



# Inspire Change Through Social Media:

A Toolkit for OPA TPP Grantees



# HOW TO USE THIS TOOLKIT

This social media toolkit provides sample social media content and images that Teen Pregnancy Prevention (TPP) Program grantees can use to communicate with young people. Content includes affirming and supportive health promotion messages that encourage young people to reach their full potential and take control of their reproductive well-being. Social media posts are one way to inspire youth to live healthy and thrive.

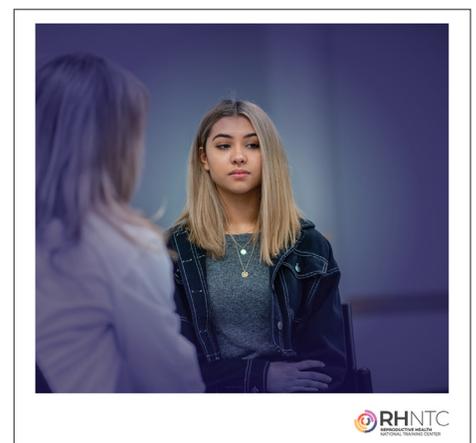
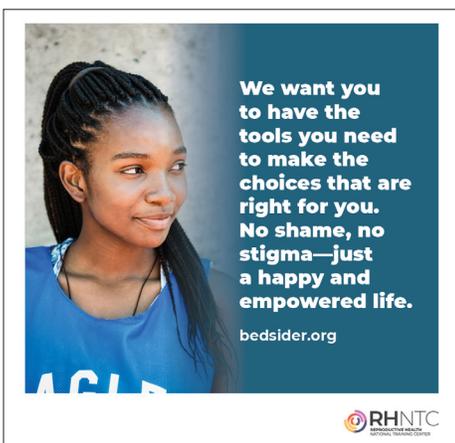
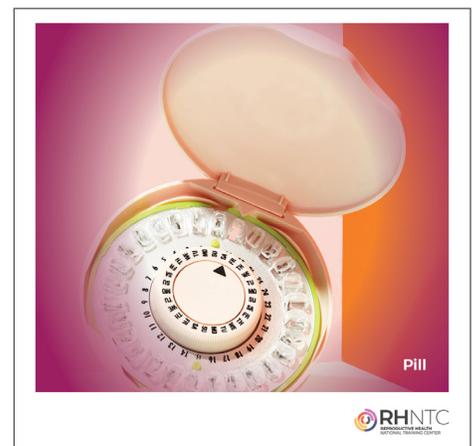
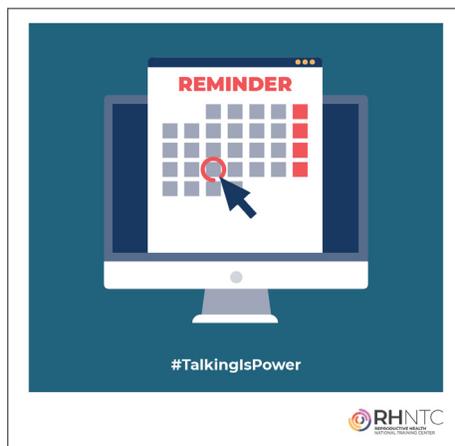
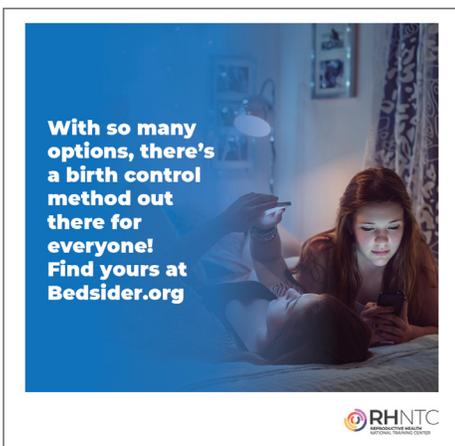
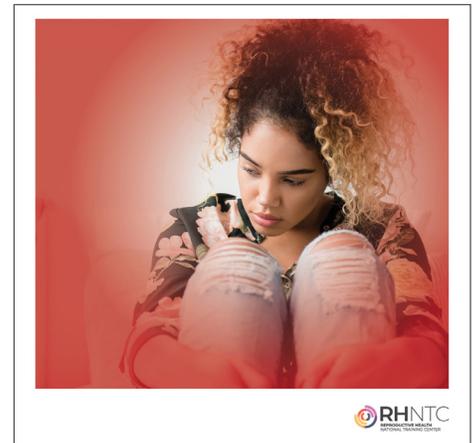
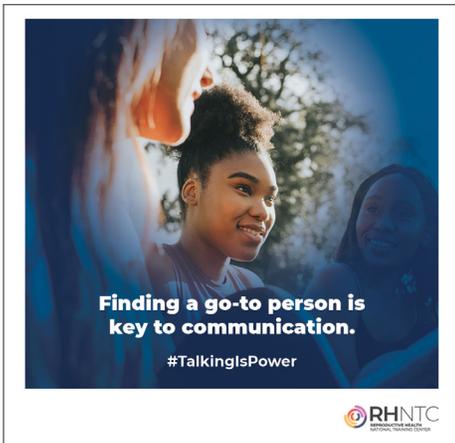
---

## **This toolkit contains:**

- 1 | Social Media Graphics
- 2 | Sample Social Media Messages
- 3 | Instructions to Insert Your Logo
- 4 | Evergreen Content
- 5 | Other Resources

# 1 | SOCIAL MEDIA GRAPHICS

The images below, plus additional images, are available to download in a ZIP file on [rhntc.org](http://rhntc.org). These images are available as either PDF or JPEG files in dimensions for Facebook/Instagram and Twitter. See the instructions section to learn how to add your agency's logo and contact information to the white space below the photograph.



## 2 | SAMPLE SOCIAL MEDIA MESSAGES

*Copy and paste these messages directly into social media platforms—like Twitter, Facebook, or Instagram—or customize the messages to best fit your organization’s audience. Where applicable, add a website link or contact method for youth to reach you.*

Some of the messages contain hashtags used in national campaigns. When a message is posted on a social platform and includes a hashtag, it will become a link that will show other messages that use that same hashtag. Please review the hashtags to be sure you want to use them in your message. You can also add your own hashtags.

### GENERAL

It's beyond important that you have reliable info on sex, love, and relationships so that you can make informed decisions and live your best life. That's where we come in! #TalkingIsPower

Whether it's a parent or caregiver, friend or family member, teacher or mentor—making sure you have a go-to person is key to your sexual and reproductive health: <https://kidshealth.org/en/teens/talk-to-parents.html> #TalkingIsPower

Do you have someone you can talk to openly, honestly, and without judgment about all things sex, love, and relationships? #TalkingIsPower

### COMMUNICATION

By applying the communication skills we've developed from living through a pandemic, we can all improve our sexual health!  
[powerstodecide.org/teen-talk/how-know-when-youre-ready-become-sexually-active](https://powerstodecide.org/teen-talk/how-know-when-youre-ready-become-sexually-active) 🗨️ #TalkingIsPower

When you're in a relationship, it's important to set aside times to talk!  
#TalkingIsPower

Every relationship is different, but honesty, trust, and open communication are at the heart of any healthy partnership: <https://kidshealth.org/en/teens/healthy-relationship.html> ❤️

No matter what your boundaries are, you have every right to have them. There is POWER in communicating what you want:  
<https://www.teenhealthcare.org/blog/healthy-communication-teens/>

## RELATIONSHIPS

Reminder: love doesn't always equal sex. Being in a loving, healthy relationship means not being pressured into having sex until you are ready!

<https://www.loveisrespect.org> ❤️ 🍷

Practicing how to proactively set boundaries in your relationships—romantic or not—is a skill that you will use for the rest of your life!

[powertodecide.org/teen-talk/how-know-when-youre-ready-become-sexually-active](http://powertodecide.org/teen-talk/how-know-when-youre-ready-become-sexually-active) #TalkingIsPower

FYI: creating and enforcing boundaries is a NORMAL part of sex and relationships 🍷

Just because you CAN talk to someone 24/7 doesn't mean you HAVE to. Whether it's a romantic partner or a friend, set boundaries that you're comfortable with!

## CONSENT

Reminder: getting and giving clear consent every time you hook up is absolutely necessary! Check out <https://kidshelpline.com.au/teens/issues/what-consent> for more info.

FYI: being alone with someone in NO way gives them consent for sex or other touching!

We're here to remind you not to touch ANYONE without their consent—even if that person is your partner and even if you've been physical with that person before. <https://www.loveisrespect.org>

Stealthling (removing a condom during sex without getting a partner's permission) is a nonconsensual act that can increase the risk of pregnancy and STIs. What else to know: [bedsider.org/features/1073](http://bedsider.org/features/1073)

If you had a sexual experience that didn't feel right or wasn't what you wanted, you might have questions. This resource can help you process what happened: [bedsider.org/features/1080](http://bedsider.org/features/1080) ❤️

## CONTRACEPTION

With so many options, there's a birth control method out there for everyone! Find yours on [@Bedsider: bedsider.org/methods](https://www.bedsider.org/methods) #ThxBirthControl

You deserve a birth control method that works for your body and your lifestyle! Check out [@Bedsider](https://www.bedsider.org/methods) to learn more about your options: [bedsider.org/methods](http://bedsider.org/methods) #ThxBirthControl

Birth control can help you take back your life and your well-being in so many ways. Here are 5 non-contraceptive reasons for and benefits of taking BC: [powertodecide.org/news/birth-control-for-more-just-preventing-pregnancy](https://powertodecide.org/news/birth-control-for-more-just-preventing-pregnancy) #ThxBirthControl

5 reasons people use (and love) birth control:

- ✓ To ease period flow & cramps
- ✓ To prevent pregnancy
- ✓ To have safe sex (aka prevent STIs)
- ✓ To control acne
- ✓ To treat a medical condition

#ThxBirthControl

With so many options available for obtaining birth control, it's easier than ever to take control of your life! Here are four ways that you can access BC: [powertodecide.org/news/4-ways-access-birth-control](https://powertodecide.org/news/4-ways-access-birth-control) #ThxBirthControl

There's no one-size-fits-all birth control method. What matters most is whether YOUR method meets YOUR expectations for YOUR lifestyle and body.

👉 #ThxBirthControl

We want you to have the tools you need to make the choices that are right for you. No shame, no stigma—just a happy and empowered life: [bedsider.org](https://bedsider.org)

## STI PREVENTION

Heads up: depending on what birth control you're using, you may also need to use condoms to prevent STIs!

Did you know that condoms, dental dams, and PrEP can all help prevent transmission of STIs? Stay on top of your safe sex game!

Contrary to popular belief, there's usually no way to tell by looking at someone whether they have a STI. The most common symptom of STIs is no symptom at all! <https://gettested.cdc.gov/> #GetYourselfTested

Even if someone says they've been tested for STIs, it's important to ask additional questions! What to know: [bedsider.org/features/270](https://bedsider.org/features/270)

## WELL-BEING

REMEMBER: People usually post happy, posed pics/stories online and don't usually share their sad moments or unflattering photos. NEVER assume that someone has a better life than you based on what they're posting.

Here's your reminder to be kind to yourself today, folks! 😊💙

Here's your reminder to hydrate yourself and eat foods that nourish your body, mind, & spirit. 💖

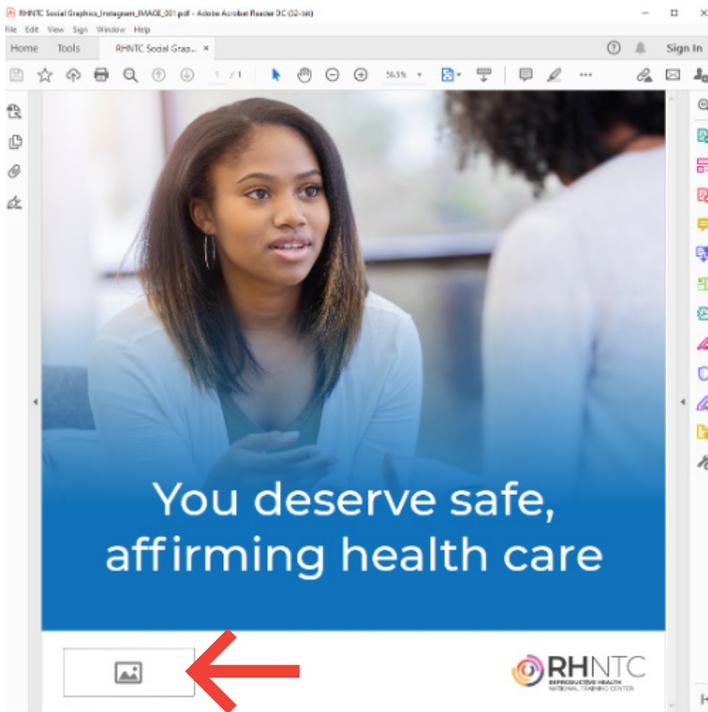
#SelfCare is anything you need to do to nourish your body and mind—whatever that looks like for you.

# 3 | INSTRUCTIONS TO INSERT YOUR LOGO

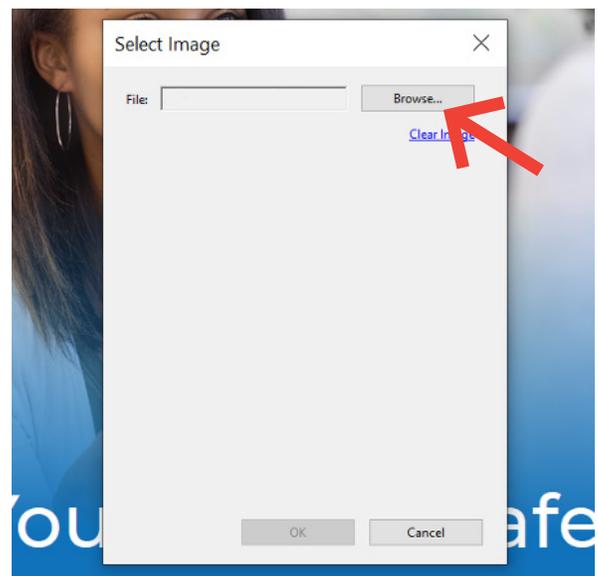
## Option 1: Add your logo using Adobe Acrobat Reader

**Step 1:** Open the PDF file for your selected image using Adobe Acrobat Reader.

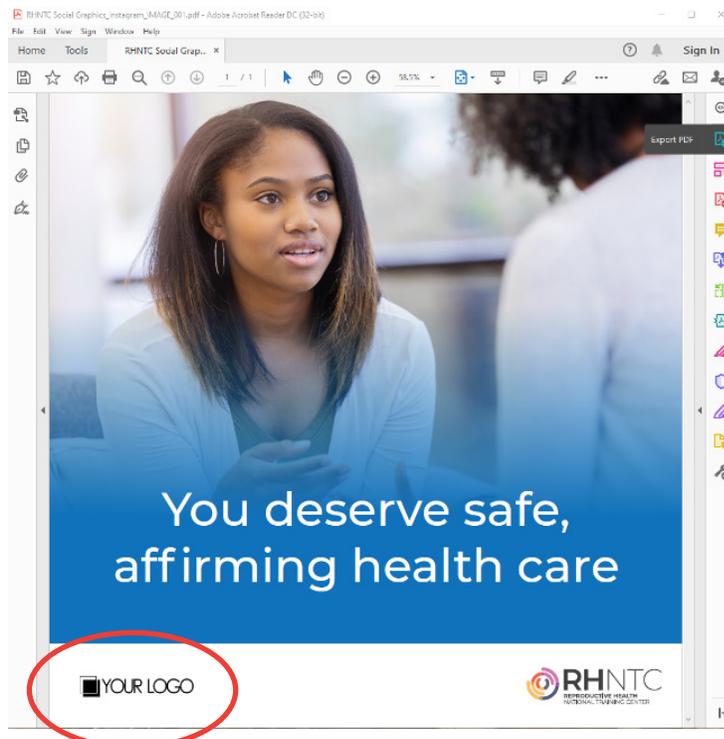
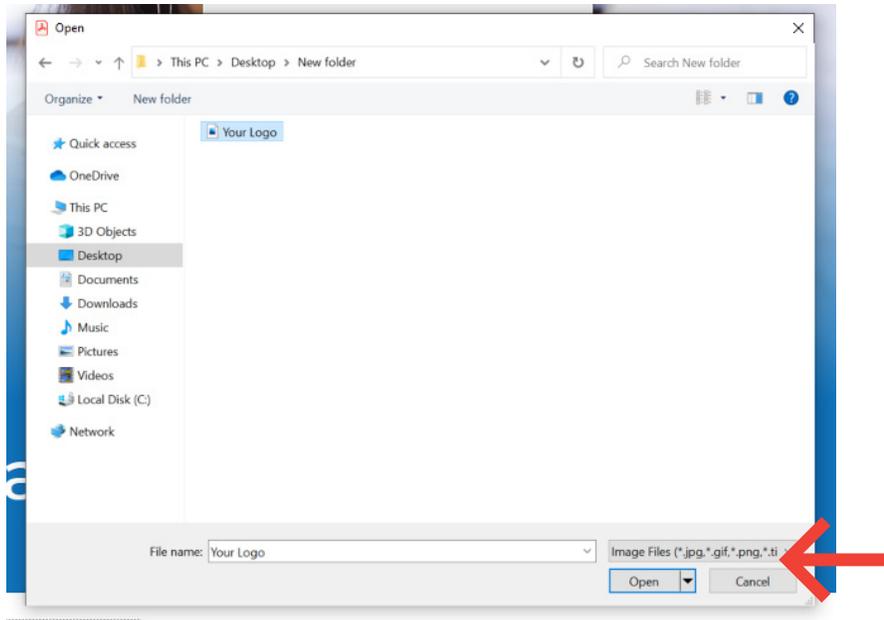
**Step 2:** Click on the picture icon at the far bottom left of the graphic, and a dialog box labeled “Select Image” will appear.



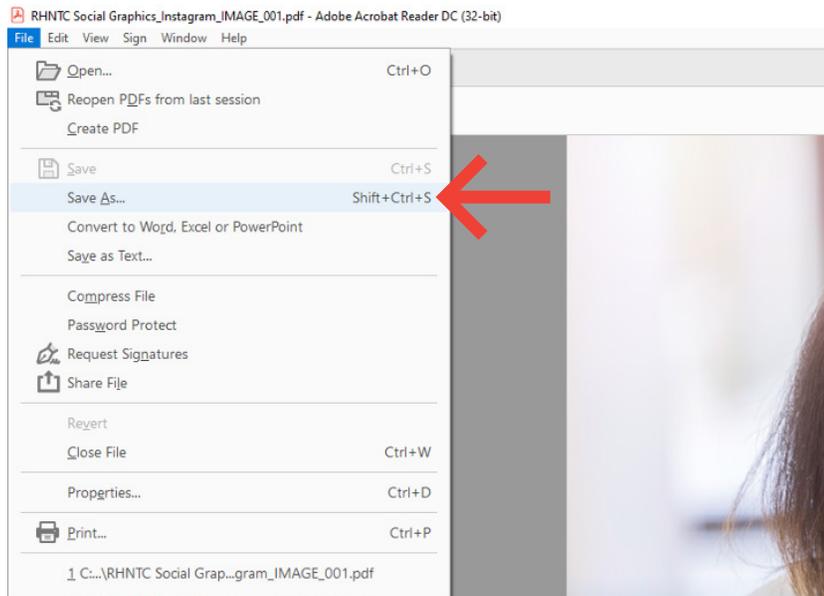
**Step 3:** Click “Browse” and navigate to the location on your system where you have your organization’s logo saved.



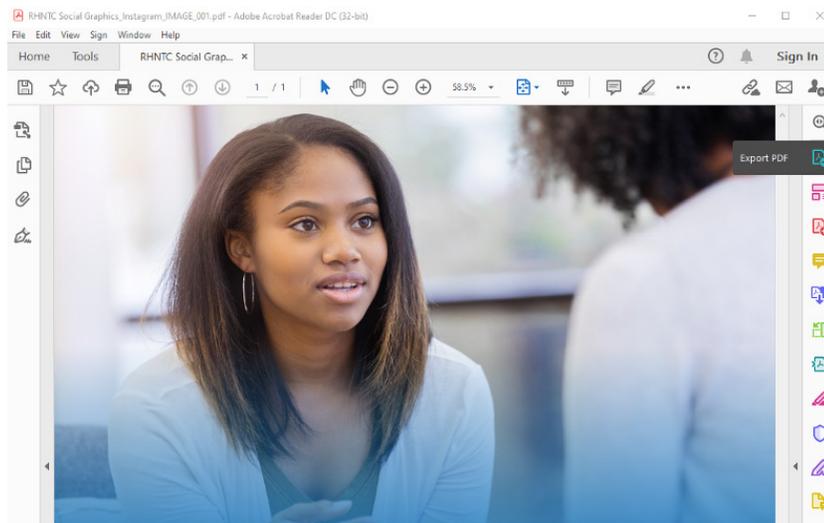
**Step 4:** Once you've located your logo, click "Open" and you'll see that the logo has been placed within the logo field on the bottom left of the graphic.



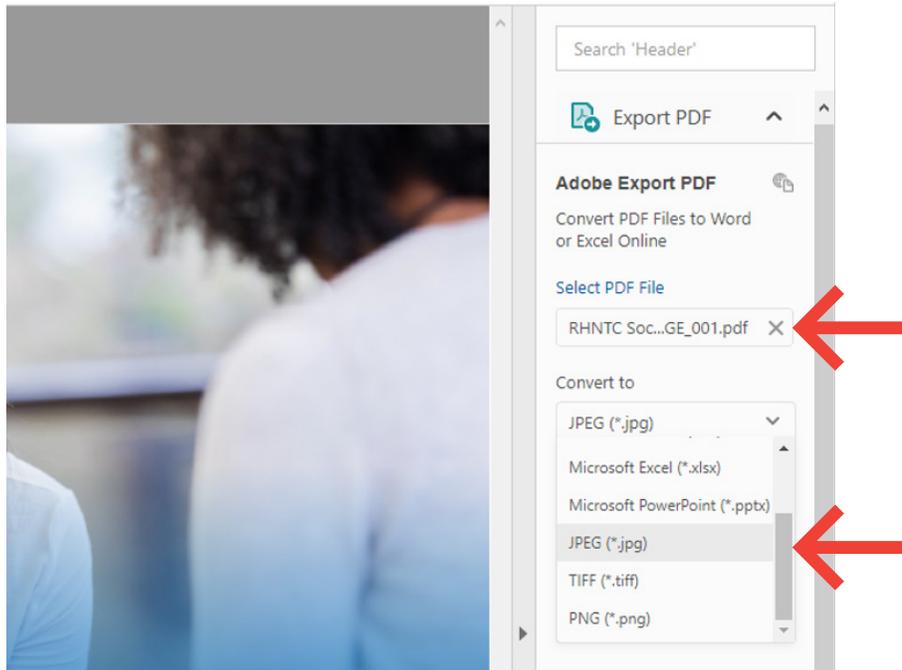
**Step 5:** Save the PDF by selecting “File” and then “Save” or “Save As” to save it in a new destination.



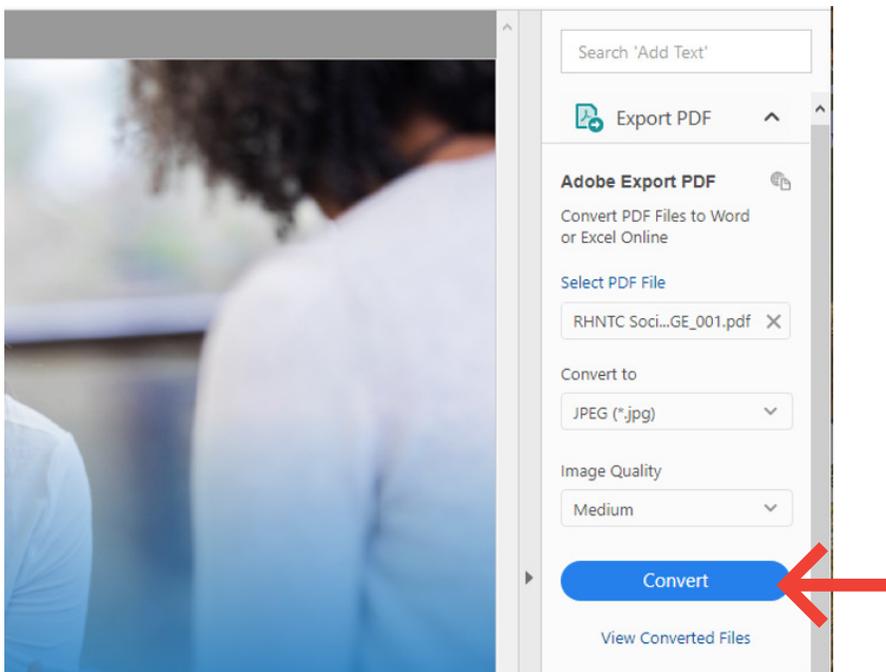
**Step 6:** Convert the PDF to a JPEG by first selecting the “Export PDF” button from the right-hand menu.



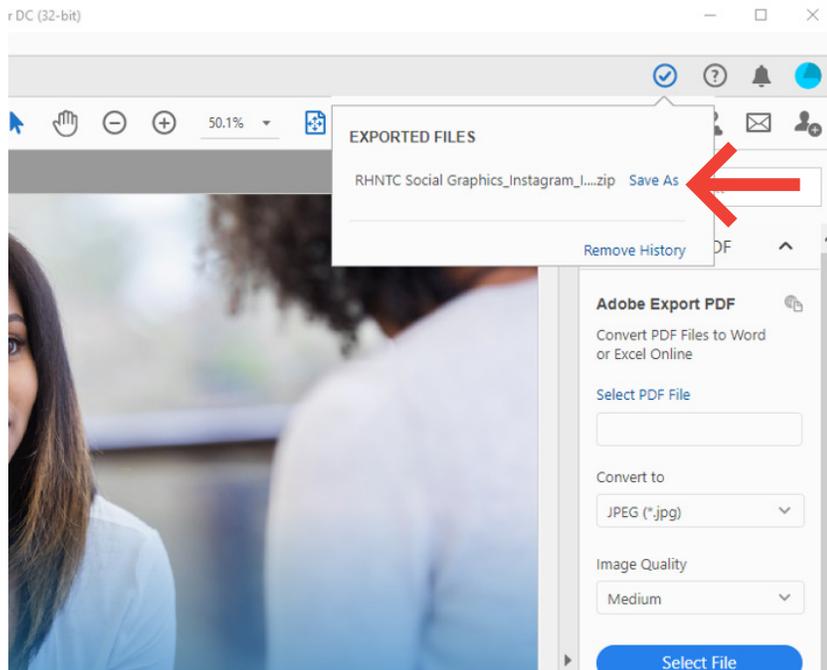
**Step 7:** Click “Select PDF File” and use the pop-up window to choose the file you just saved. Use the drop down menu under “Convert to” to select “JPEG (\*.jpg)”



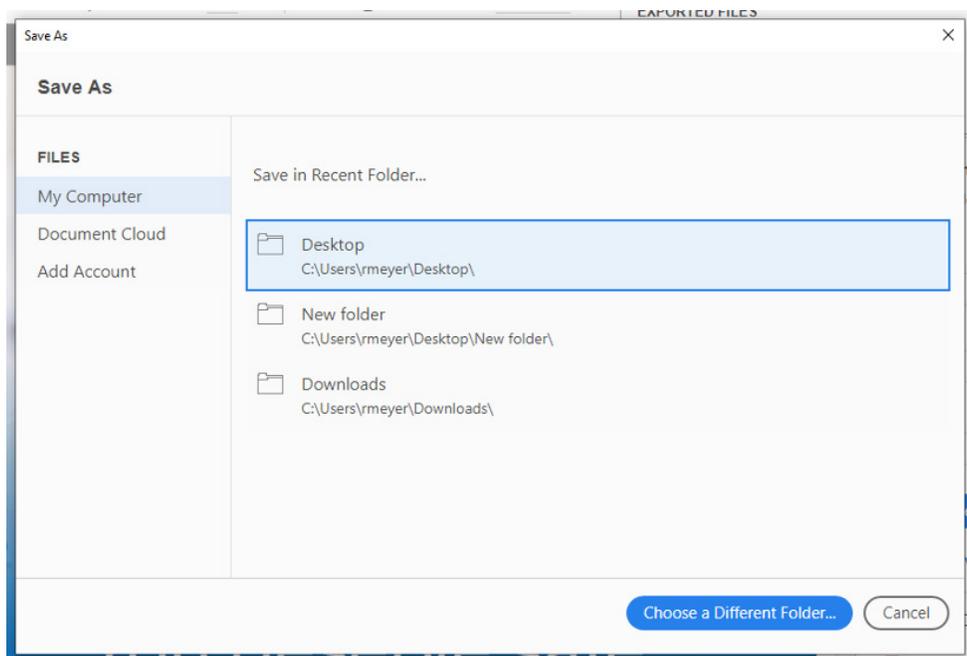
**Step 8:** Click “Convert.”



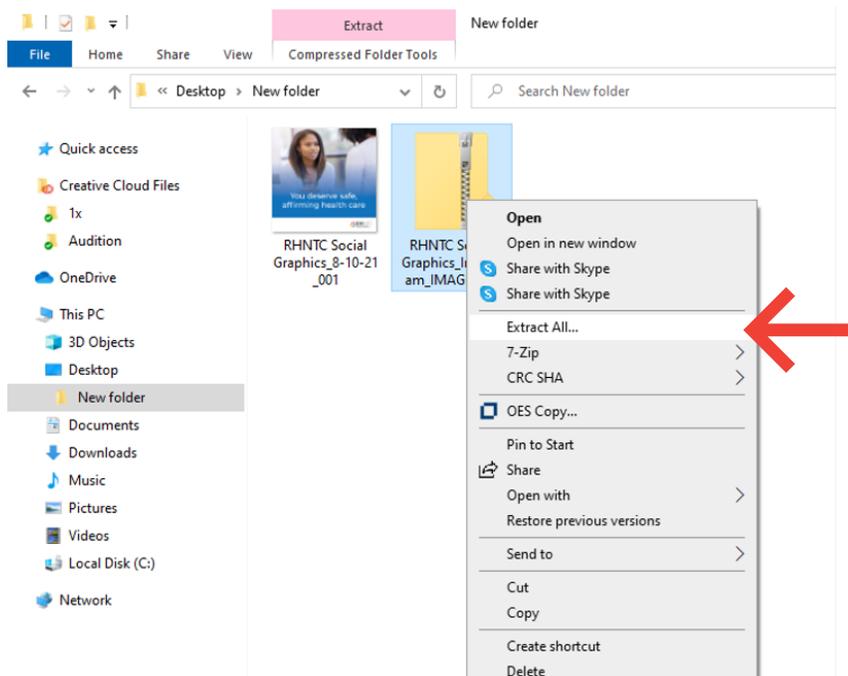
**Step 9:** A window title EXPORTED FILES will appear in the top right corner. Select “Save As” next to your document.



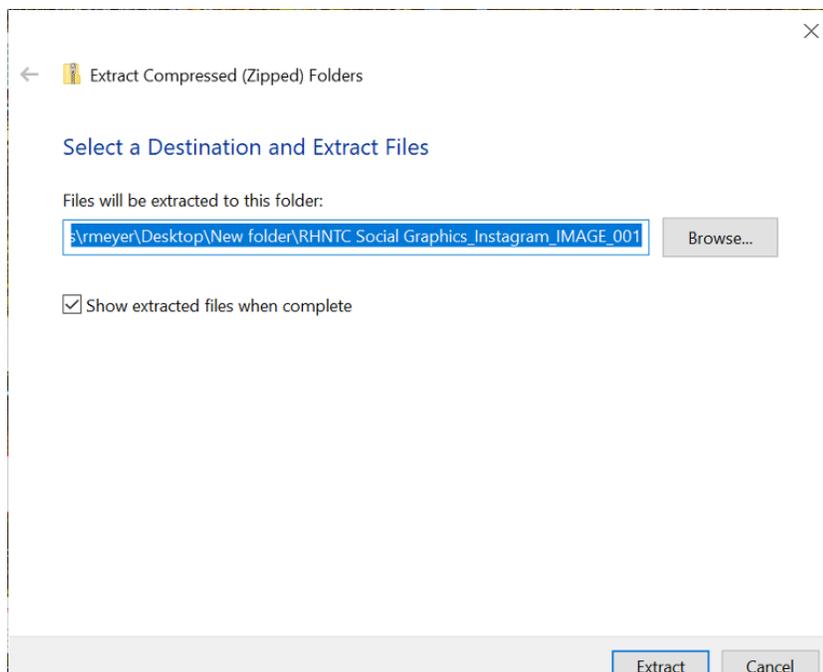
**Step 10:** A window will appear for you to save the zipped file in your preferred location.



**Step 11:** Unzip the file by going to the location where you saved it and right-clicking on the zip file. Select “Extract All...”

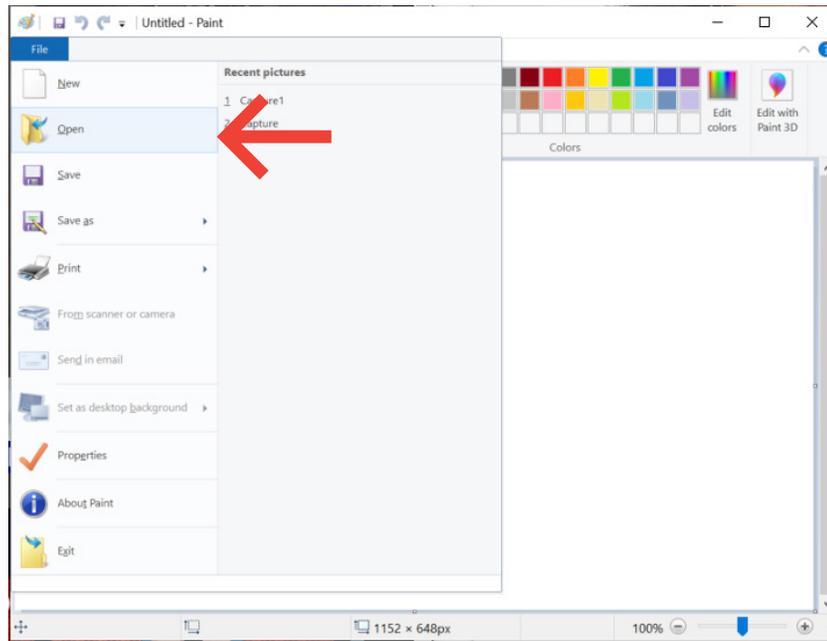


**Step 12:** To choose a new location for the .jpg, select “Browse...” and then “Extract” at the bottom of the screen. To use the default location, just select “Extract.” Your .jpg is now saved on your computer!

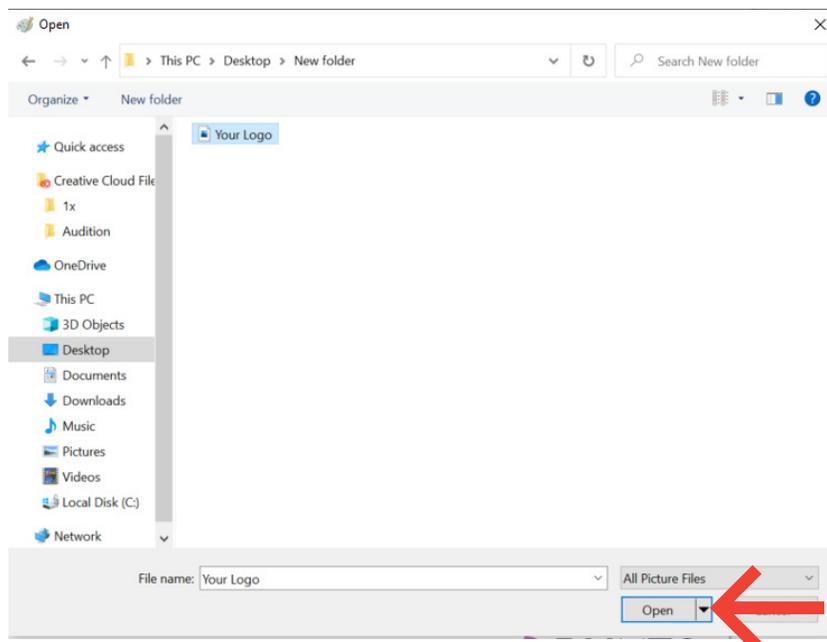


## Option 2: Add Your Logo in JPEG Image Field Using Microsoft Paint

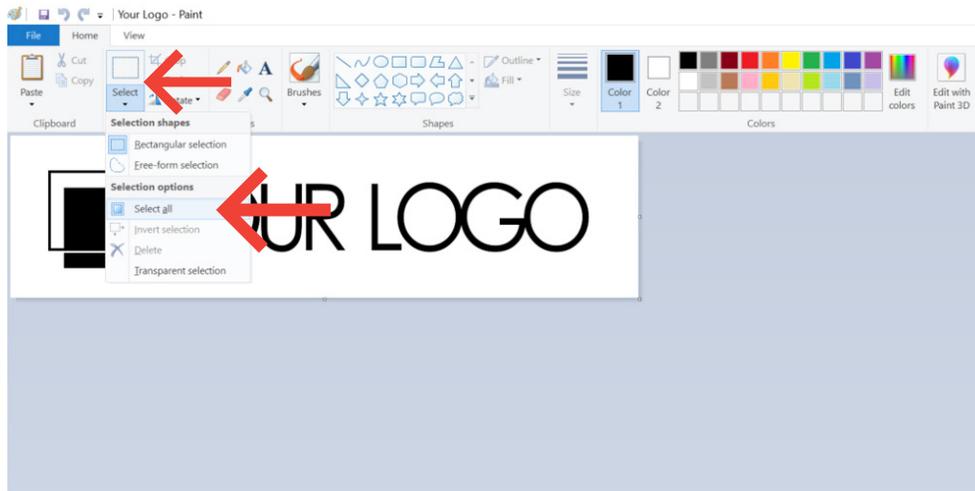
**Step 1:** Open Microsoft Paint, and click “File” and then “Open.”



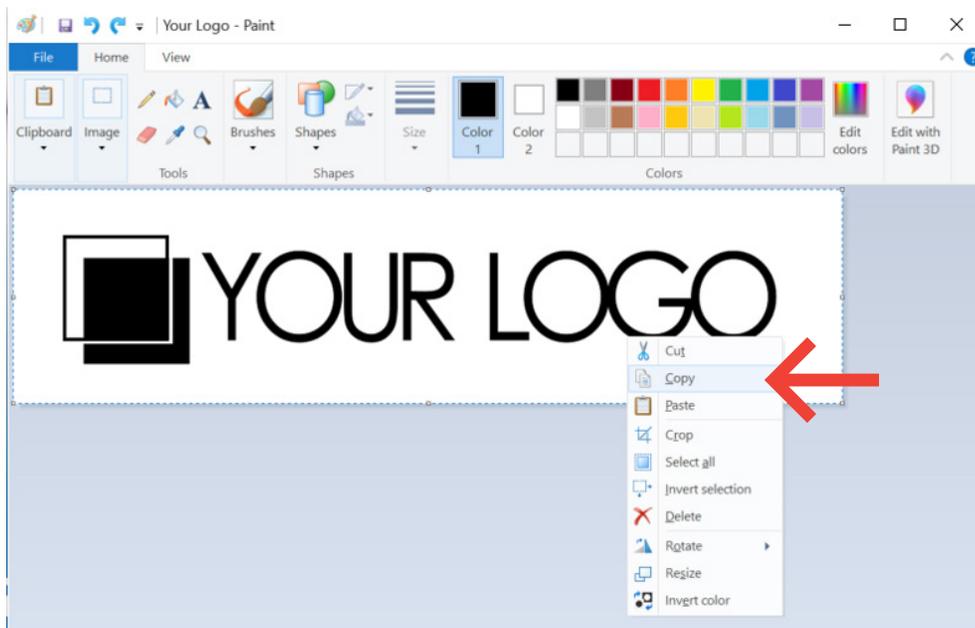
**Step 2:** Once you select your logo file, click “Open.”



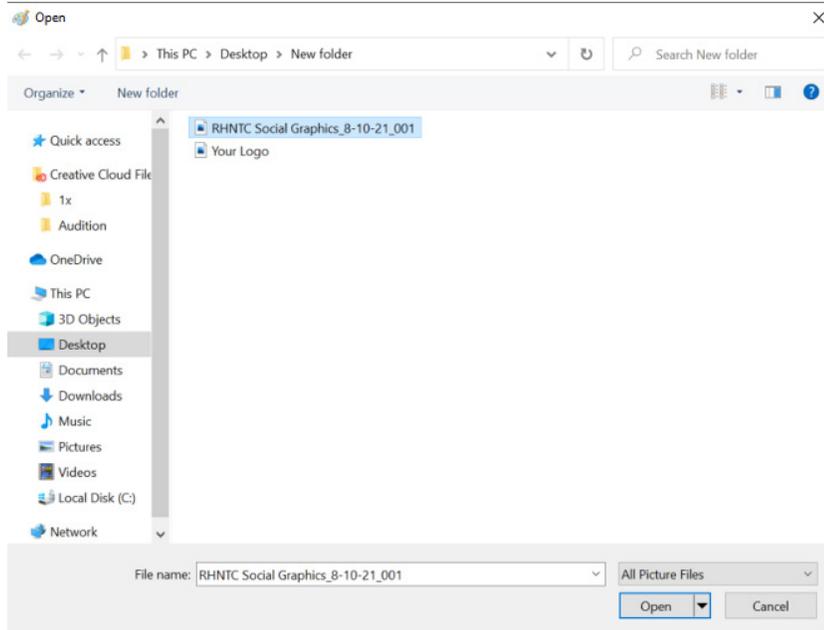
**Step 3:** Once your logo opens in Microsoft Paint, click the “Select” drop-down arrow and then “Select all.”



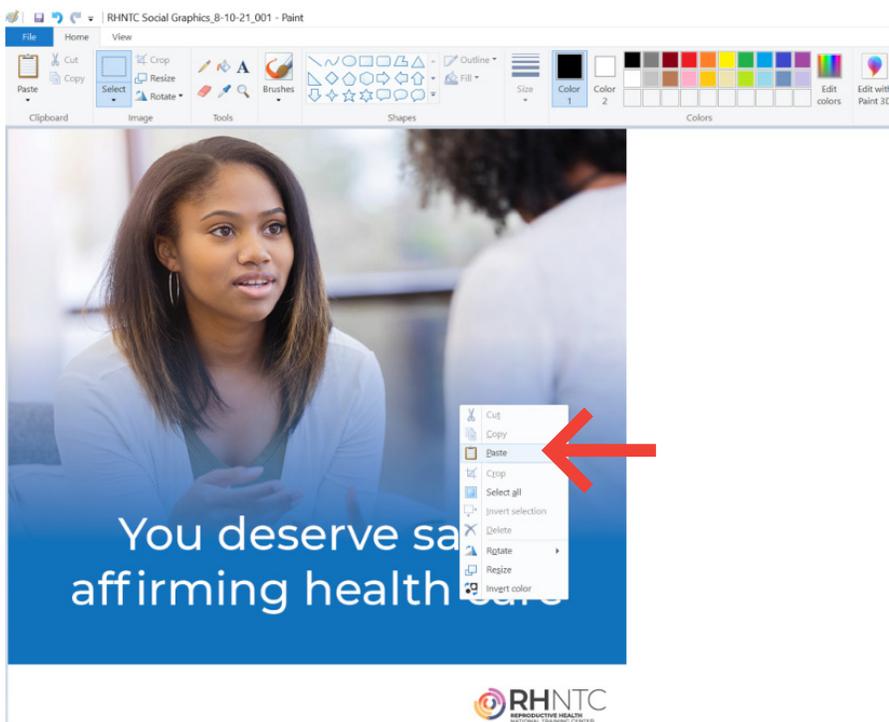
**Step 4:** Right-click on the selected area and click “Copy” from the menu.



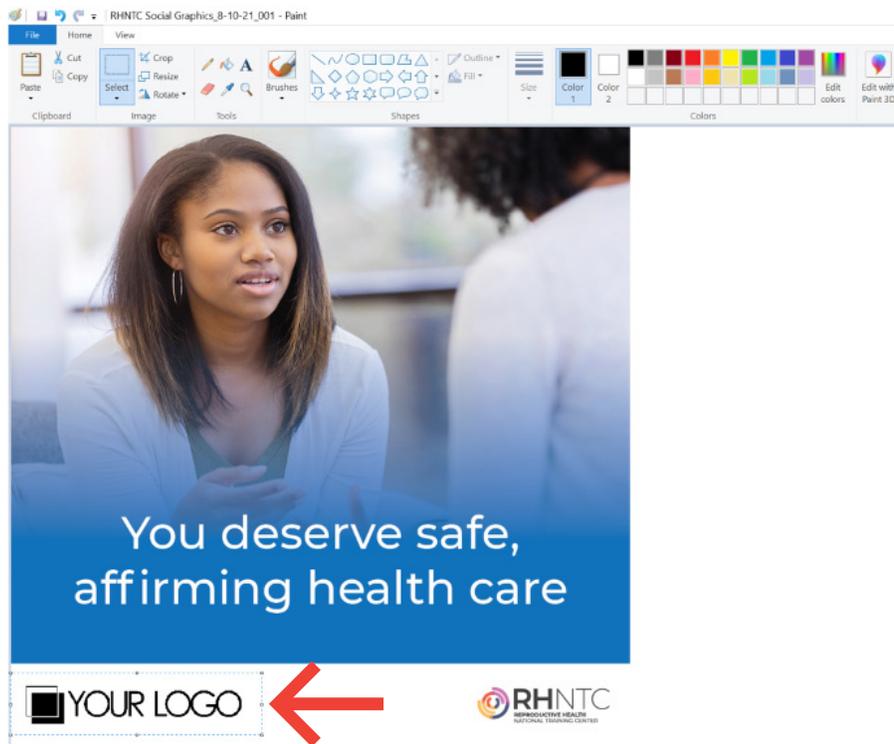
**Step 5:** Now that you have copied your logo, click “File” and click “Open” to select the social media graphic (.jpg) you want to add your logo to. Select “Open” at the bottom of the window to open the social media graphic in Microsoft Paint.



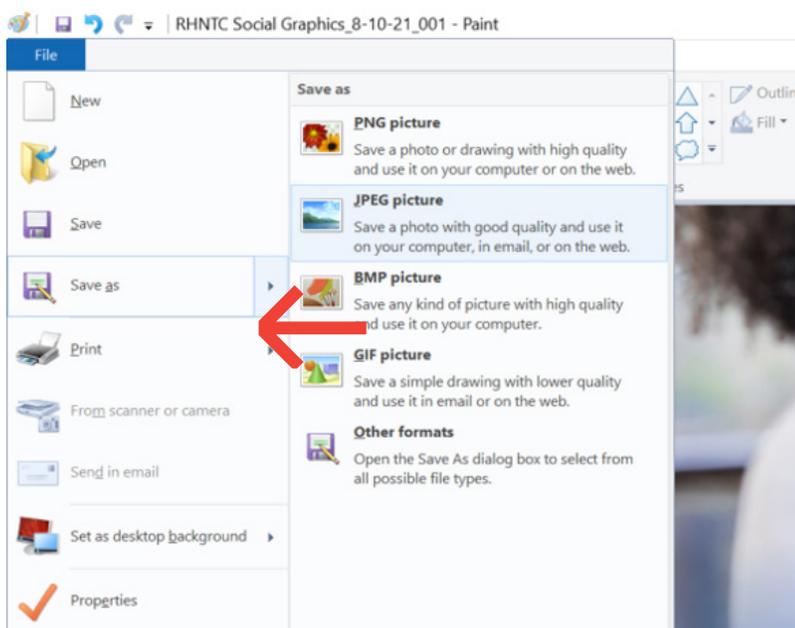
**Step 6:** Once the image opens, right-click on it, and click “Paste” from the menu.



**Step 7:** Keeping your logo selected, resize and drag it to your preferred position.



**Step 8:** Click "File" and then "Save as" to save the image in your preferred format.



## 4| EVERGREEN CONTENT

Evergreen content is information that is continually relevant and stays “fresh” for readers. Use these brief, teen-facing articles to generate evergreen conversation ideas, text, and graphics for your social media channels throughout the year.

### [A Teen’s Guide to Birth Control](#)

Gives teens an overview of common birth control methods.

### [How to Know When You’re Ready to Become Sexually Active](#)

Guides teens in how to think about whether they are ready to become sexually active.

### [The Talk Everyone Should Have with Their Partner](#)

Shares three things for teens to keep in mind when navigating a safer sex talk with their partner.

### [What a Healthy Relationship Looks Like: Teen Edition](#)

Talks teens through signs of healthy and unhealthy relationships.

### [Healthy Relationships and Transitioning from High School to College](#)

Provides college-bound teens with guidance on relationships and hookups.

### [How Young People Can Speak Up for Their Needs](#)

Describes how teens can speak up for themselves with providers, parents, partners, and peers.

### [Hookup Culture: The Reflection of Tea](#)

Gives a first-person perspective on teen hookup culture and some related considerations.

### [So, Your Young Person Has an STI—Now What?](#)

Provides parents/caregivers with tips on how to help their teens deal with the emotional and physical effects of getting an STI.

### [Mental Health: Discussion, Tips, Support](#)

Gives teens a list of doable steps they can take to support their mental health.

### [How to Have 'The Talk' with Your Mom](#)

Describes the value of teens talking with a parent about sex and how to approach this conversation.

### [Is It Wrong to Dish About the D?](#)

Explains important considerations for teens to keep in mind before gossiping about sex.

### [Using COVID-Communication Skills to Talk About Sexual Health](#)

Describes how teens can use their skills navigating COVID boundaries to navigate conversations about sexual health with their partners.

### [How Can You Find Trusted Resources on Sex, Love, and Relationships?](#)

Shares tips for parents/caregivers on how to find trusted online resources about teen sex, love, and relationships.

## 5 | OTHER RESOURCES

Explore these other youth-friendly resources for information about reproductive health, communication, and healthy relationships.

Bedsider [Method Explorer](#): Information on contraceptive methods

Power to Decide's [Teen Talk](#) and [Q&A](#) pages: A blog for teens by teens

[AMAZE](#): Age-appropriate animated videos on sexual health

[Advocates for Youth](#): Youth-led campaigns and programs

[Sexual Health Youth Advocacy Coalition](#): Coalition of advocates, experts, and organizers