

Using Social Media to Promote Healthy Sexuality

GOAL

Sexual & Reproductive Health (SRH) online social presence aims to increase sexual health knowledge, access to services and reduce stigma in the Calgary zone.

TARGET AUDIENCE:

15-29yrs

All People



@AHSexHealth



@AHSexualHealth #SexTalkYYC



@AHSexualHealth

SERVICE PROMOTION



SUCCESSSES

facebook

- 231 Page Likes
- 179 Calgary Zone
- 38% under 34 years

Instagram

- 613 Followers
- 66% Calgary Zone
- 38% under 34 years

twitter

- 171 followers
- 84% Alberta

Google Analytics

www.ahs.ca/srh



ahsexualhealth If you've had new partners this week, it may be time for a visit. Find out our Sexual & Reproductive Health clinic locations and hours by visiting www.ahs.ca/srh



ahsexualhealth If you're getting busy with someone new, STI testing is a good idea. At your next visit, ask about how you can save time by using our new STI TO GO kits! #sextalkyyc #STITOGO



ahsexualhealth January can be a time to get organized and plan ahead. If your daily "to do" list is too full, talk to your doctor about birth control that doesn't need your daily attention #sextalkyyc



ahsexualhealth Respect never goes out of style. #TrendyTuesday #RespectDay #sextalkyyc

CHALLENGES

- Resource re-allocation
- Workload time-management
- Learning curve
- Content curation process

NEXT STEPS

- Build team capacity
- Streamline content review
- Use new platforms
- Improve evaluation

EVALUATION

Safer Sex Stampede Campaign

STI to Go Campaign

