NCSH Quarterly Social Media Campaign
Part 1: Catch Feelings, Not Confusion: Define the Relationship

Welcome to the 41st NCSH quarterly social media campaign, featuring sample sexual health content for your social media channels. This content is formatted for X (formerly Twitter) and BlueSky but can be adapted for Instagram, Facebook, and LinkedIn.

This campaign's theme is the benefits of and tips for defining the relationship (DTR) — often a big and healthy step in a relationship. DTR helps people determine whether they're on the same page with their partner(s) or if they need to adjust their expectations. Whatever the outcome, knowing your relationship status is worth it. These conversations can feel anxiety-producing or awkward, but with a little preparation and practice anyone can own them. For more resources—including a video series, scripts, virtual card decks, and more—on DTR and six other sexual health and relationship topics, explore our newest campaign at OwnTheAwk.org.

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!

Benefits of Defining the Relationship

- *Avoid guessing and get on the same page*
    - Done wondering where you stand? Defining the relationship cuts the guesswork and helps you get on the same page—freeing you up to think about other fun things, like your Friday night plans. 😉 For #DTR tips, check out: https://bit.ly/4j2nnFC
    - Help avoid confusion, anxiety, and drama in your relationship(s) by clearly expressing your boundaries and expectations. Then, it's easier to respect each other's needs and worry less about doing the wrong thing. Learn about #DTR: https://bit.ly/4aCB3Uj
    - Clearly stating expectations helps you and your partner(s) navigate next steps – whether that's checking in more regularly or stepping away to find someone else who wants the same thing. 💕 ✍️ Learn more about the benefits of #DTR: https://bit.ly/OwnTheAwkDTR #OwnTheAwk
    - Different people might want different things. And that's ok! 🤷 Figuring out if a relationship is a good fit starts with understanding each person's expectations. 😌 Want more help with #DTR? Check out: https://bit.ly/3FYkkzl #OwnTheAwk

- *Improve your connection*
    - 🗣️Whether you're "talking," in a #situationship, or considering a committed #relationship, checking in about your relationship expectations can strengthen your #connection. Learn more about the benefits of defining your relationship 📝: https://bit.ly/OwnTheAwkDTR #OwnTheAwk

    - Talking openly about your relationship status can pave the way for honest chats about many other things—from meeting friends 😊 to hard launching on socials 📱 to safer sex 💞. Deepen your connections by defining the relationship: https://bit.ly/4aCB3Uj

    - Talking about your relationship wants and needs can help determine if everyone's on the same page and deepen your connection. Need convo starters? Play 'Gimme That Ask' and choose from 7 virtual card decks with questions ranging from spicy 🌶️ to sweet 🍖: https://bit.ly/4jvFi7v

- *Safer sex strategies*
    - THREAD:
        - What do your safer sex game and the time you spend on dating apps 📱 have in common? They're probably influenced by your #relationshipstatus! 👄 (1/2)

        - If it's casual or non-exclusive, you might decide to use condoms or other types of protection. But in a long-term, exclusive relationship—where you've both been tested for STIs—you might decide to skip those barriers. 🤝

          Just one more reason to #DTR: https://bit.ly/4i4pB5T (2/2)

How to Prepare for the Conversation

- *Reflecting on your needs and wants*
    - The first step to #DTR? Figuring out your needs:
      💫Ask yourself what you want from the connection
      💫Write down your thoughts & feelings to clarify where you stand
      💫Practice with your besties or solo before you start the convo
      Learn more: https://bit.ly/OwnTheAwkDTR

    - Knowing what you want from a #relationship is easier said than done. 😖 Keep it real and ask yourself, "What do I actually want?" And check in with yourself regularly—feelings can change! Learn more #DTR tips: https://bit.ly/3YkTmZa

    - Is it a fling or the real deal? 🤔😳 Defining the relationship may be awk, but it's the only way to know if you're on the same page. Step one: figure out what you want and need. ❤️‍🔥 For tips on what to do next, check out: https://bit.ly/OwnTheAwkDTR 😉 #OwnTheAwk

- Do you want something:
  🌷Committed or casual?
  🌷Sexual?
  🌷Romantic?
  🌷Exclusive?

  Clarifying what you want makes the #DTR talk way easier. Reflect on each question and remember, every combo is valid! For more advice, visit: https://bit.ly/3RajK41

- *Practicing what to say*
  - It's like they always say: practice makes perfect—or at least better—especially when it comes to #DTR. 😍 Practicing what to say can help clarify your asks, allow you to make adjustments, and reduce anxiety before the real convo. Need more advice? Head to https://bit.ly/4j9nu2e

  - Defining the relationship convos get easier and less stressful with practice. 🙃 So grab your bestie and run through what you want to say before the #DTR talk. That's what friends are for! 😄 💔 Want more tips? Check out @NCSH_'s "In the Open" video: https://youtu.be/vBDifmHGCdw

- *Building confidence and calming your nerves*
  - Feeling nervous about #DTR? Totally normal & your partner might feel the same way! To break the ice, try something like, "Things are great & I'd love to talk about where this might be going." Find more convo starters: https://bit.ly/OTAScripts #OwnTheAwk

  - Defining the relationship can be anxiety-inducing for anyone. 😟 Build your confidence by watching how one couple navigates the tricky "What are we?" convo on the AwkLine 📞: https://bit.ly/3FYkkzl #OwnTheAwk

  - About to have a tough relationship talk? Remember: your needs and wants matter just as much as anyone else's. A caring partner won't expect you to stay in a relationship that doesn't make you happy. 🫶 🌟 📚 Find more healthy relationship tips at: https://fiveactionsteps.org/

Tips for Having the Talk

- *Where and when to have the conversation*
  - Getting ready to ask, "Where do you see this going?" Pick a calm, private setting when everyone's relaxed and in a good mood to help pave the way for a smooth convo. For more communication tips, visit: https://bit.ly/OTAComms101 #OwnTheAwk

  - Clear minds make for more open, honest conversations – especially those you'll remember. 💭 🤔 When talking about what "this" is, it's best to avoid alcohol or drugs so you can be present and clear. For more advice on #DefiningTheRelationship, visit https://bit.ly/4i4pB5T

- *Speak openly and honestly*
    - Reminder: no one is a mind reader, no matter how well they know you. 🧠📖 When talking with your partner about your relationship, be clear about your thoughts, needs, & desires and invite them to do the same. Calm, open communication is key! https://bit.ly/405tlhR

    - Having a ❤️ to ❤️ with your partner about what "this" is? Don't be afraid to open up! Remember, you deserve a relationship where you feel safe, can be yourself, and share what you want. Learn more about building positive relationships: https://bit.ly/405tlhR

    - Sparking ✨ honest relationship convos doesn't have to be so serious! Play 'Gimme That Ask' and choose from 7 digital card decks 🃏 filled with 140+ questions on topics from spicy to sweet. Pick a deck, grab a card, and start talking! https://bit.ly/4jvFi7v #OwnTheAwk

- *Starting the conversation*
    - Want to start an honest conversation with your situationship about where things are headed? Try open-ended questions like, "What kind of relationship are you looking for?" to help everyone share their thoughts. For more #DTR tips, watch: https://youtu.be/vBDifmHGCdw

    - When starting a #relationship convo, skip the "we need to talk" line. It's a total anxiety trigger! There are better ways to open the conversation—promise. Find more communications advice at: https://bit.ly/OTAComms101 #OwnTheAwk

    - Not sure where you and your #summerfling stand? Want to ask where things are headed but don't know where to begin? 😬 📢 Check out #OwnTheAwk for convo scripts on different sex and relationship topics, including #DTR: https://bit.ly/OTAScripts

    - It can be hard to bring up awkward relationship questions, like whether you're both ready to hard launch or be exclusive. 👀 Watch how one couple navigates the #DTR convo with help from sex and relationship expert Shan Boodram on the AwkLine: https://bit.ly/3FYkkz #OwnTheAwk

Communications 101

- *Active listening and body language*
    - Let your body do the talking. 😌

      Nonverbal cues can show you're really listening to your partner(s). Maintain #eyecontact 👀, silence devices, and stop yourself from fidgeting during convos. For more #communicationtips, check out: https://bit.ly/OTAComms101 #OwnTheAwk

    - #Communication isn't just about talking – it's about listening too. When others speak, be fully present, don't interrupt, and show you're engaged so they feel fully heard and supported. 🫶 Learn more about building healthy relationships: https://fiveactionsteps.org/

- Want to be a better listener? Try to:
  👂 Maintain eye contact
  👂 Keep an open mind to see their POV
  👂 Be ready to admit they have a valid point
  Learn more about active listening: https://bit.ly/42ES8KQ

- *Keep the conversation balanced*
  - Have you been checking your chat balance? 🧐 If the convo is all about you, shift gears and ask your partner(s) what's going on in their life. #Conversations should be a two-way street. Check out more tips: https://bit.ly/3G0WgMh

  - Ever wonder why a date isn't going well— and then realize they haven't asked you a single question? 🤷 If you can't get a word in, it's ok to say something like "It's so great to learn about you, do you have any questions for me?" Learn more: https://bit.ly/OTAComms101 #OwnTheAwk

- *Avoid making assumptions*
  - Something your partner said not making sense? 👀 Before jumping to the wrong conclusion, ask them to clarify. That's a very simple way to prevent misunderstandings and conflict. 🙃 For more #communicationtips, visit: https://bit.ly/3G0WgMh

  - If your partner seems off, don't assume it's about you. Instead, get curious: ask open-ended questions like, "How's your day been?" or "How are you feeling?" and give them space to share. Learn more: https://bit.ly/OTAComms101 #OwnTheAwk

Next Steps

- *Continue the conversation*
  - What you're looking for in a relationship can change, and that's ok! Just make sure to keep your partner in the loop. Regular check-ins can help keep things clear and prevent conflict. 🌷 Learn more at @NCSH_'s 5 Action Steps ➡️: https://fiveactionsteps.org/

  - Remember: the #DTR talk isn't a one-and-done. Be ready to have this chat more than once, especially as your relationship evolves. Regular check-ins can help keep things clear and prevent misunderstandings. Want help figuring out next steps? Check out https://bit.ly/OwnTheAwkDTR

- *Compromising to fit both of your needs*
  - Trying to #DefineTheRelationship when you and your partner aren't on the same page? No need to fix everything right away. Take time to think it through & plan a follow-up. You might be able to talk things out & find a compromise. For more, check out: https://bit.ly/4j9nu2e

  - If you and your partner want different things, that doesn't have to mean it's over. Be open to their POV and see if meeting halfway works for both of you. 🎥 Watch how one couple finds compromise during a #DTR talk on the AwkLine ☎️: https://bit.ly/3FYkkz #OwnTheAwk

- A #healthyrelationship 🌱 meets everyone's needs – and sometimes that means #compromise. But don't bend so much you lose sight of what makes you feel happy and safe. Compromising to avoid losing someone probably won't satisfy you in the short or long-term 💔 : https://bit.ly/4aCB3Uj

- *If the conversation doesn't go your way*
  - Having a #DTR chat but can't agree on what "this" is? It might be time to call it quits. Give yourself time to process the loss and be proud you didn't settle. It takes guts and self-awareness to keep searching for the relationship that fulfills you: https://bit.ly/405tlhR

  - #DTR talk didn't go how you hoped? That can sting—but remember, their #relationship preferences aren't a reflection 🪞 of your worth. Sometimes people just don't match, and that's ok. 💕 Need more tips? Check out: https://bit.ly/OwnTheAwkDTR #OwnTheAwk

  - #REMINDER: Partners who genuinely care about you won't push you to stay in a relationship that doesn't make you happy. Breaking away from someone who isn't right can open doors to better connections that line up with what you're looking for 💔 : https://fiveactionsteps.org/

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:

May

- #TalkingIsPower Month
- Sex Ed for All Month
- National Adolescent Health Month
- National Women's Health Week (May 12-18)
- HIV Vaccine Awareness Day (May 18)
- Hepatitis Awareness Month & National Hepatitis Testing Day (May 19)

June

- Pride Month
- National HIV Testing Day (June 27)

July

- World Hepatitis Day (July 28)

May

#TalkingIsPower Month
Learn more at Power to Decide: https://powertodecide.org/TalkingIsPower

- 🧠 Young people are listening—and they want the facts. This #TalkingIsPower Month, let's start honest, supportive convos about sex and relationships. Not sure where to start? These tools from @PowerToDecide can help: https://powertodecide.org/TalkingIsPower
- Need help keeping the convo going about sex, love, or relationships? 💬 This #TalkingIsPower Month, check out @NCSH_'s #OwnTheAwk campaign for free scripts, videos, digital card decks, and more on 7 key sexual health and relationship topics. 👉 OwnTheAwk.org #RealTalk

Sex Ed for All Month
Learn more at the Sex Education Collaborative: https://sexeducationcollaborative.org/sex-ed-all-month

- It's #SexEdForAll Month—and everyone deserves the info and skills to protect their sexual health. But for young people, getting quality sex ed is harder than ever. Wanna help change that? Learn how you can advocate: https://sexeducationcollaborative.org/sex-ed-all-month 💪✨ #SexEdForAll
- 🗣️ Talking about sex and relationships shouldn't feel like a test you didn't study for. This #SexEdForAll Month, check out @NCSH_'s #OwnTheAwk —a campaign that helps young adults ditch the anxiety and own the awkward convos with their partner(s). OwnTheAwk.org #SexEdForAll

National Adolescent Health Month
Learn more at the HHS Office of Population Affairs: https://opa.hhs.gov/NAHM

- 🌟 May is #NationalAdolescentHealthMonth!
  #DYK teens and young adults have unique health needs?
  🧠 Mental health support
  🩺 Access to sexual & reproductive health services
  🍎 Building healthy habits that last a lifetime
  Let's support the people and programs helping youth thrive. Learn more: https://opa.hhs.gov/nahm #HealthyYouthNAHM @HHSPopAffairs
- 📣 #TakeActionForAdolescents is designed to motivate, energize, and inspire adults who work with adolescents to improve health outcomes for this age group. 🙌 Learn more from @HHSPopAffairs about how to get involved. https://opa.hhs.gov/takeactionforadolescents #NationalAdolescentHealthMonth

National Women's Health Week (May 12-18)
Learn more at the HHS Office on Women's Health: https://womenshealth.gov/nwhw/

- 🎉 Today kicks off #NationalWomensHealthWeek! Women face unique health challenges—and too often, they're overlooked. Let's empower every woman to be her own best health advocate. 💪🏽💗 Check out @NCSH_'s Five Action Steps for the perfect roadmap: https://fiveactionsteps.org/ #NWHW

- 🔍 #DYK #STIs like chlamydia and gonorrhea often don't show any symptoms? Even if you feel fine, annual testing is recommended for:
  ✔️ Sexually active women ages 24 and younger
  ✔️ Women 25+ at risk (like those with a new partner)
  💬 ❤️‍🩹 #GetTested! https://womenshealth.gov/nwhw/day-2-safe-sexual-health #NWHW

HIV Vaccine Awareness Day (May 18)
Learn more at HIV.gov: https://www.hiv.gov/events/awareness-days/hiv-vaccine-awareness-day

- May 18 is #HIVVaccine Awareness Day! 💉 💪🏽 We're closer than ever thanks to years of research and community support. Learn more and stay informed: https://www.hiv.gov/hiv-basics/hiv-prevention/potential-future-options/hiv-vaccines #HVAD #EndHIV #HIVPrevention
- An #HIVVaccine is possible—and YOU can be part of the movement. ✊🏽 This HIV Vaccine Awareness Day, let's uplift the ongoing research and help push for progress. 💡 Learn more: https://hivinfo.nih.gov/understanding-hiv/hiv-aids-awareness-days/hiv-vaccine-awareness-day #HVAD # #EndHIV #HIVPrevention

Hepatitis Awareness Month & National Hepatitis Testing Day (May 19)
Learn more at the Centers for Disease Control and Prevention: https://bit.ly/4aVVw4T

- May is #HepatitisAwarenessMonth, a reminder that prevention and treatment are within reach.
  ✅ Hep A & B: Vaccines can protect you.
  ✅ Hep B & C: CDC recommends people age 18+ get tested at least once.
  ✅ Hep C: It's curable with treatment.
  Learn more: https://bit.ly/4aVVw4T
- 🚨 #Hepatitis is more common than you think. This #HepatitisAwarenessMonth, learn the ABCs of viral hepatitis and recommendations for who should get tested and/or vaccinated. 💉 Get informed: https://bit.ly/4aVVw4T
- 🗓️ This #NationalHepatitisTestingDay (May 19), let's raise awareness about #HepB and #HepC and encourage everyone to know their status. 🙌 It's time to make #Hepatitis testing a priority! 💪 Learn more: https://bit.ly/4aVVw4T

<u>June</u>

Pride Month
Learn more at the Human Rights Campaign: https://www.hrc.org/campaigns/celebrate-pride-with-us

- #Providers: Looking for resources to better support your LGBTQ+ patients? Check out @NCSH_'s Compendium of Sexual & Reproductive Health Resources — everything you need in one place! 🏳️‍🌈 👉 https://bit.ly/NCSH-Compendium
- #Providers 🩺: Want to make your clinic more welcoming for LGBTQ+ patients this #PrideMonth? @NCSH_'s Inclusive Care Guide is here to help you create a safe, affirming space. 🌈 💖 https://bit.ly/4aqjdUw

- There's no right or wrong way to come out—and no rush. Take your time, prioritize your well-being, and lean on folks who've got your back. 🏳️‍🌈 💛 Looking for guidance? These tips can help you feel more prepared: https://bit.ly/4hykyei #PrideMonth

National HIV Testing Day (June 27)
Learn more at HIV.gov: https://www.hiv.gov/events/awareness-days/hiv-testing-day

- 🗓️ June 27 is National #HIVTestingDay — a powerful reminder that knowing your HIV status is key to protecting your health. ❤️‍🩹 Get the facts and find testing options near you, or order a FREE at-home HIV test kit: https://together.takemehome.org #HIVAwareness #StopHIVTogether
- ❤️‍🩹 Getting tested is an act of self-love — and community care. This National #HIVTestingDay, help break the stigma and encourage friends, family, and partners to #GetTested. Find free testing resources at @HIVgov: https://www.hiv.gov/hiv-basics/hiv-testing/learn-about-hiv-testing/where-to-get-tested

July

World Hepatitis Day (July 28)
Learn more at the World Hepatitis Alliance (https://www.worldhepatitisday.org/) and CDC (https://www.cdc.gov/hepatitis-awareness/about/world-hepatitis-day.html).

- 🌎 July 28 is #WorldHepatitisDay, a global call to eliminate viral hepatitis. The tools are here:
  💉 Vaccines for hep A & B
  💊 Cure for hep C
  🧪 Simple testing for hep A, B & C
  Let's work together to end hepatitis for good. Learn more: https://www.worldhepatitisday.org/ #HepatitisAwareness
- Hepatitis doesn't always show symptoms so many people don't know they're infected. On #WorldHepatitisDay, take a minute to check if you should get tested or vaccinated. Your liver will thank you. 💛 More info from @CDCgov 👉 https://www.cdc.gov/hepatitis-awareness/about/world-hepatitis-day.html #HepCantWait #TestTreatPrevent

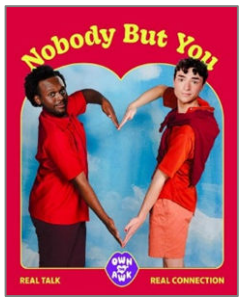
NCSH Quarterly Social Media Campaign
Part 3: Social Media Graphics

NCSH is proud to offer Part 3: Social Media Graphics for this Quarterly Social Media Campaign. This section contains links to downloadable graphics formatted for Instagram, but they can be used across social media platforms. You can find more sexual health and relationship graphics, in both English and Spanish, and captions here. **We kindly ask that you acknowledge us in your caption and/or tag us!**

Follow us on LinkedIn National Coalition for Sexual Health, Instagram @nationalcoalitionsexualhealth, X @NCSH_, and Bluesky @thencsh.bsky.social.

Campaign Graphics:

Own the Awk: Nobody But You / Nadie más que tú



Graphic 1
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Graphic 2 (in Spanish)
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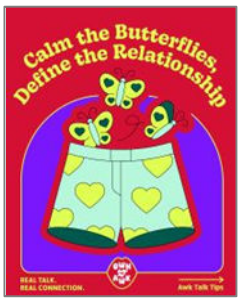
Own the Awk: "Calm the Butterflies. Define the Relationship" DTR Tips Carousel



Graphic 1
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Graphic 2
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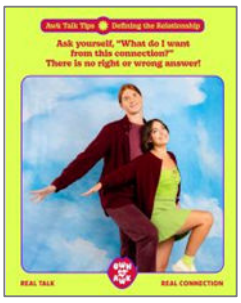

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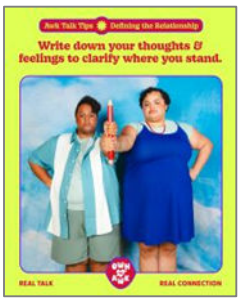

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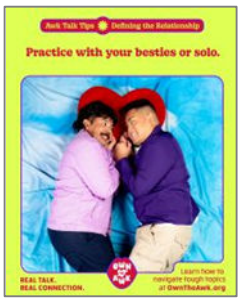

Graphic 5
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Standing Up for Yourself with Partners: Five Quick Tips

Graphic 1
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Graphic 2
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Graphic 3
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Key Ingredients to Healthy Relationships

Graphic 1
[Download]

Graphic 2 (for Facebook or X)
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