



NCSH Quarterly Social Media Campaign #14 Part One: Central Themes

This is the fourteenth 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 have formatted this content for Twitter, but it can be adapted for Facebook as well.

May 30th is the official launch of our national media campaign to promote the Five Action Steps to Good Sexual Health. We hope you will help us promote the Steps over the next few weeks, in support of the launch. **All links included below will be live as of May 30th.**

Sample Newsletter/Blog Content:

The National Coalition for Sexual Health (NCSH), consisting of 100+ leading health/medical organizations and experts, [launched](#) the Five Action Steps to Good Sexual Health to help Americans protect and improve their sexual health. These Steps are designed to empower people to enhance their self-esteem, advocate for themselves, build positive relationships, make healthy choices, and access vital preventive health services.

Everyone deserves to be treated with respect, and to have healthy relationships and safe, fulfilling sex lives. The Action Steps fill an important void, and give us the tools to help make this a reality. They provide a practical roadmap, including tips and advice, real-life scenarios, conversation starters and more. Read more at www.fiveactionsteps.org.

Sample Tweets:

Links To Press Release:

- The @NCSH_ launches Five Action Steps to Good Sexual Health to help Americans protect and improve their #sexualhealth. #SexualHealthMatters <https://nationalcoalitionforsexualhealth.org/media-center/press-releases/coalition-urges-americans-to-take-five-action-steps-to-good-sexual-health>
- The Five Action Steps to Good Sexual Health empower people to enhance their self-esteem, advocate for themselves, build positive relationships & more. #SexualHealthMatters <https://bit.ly/2saFxMY>
- .@NCSH_ experts urge Americans to take Five Action Steps to Good Sexual Health. #SexualHealthMatters <https://bit.ly/2saFxMY>
- “We all deserve to be treated with respect, to be heard, and to have healthy relationships and safe, fulfilling sex lives. The Five Action Steps fill an important void by giving us hands-on, real-life advice to help make this a reality.” - @LoganLevkoff #SexualHealthMatters <https://bit.ly/2saFxMY>

- The @NCSH redefines what it means to be sexually healthy. It's much more than biology and disease prevention. #SexualHealthMatters <https://bit.ly/2saFxFxMY>
- 58% of young adults have not talked with their parents about what it means to be a “caring and respectful sexual partner,” according to Harvard study. #SexualHealthMatters <https://bit.ly/2saFxFxMY>
- “By the time children enter preschool, parents should already be talking about what it means to respect others, give #consent, and set boundaries.” – @LoganLevkoff #SexualHealthMatters <https://bit.ly/2saFxFxMY>
- “To ensure #sexualhealth, a comprehensive approach is critical – one that normalizes sexuality, addresses key barriers, and equips people with the information they need” – @CPoutloud, @SIECUS #SexualHealthMatters <https://bit.ly/2saFxFxMY>
- .@NCSH_: It's time to give our sexual health the attention it deserves. And, to turn on the lights, and take action both in and out of the bedroom. #SexualHealthMatters <https://bit.ly/2saFxFxMY>
- Americans are eager to improve their #sexualhealth, but face many challenges to doing so. The Five Action Steps to Good Sexual Health are here to help. #SexualHealthMatters <https://bit.ly/2saFxFxMY>
- This new roadmap addresses the key barriers to #sexualhealth, and equips Americans with the practical information and skills they need. #SexualHealthMatters <https://bit.ly/2saFxFxMY>

Others that link to website:

General:

- Being sexually healthy means being able to enjoy a healthier body, positive relationships, a satisfying sex life, and peace of mind. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Are you seeking positive relationships, a satisfying sex life, a healthier body, and peace of mind? The Five Action Steps to Good #SexualHealth have you covered! #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Practical tips & advice, real-life scenarios, conversation starters, and more! The #FiveActionSteps are your roadmap to good #sexualhealth. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Communicating openly and honestly about sex & #sexualhealth with partners, family members, and health care providers can be difficult, the #FiveActionSteps can help. #SexualHealthMatters <https://www.fiveactionsteps.org/>

- 70% of young adults want guidance to help them form and maintain healthy romantic relationships. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- We all deserve respect, positive relationships, and safe, satisfying sex lives. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Good #sexualhealth is so much more than biology and disease prevention. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- #SexualHealth: It's more about the do's than the don'ts. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- It's time to give your #sexualhealth the attention it deserves. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Let's change #sexualhealth from taboo to talked about. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Let's turn on the lights, and take action both in and out of the bedroom. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- It's time to get comfortable talking about #sexualhealth and taking action to improve it. #SexualHealthMatters <https://www.fiveactionsteps.org/>

Action Step #1: Value who you are and decide what's right for you

- Loving yourself – who you are on the inside, what you look like, and your sexual identity – can be challenging. The #FiveActionSteps to Good Sexual Health are here to help! #SexualHealthMatters <https://www.fiveactionsteps.org/1>
- You can get comfortable in your own skin, learn how to embrace your special qualities, and get better at standing up for yourself. #SexualHealthMatters <https://www.fiveactionsteps.org/1>
- Standing up for yourself can take time and practice. Start by taking a few small steps. #SexualHealthMatters <https://www.fiveactionsteps.org/1>
- Seeking advice on improving your self-esteem and body image, embracing your sexual identity, and advocating for yourself? <https://www.fiveactionsteps.org/1> #SexualHealthMatters

Action Step #2: Get smart about your body and protect it

- Sex can bring you pleasure and joy, but it can also bring you some not so fun things, like STIs and unplanned pregnancies. Learn how to protect yourself and your partner. #SexualHealthMatters <https://www.fiveactionsteps.org/2>
- Worry and fear can put a damper on your sex life. Practicing safer sex can help you relax, and give you peace of mind. #SexualHealthMatters <https://www.fiveactionsteps.org/2>
- There's no need to stress about sex - there are steps you can take to make your sex life more interesting and pleasurable, AND reduce your risk of STIs. #SexualHealthMatters <https://www.fiveactionsteps.org/2>
- There's a big menu out there when it comes to sexual expression. Study up, and make your sex life more interesting and pleasurable. #SexualHealthMatters <https://www.fiveactionsteps.org/2>
- Looking for tips on safer sex, condoms, birth control, or dating if you or your partner has an STI? <https://fiveactionsteps.org/2> #SexualHealthMatters

Action Step #3: Treat your partners well and expect them to treat you well

- We all have the right to be treated well by sexual partners, whether it's a one-night stand or a long-term relationship. #SexualHealthMatters <https://www.fiveactionsteps.org/3>
- It's never too late. You can learn how to talk openly about desires, boundaries, consent & safer sex with your partner(s). #SexualHealthMatters <https://www.fiveactionsteps.org/3>
- Wondering how to start the conversation about desires and boundaries with your partner(s)? Check out our practical quotes. #SexualHealthMatters <https://fiveactionsteps.org/3>
- 58% of young adults have not talked with their parents about what it means to be a caring and respectful sexual partner. Start the conversation today. #SexualHealthMatters <https://fiveactionsteps.org/3>

Action Step #4: Build positive relationships

- Do you know what a good, healthy relationship looks like? It includes respect, joy, feeling safe, being open & honest, and feeling fair and balanced. Learn more. <https://www.fiveactionsteps.org/4> #SexualHealthMatters
- No relationship is perfect, but the best sign of a healthy relationship is that it makes you happy most of the time. #SexualHealthMatters <https://www.fiveactionsteps.org/4>

- All relationships need time, attention, and practice for sure. But knowing how to develop a positive one is not intuitive. Get tips and advice with the #FiveActionSteps. #SexualHealthMatters <https://www.fiveactionsteps.org/4>
- Discover the key ingredients of healthy relationships, get tips for building & maintaining one, and identify warning signs of abuse. #SexualHealthMatters <https://www.fiveactionsteps.org/4>

Action Step #5: Make sexual health part of your health care routine

- Preventive #sexualhealth services can help you prevent cancers, plan pregnancies, safeguard your fertility, and detect and treat STIs. #SexualHealthMatters <https://www.fiveactionsteps.org/5>
- Don't assume you're getting the services you need, take charge of your #sexualhealth and talk to your #healthcare provider. #SexualHealthMatters <https://www.fiveactionsteps.org/5>
- Are you getting the preventive #sexualhealth services recommended for you? Find out what you need and get tips on starting the convo with your #healthcare provider. #SexualHealthMatters <https://www.fiveactionsteps.org/5>