



## 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](http://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

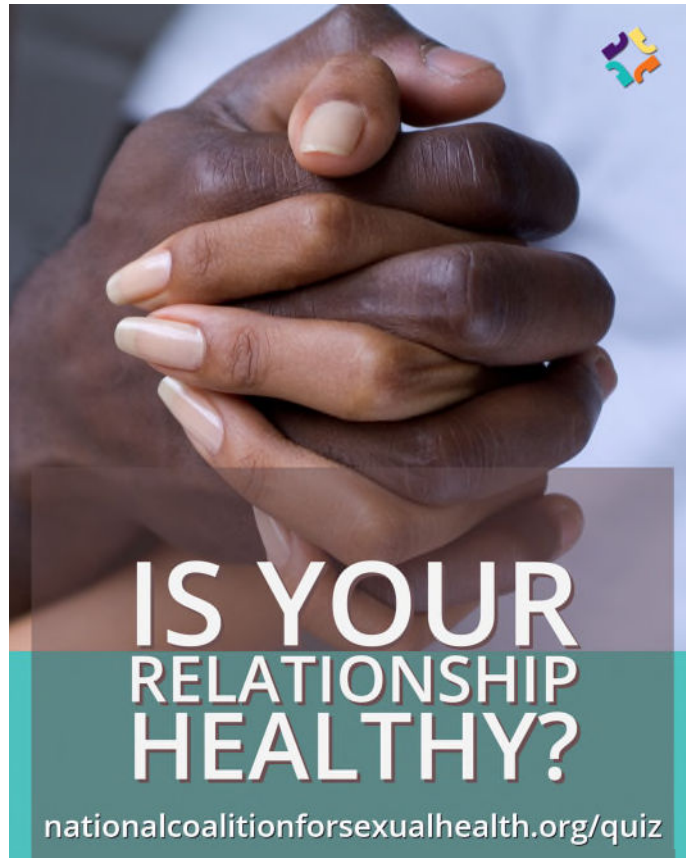
- Happy with your sex life, partners, romantic relationships, and overall #sexualhealth? Take this quiz to find out and get practical tips and advice, too. #HowsYourSexLife <https://nationalcoalitionforsexualhealth.org/quiz>
- Curious to see if your #sexualhealth is up to snuff? With the @NCSH\_ quiz, 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



[“Is Your Relationship Healthy?”](#)



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



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



**ARE YOU ON TOP OF YOUR  
SEXUAL HEALTH?**

[nationalcoalitionforsexualhealth.org/quiz](http://nationalcoalitionforsexualhealth.org/quiz)

The image shows two young men smiling and looking at each other. The man on the right is wearing a grey zip-up jacket over a white t-shirt. The man on the left is wearing a blue patterned shirt. In the bottom right corner of the image, there is a logo for the National Coalition for Sexual Health, which consists of four interlocking puzzle pieces in purple, yellow, orange, and teal. Below the logo is the URL [nationalcoalitionforsexualhealth.org/quiz](http://nationalcoalitionforsexualhealth.org/quiz).