PART THREE

Getting Started and Free Tools to Use

Growing an audience · Your first 30 days · NCSH tools

Your First 30 Days

WEEK 1

Decide

- Determine your priority populations
- Pick your platforms
- Name the owner and the backup on staff
- Set up or clean up the account

WEEK 2

Build

- Download the current NCSH QSMC
- Pick ten posts to use
- Pick at least five of the graphics to post with them
- Draft five more posts specific to your organization

WEEKS 3–4

Post and reply

- Two posts a week
- Reply to comments and DMs within 24 hours
- Tag two partners and ask for a reshare
- Add the account to your website
- Ask staff to reshare one post

DAY 30

Look

- Look at your analytics
- Note your top post and your best time of day
- Repost the graphic that performed best
- Determine your next 15 posts (either from the QSMC or content that you draft)

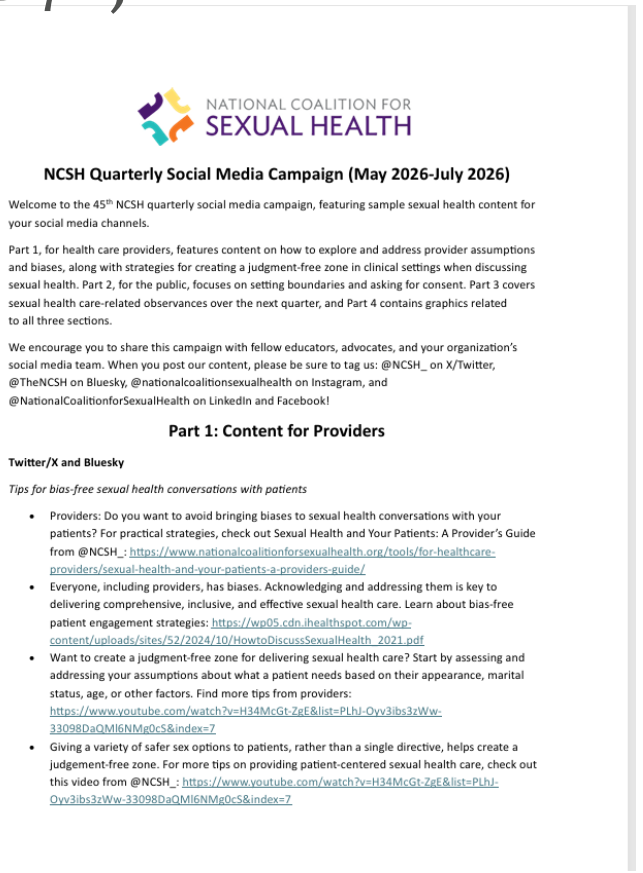
You do not need a strategy document to start.
You need one platform, prepared posts banked, and someone designated to monitor the platform.

What We Offer to Partners

Social media content, newsletters, Quick Tips, fact sheets, and more

Quarterly Social Media Campaign

- Sample sexual health content formatted for Twitter/X, BlueSky, LinkedIn, and Instagram, but can be used across platforms
- Each issue focuses on a different sexual health or healthy relationship theme
- Four parts:
  - Part 1: Content for providers
  - Part 2: Content for the public
  - Part 3: Content for key health observances/holidays
  - Part 4: Graphics related to parts 1, 2, and 3



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NCSH Quarterly Social Media Campaign (May 2026-July 2026)

Welcome to the 45th NCSH quarterly social media campaign, featuring sample sexual health content for your social media channels.

Part 1, for health care providers, features content on how to explore and address provider assumptions and biases, along with strategies for creating a judgment-free zone in clinical settings when discussing sexual health. Part 2, for the public, focuses on setting boundaries and asking for consent. Part 3 covers sexual health care-related observances over the next quarter, and Part 4 contains graphics related to all three sections.

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, @TheNCSH on Bluesky, @nationalcoalitionsexualhealth on Instagram, and @NationalCoalitionforSexualHealth on LinkedIn and Facebook!

Part 1: Content for Providers

Twitter/X and Bluesky

Tips for bias-free sexual health conversations with patients

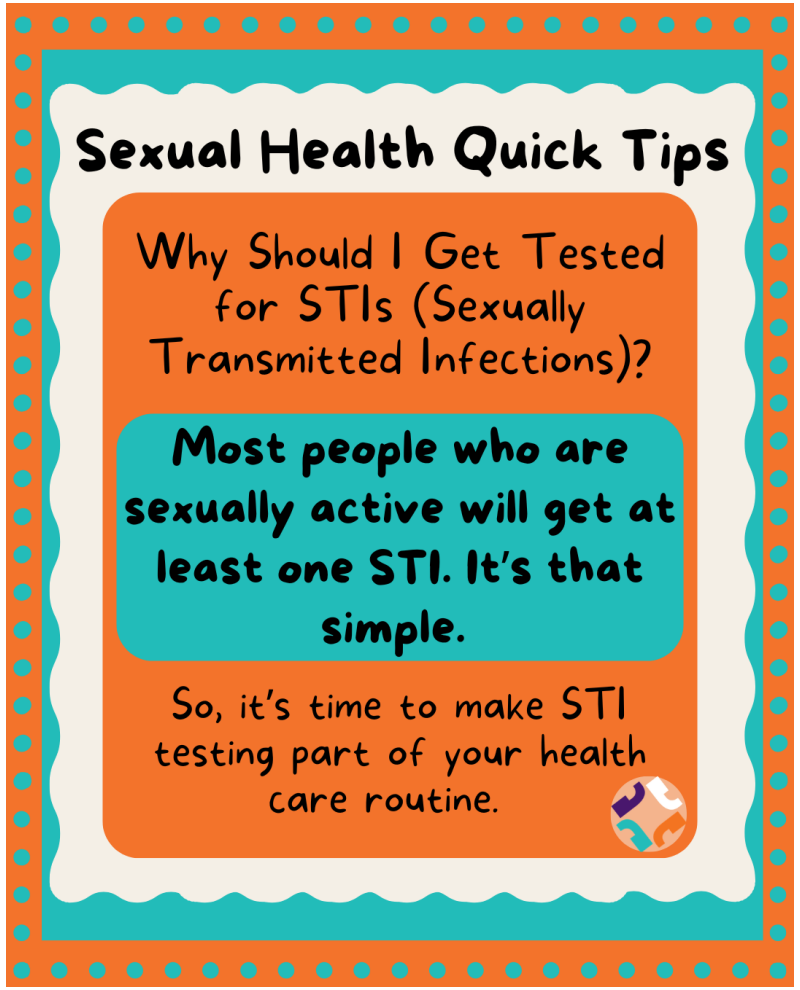
- Providers: Do you want to avoid bringing biases to sexual health conversations with your patients? For practical strategies, check out Sexual Health and Your Patients: A Provider's Guide from @NCSH_: https://www.nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-and-your-patients-a-providers-guide/
- Everyone, including providers, has biases. Acknowledging and addressing them is key to delivering comprehensive, inclusive, and effective sexual health care. Learn about bias-free patient engagement strategies: https://wp05.cdn.ihealthspot.com/wp-content/uploads/sites/52/2024/10/HowtoDiscussSexualHealth_2021.pdf
- Want to create a judgment-free zone for delivering sexual health care? Start by assessing and addressing your assumptions about what a patient needs based on their appearance, marital status, age, or other factors. Find more tips from providers: https://www.youtube.com/watch?v=H34McGt-ZgE&list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS&index=7
- Giving a variety of safer sex options to patients, rather than a single directive, helps create a judgement-free zone. For more tips on providing patient-centered sexual health care, check out this video from @NCSH_: https://www.youtube.com/watch?v=H34McGt-ZgE&list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS&index=7

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It's about honesty. It's about knowledge. It's about time.

Quick Tips and Social Media Graphics

- Colorful graphics provide easy-to-digest information for social media
- Topics include:
  - Common sexual concerns
  - Safer sex strategies (condoms, HPV vaccine, STI testing)
  - The benefits of a good sex life
  - Managing mismatched sex drives
  - How to talk to a provider about sexual health

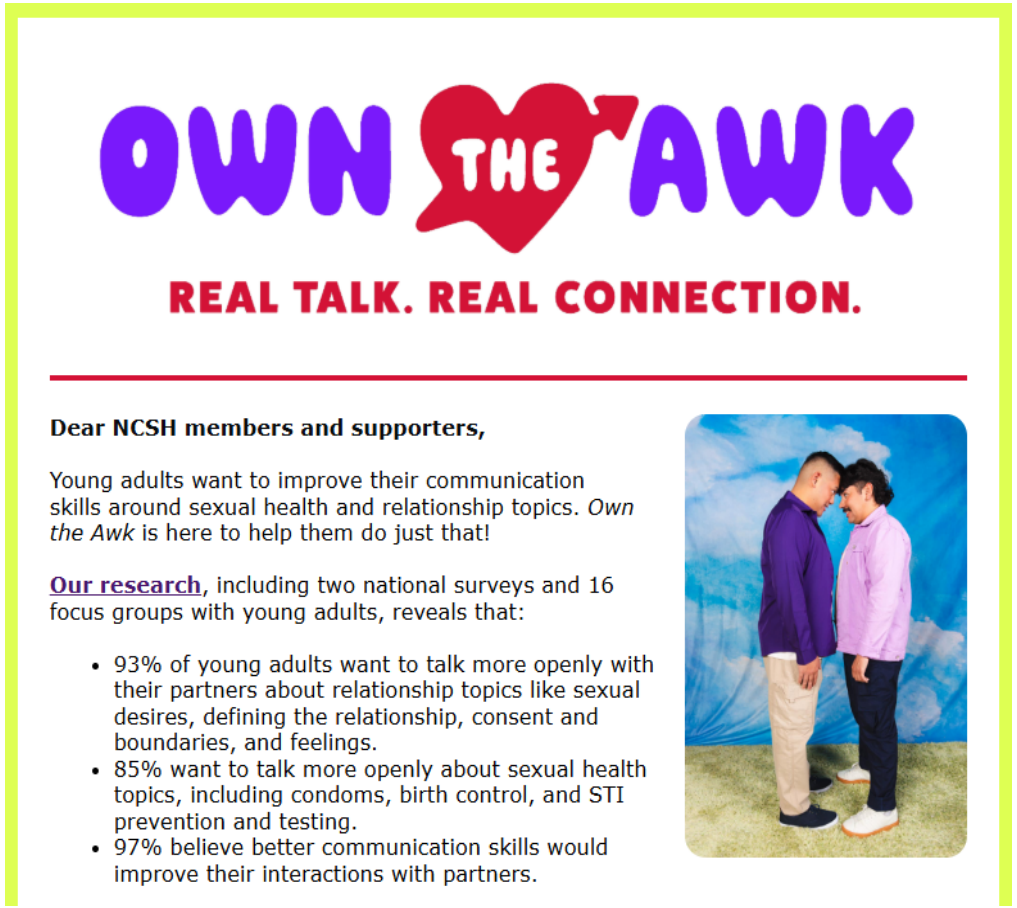


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Newsletters

- *Own the Awk* Bulletin
  - Features core campaign components, new *Own the Awk* resources, and ideas for implementing the campaign!
- *Sexual Health In the News*
  - Weekly curated roundup of media articles that highlights trending sexual health and relationship stories



OWN THE AWK

REAL TALK. REAL CONNECTION.

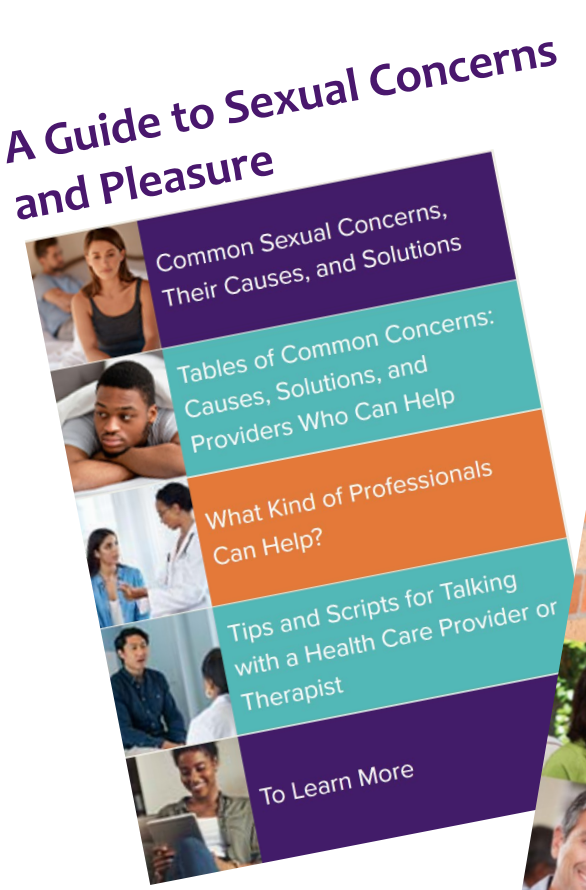
Dear NCSH members and supporters,

Young adults want to improve their communication skills around sexual health and relationship topics. *Own the Awk* is here to help them do just that!

Our research, including two national surveys and 16 focus groups with young adults, reveals that:

- 93% of young adults want to talk more openly with their partners about relationship topics like sexual desires, defining the relationship, consent and boundaries, and feelings.
- 85% want to talk more openly about sexual health topics, including condoms, birth control, and STI prevention and testing.
- 97% believe better communication skills would improve their interactions with partners.

Tools for Patients and the Public











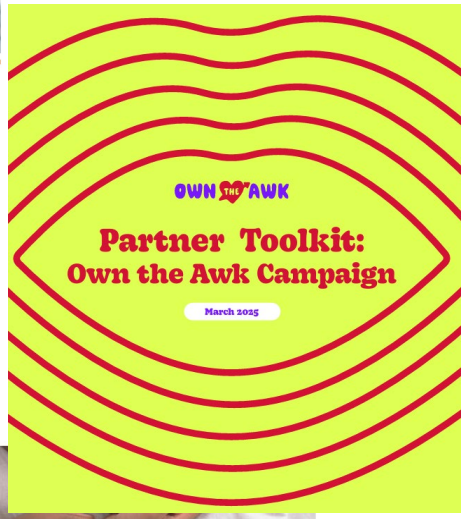
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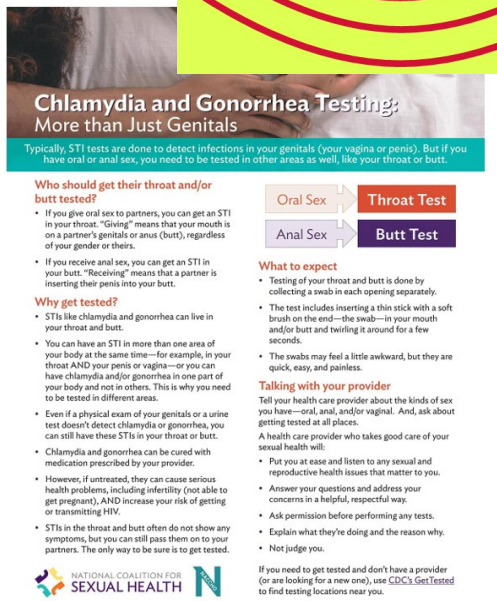
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Toolkits and Fact Sheets

- Toolkits
  - ***Mpox Vaccine: Promotion Materials Toolkit:*** Messages in English and Spanish to promote uptake of the mpox vaccine
  - ***Own the Awk Partner and Influencer toolkits:*** Ready-to-use materials and ideas to promote the campaign
  - ***STI Awareness Week Toolkit:*** Practical, evidence-based resources on STI prevention, testing, and communications
- Extragenital testing fact sheet
  - Describes who should get tested, why get tested, what to expect, and tips for talking with a clinician







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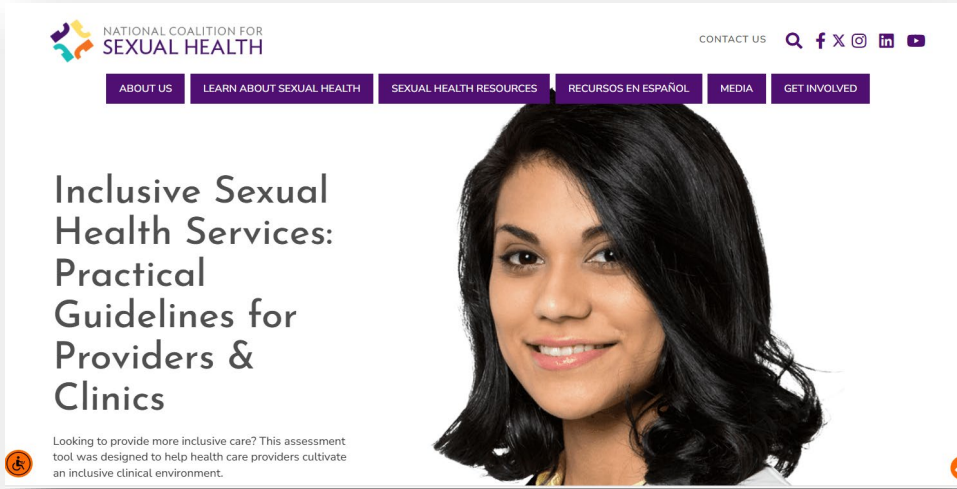
It's about honesty. It's about knowledge. It's about time.

Other Benefits & Joining NCSH

- NCSH Annual Meeting: September 24, 2026
- Media opportunities: interviews on relevant topics
- Networking opportunities with other members
- Channel(s) to promote your resources & activities to NCSH members
- Opportunity to join one of our Action Groups
- And it's free!

Shareable Graphics





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Additional Resources

- ASTHO: Social Media Toolkit for Health Departments
- NACCHO: Social Media Toolkit: A Primer for Local Health Department PIOs and Communications Professionals
- ASHA: Amplifying Sex-positive Messaging on Social Media
- CDC: STI Communication Resources and Social Media

Wrap Up: Five Things to Take With You

1. **Be somewhere on purpose.**
   One platform done consistently beats four done occasionally.

2. **Go where your target audiences are.**
   Under 30 lives on Instagram. 30 to 65 is still on Instagram and Facebook. 65+ is on Facebook.

3. **Specific and bite-size beats longer and vague.**
   “Free STI testing Tuesdays from 2-5pm, walk ins allowed, at xx address ” with an attention-grabbing headline can be the whole post.

4. **Captions and graphics drive reach more than hashtags.**
   If you use hashtags, choose three to five specific tags written into the caption itself.

5. **You don't have to make it all yourself.**
   NCSH has free, updated social media graphics and captions for you to use.

✓ You are not behind. One to two platforms, two posts a week, and a reply within a day is a good strategy.

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It's about honesty. It's about knowledge. It's about time.

Thank You!

- Please check us out at: www.nationalcoalitionforsexualhealth.org
- For campaign updates, sign up at https://bit.ly/OwnTheAwkList
- Contact us at: susan.gilbert@altarum.org, megan.higdon@altarum.org, sophie.rosen@altarum.org
- Follow us: @NCSH_ on X/Twitter, @TheNCSH on Bluesky, @nationalcoalitionsexualhealth on Instagram, and @NationalCoalitionforSexualHealth on LinkedIn and Facebook!