UofSC Sexual Health Campaign

A Social Media Content Guide

The Social Media Guide is a tool to help campus partners communicate with students about their sexual health. The guide is arranged by days of the week, with a daily hashtag and content focus. We encourage campus partners to use this guide as inspiration when developing their own social media content for UofSC students.

Note: For best quality, use the .gif, .png and .jpeg images provided in the media toolkit.
An overview of different contraceptives and barrier methods to prevent pregnancy and STIs/STDs.

**MethodMonday**

Doesn’t wearing two condoms make you twice as safe? **WRONG,** it actually makes it more likely that they will rip or tear. Make sure you know the facts! #MethodMonday #uofscsexualhealth

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**Myth:** You can’t get pregnant during your period. While fertility fluctuates throughout the phases of the menstrual cycle, sperm can live in the body for up to 7 days. #MethodMonday #uofscsexualhealth

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Our contraception spotlight for #MethodMonday: IUDs

These birth control devices are more than 99% effective, come in two different forms and can be taken out when you choose. Interested? You can start the process to get yours today at the health center! tinyurl.com/uofscsexualhealth #uofscsexualhealth

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*For full-size graphics please refer to the media tool kit*
Our contraception spotlight for #MethodMonday: Implants

This matchstick-sized implant is also more than 99% effective and can last for up to 3 years. Remember, this does not prevent STIs! Read more here: tinyurl.com/uofscsexualhealth #uofscsexualhealth

Our contraception spotlight for #MethodMonday: Condoms

Both internal and external condoms can provide something that NO other contraceptive can: dual protection from both pregnancy and STIs. An even safer idea is pairing condoms with another form of contraception! You can’t get much safer than that. #uofscsexualhealth

Steps to external condom application:

1) Check expiration date and for any signs of damage.
2) Open with your hands, not your teeth or scissors.
3) Place condom on the head of the penis or toy. Be sure to pinch the tip to avoid air bubbles and allow room for ejaculate.
4) Use lubricant to decrease friction and increase pleasure!
5) Keep condom on until sex is completed.
6) Carefully take it off by holding the rim and rolling until off.
7) Throw it in the garbage; DO NOT flush it down the toilet.

#MethodMonday #uofscsexualhealth

*For full-size graphics please refer to the media tool kit*
An overview of different contraceptives and barrier methods to prevent pregnancy and STIs/STD

There are a wide range of contraceptive options to fit your financial situation. You can discuss these with our sexual health coordinator – make an appointment by visiting sc.edu/myhealthspace or calling 803-777-1835. tinyurl.com/uofscsexualhealth #MethodMonday #uofscsexualhealth

Condoms don’t have to be boring. There are a variety of condoms to spice up your sex life (ribbed, flavored, etc.). And the best part? You can get them for FREE in the Center for Health and Well-Being! #MethodMonday #uofscsexualhealth

Did you know that IUD use has nearly doubled from 2006 – 2010? Visit the Center for Health and Well-Being to find which contraceptive is right for you. tinyurl.com/uofscsexualhealth #MethodMonday #uofscsexualhealth

*For full-size graphics please refer to the media tool kit*
A focus on reducing the stigma surrounding STI testing, while educating students about the testing resources available on and off campus.

Curious about STI testing? The health center offers both blood tests (HIV, Syphilis) & urine tests (Chlamydia, Gonorrhea, Trichomoniasis) - Don’t wait! Stop by the first floor of the Center for Health and Well-Being, speak with one our sexual health educators and learn the facts. tinyurl.com/uofosexualhealth #GetTestedTuesday #uofcssexualhealth

MYTH: If you don’t have symptoms, you don’t need to get tested.

FACT: 77% of people don’t show signs or symptoms of an STI infection. This is why regular testing is recommended even if you’re symptom free. Untreated STIs can lead to long-lasting complications, such as infertility. #GetTestedTuesday #uofcssexualhealth

Interested in STI testing at the health center? It’s an easy process – just make an appointment at sc.edu/myhealthspace. Your results will be sent to you within 48 hours on a completely secure platform tinyurl.com/uofosexualhealth #GetTestedTuesday #uofcssexualhealth

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A focus on reducing the stigma surrounding STI testing, while educating students about the testing resources available on and off campus.

Wondering whether you should get tested? Check out this guide!
#GetTestedTuesday #uofscsexualhealth

Make your sexual health a part of your annual doctor’s visit (yes, you should be going every year). Talking to your doctor about your sex life can prevent serious health problems & lifelong illnesses
#GetTestedTuesday #uofscsexualhealth

Have a partner or friend who is not a UofSC student who wants to get tested? Luckily, there are local providers that offer testing for free or at a low cost. Here are some in our area:

Joseph H. Neal Wellness Center
AHF Testing
SC DHEC
Palmetto AIDS Life Support (PALSS)

#GetTestedTuesday #uofscsexualhealth

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Sexual Health Campaign

#GetTestedTuesday

A focus on reducing the stigma surrounding STI testing, while educating students about the testing resources available on and off campus.

Want to get tested on campus? It’s simple and can be scheduled from your phone! Log in to sc.edu/myhealthspace and make an appointment.

What should you expect??
You’ll need to give info about the activities you engage in, but this is to make sure that you have the right kind of testing done (don’t worry, they won’t expect a play by play). From there, you’ll go to the lab for testing, and your results are typically available the next day.

#GetTestedTuesday #uofscsexualhealth

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Sexual Health Campaign

#RelationshipGoals
Empowering students to talk to their partners about consent and contraceptives.

Sex is pretty dope, but it can also bring unwanted things like STIs, unplanned pregnancy and worry. Learn how to manage a healthy sex life here: fiveactionsteps.org
#RelationshipGoals #uofscsexualhealth

Talk with your partner BEFORE engaging in sexual activity.
#consent
#RelationshipGoals
#uofscsexualhealth

“LET’S CHAT, SHALL WE?”

CONSENT

Sex is better when everyone is on the same page. Consent is incredibly important. DO NOT forget to ask!
#RelationshipGoals
#uofscsexualhealth

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Sexual Health Campaign

#RelationshipGoals
Empowering students to talk to their partners about consent and contraceptives

Consent is a clear and uncoerced YES.
#RelationshipGoals
#uofscsexualhealth

Communication is important. Talk to your partner before engaging in sexual activity.
#consent #RelationshipGoals
#uofscsexualhealth

According to a 2008 study in Archives of Pediatrics and Adolescent Medicine, nearly 50% of college students had experienced abuse in a relationship. Arguments happen, but how do you determine what is a healthy discussion or possible abuse? Read this article to learn the “red flags of a relationship.”
default.readsh101.com/relationship-red-flags
#RelationshipGoals #uofscsexualhealth

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Sexual Health Campaign

#RelationshipGoals
Empowering students to talk to their partners about consent and contraceptives

Boundaries are present in all parts of life, not just your romantic and platonic relationships. Practicing the art of consent and self-empowerment in everyday life can help you prepare for the times when life really throws you for a loop. Learn more: default.readsh101.com/finding-yourself #RelationshipGoals #uofscsexualhealth

*For full-size graphics please refer to the media tool kit*
Did you know that condoms were first used around 3000 B.C.? Back then, materials used were fish bladders, linen sheaths & animal intestines. #ThrowbackThursday #uofscsexualhealth

#ThrowbackThursday to when condoms & diaphragms were made from vulcanized rubber (the same material as modern hockey pucks), way back in 1838. #uofscsexualhealth

Barbara Gittings fought for decades to secure rights for queer people. She is most known for leading the movement that urged the American Psychiatric Association to revoke homosexuality’s designation as a disorder, in 1973. #ThrowbackThursday #uofscsexualhealth

*For full-size graphics please refer to the media tool kit*
In 1916, Margaret Sanger opened the first birth control clinic in the U.S. in New York City. #ThrowbackThursday #uofcsexualhealth

In 1984, Ryan White was diagnosed with AIDS following a blood transfusion. Ryan fought discrimination and rallied for the right to attend school, becoming the face of public education. In 1990, the Ryan White Comprehensive AIDS Resources Emergency (CARE) Act was passed. #ThrowbackThursday #uofcsexualhealth

In 1978, Gilbert Baker helped define the LGBTQ movement when he designed the rainbow flag. #ThrowbackThursday #uofcsexualhealth

*For full-size graphics please refer to the media tool kit*
DYK: speed dating was invented by a rabbi in Los Angeles in 1999. It’s based on a Jewish tradition of chaperoned gatherings of young Jewish singles.
#ThrowbackThursday
#uofscsexualhealth
**Sexual Health Campaign**

**#FunFactFriday**

Reducing the stigma surrounding sexual health discussions by sharing fun facts.

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*Did you know?* The average time spent kissing in your lifetime is 20,160 minutes. That's 336 hours or 14 days. #FunFactFriday #uofscsexualhealth

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Approximately two-thirds of people tip their head to the right when they kiss. Scholars speculate that this preference started in the womb. #FunFactFriday #uofscsexualhealth

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DYK: When you kiss someone, your brain releases three different hormones that combine to give you that feeling of euphoria? Dopamine to stimulate joy, oxytocin to foster feelings of affection and attachment & serotonin, which makes the brain become a bit obsessive. No wonder the memory of a good kiss can stay with us. #FunFactFriday #uofscsexualhealth

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