



STI Awareness Month QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

Hashtag

#YESmeansTEST
#STDMonth18

Twitter

@infoAsha
@CDCSTD

Facebook

- American Sexual Health Association
- Centers for Disease Control (CDC) STD

YouTube

American Sexual Health Association

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

American Sexual Health Association

Sexual Health TV
General Information
Questions to Ask

Centers for Disease Control & Prevention

For Patients
For Providers

Awareness Month Resources

Sample Tweets/Posts

Sexually transmitted diseases, or STIs affect people of all ages, backgrounds, and from all walks of life. Learn how you can get tested today! #STDMonth 18

There are 20 million new STI cases in the U.S. every year. This is 100% preventable. #YesMeansTest #STDMonth18

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