

Sexual & Reproductive Health

www.ahs.ca/srh

# 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





231 Page Likes

face boo ( 179 Calgary Zone 38% under 34 years

613 Followers

66% Calgary Zone 38% under 34 years



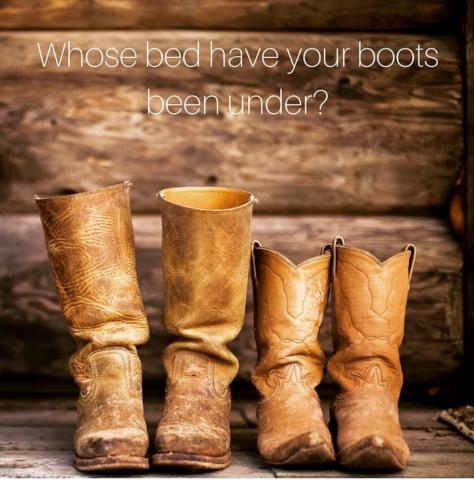
71 followers



84% Alberta







3 and 32 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



and 22 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

# **TOO BUSY FOR** STI TESTING? **GET YOUR TEST TO GO!** Liked by others · ': and 37 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 healthy relationships are based on mutual respect

• and **44** 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



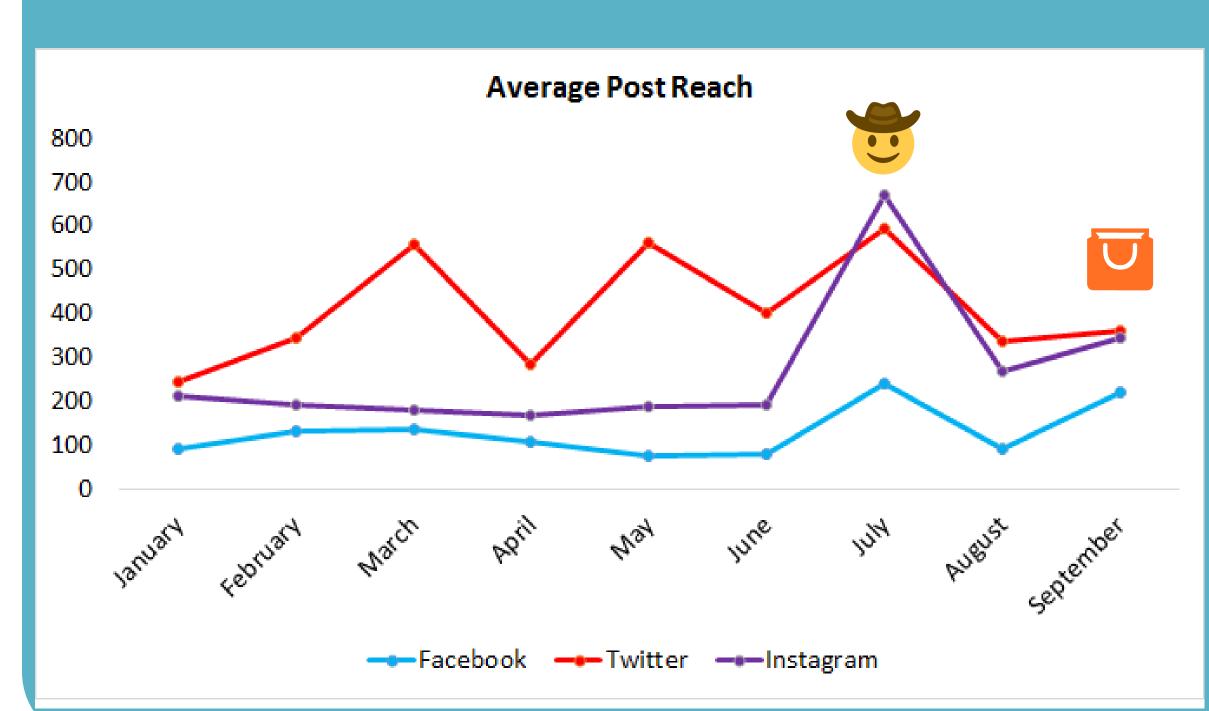
Streamline content review



Use new platforms

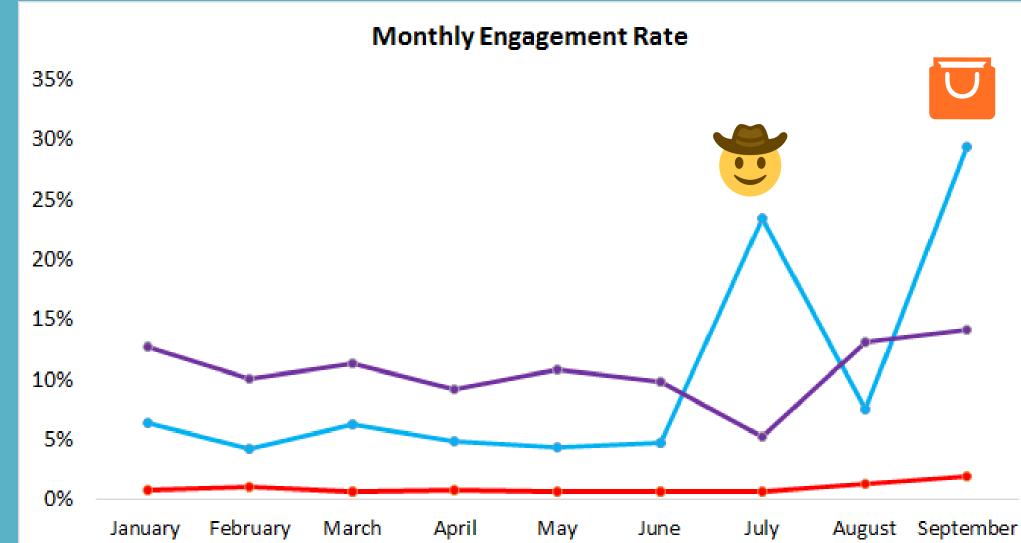
Improve evaluation

# EVALUATION



Safer Sex Stampede Campaign

STI to Go Campaign



──Facebook ──Twitter ──Instagram

Followers by Age (% mean across platforms) 14.00% ■ 55+ ■ 35-44 ■ 45-54 ■ 17&U ■ 25-34 ■ 18-24

