

Social Media Graphics and Captions

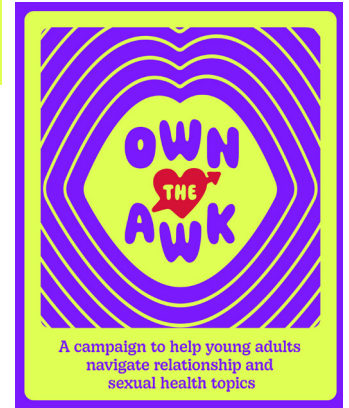
Download English graphics: [Spread the Awk-Word Digital Materials](#)

Download Spanish graphics: [Corre la voz incómoda materiales digitales](#)



Evergreen Teaser Post

Through humor, awkward portraits, and real-life scenarios, Own the Awk builds confidence and helps young adults navigate tough sexual health and relationship topics. This free, interactive campaign features young adult-tested videos, digital card decks, scripts, and more. Stay tuned for our hard launch at OwnTheAwk.org



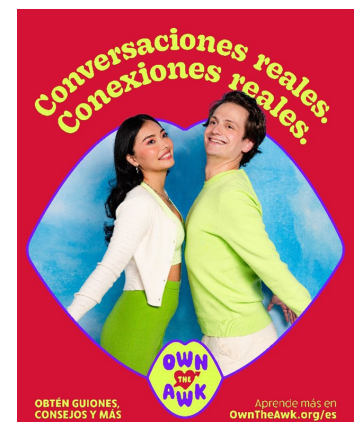
Campaign Launch Post

English Caption

Own the Awk has all the advice you need to turn those tongue-tied moments into meaningful connections—and make your love life way less awkward. Get free scripts, videos, digital card decks, and more on seven sexual health and relationship topics at OwnTheAwk.org

Spanish Caption

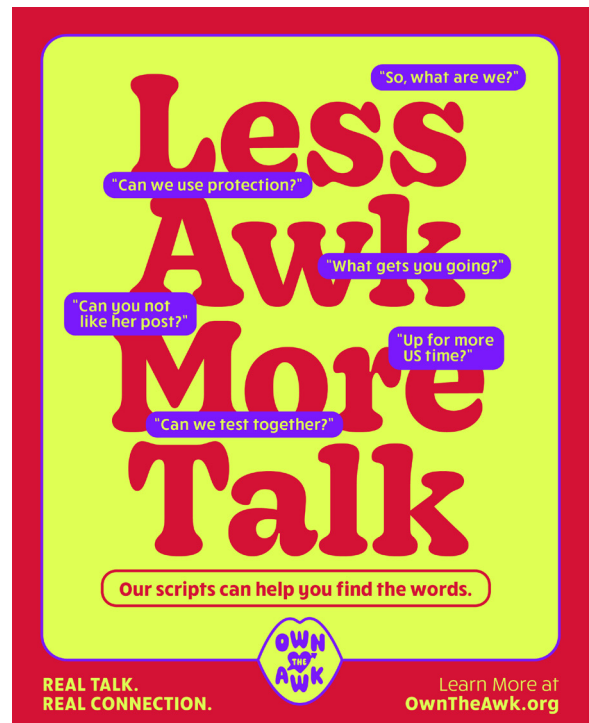
La campaña Own the Awk tiene todos los consejos que necesitas para convertir esos momentos de lengua trabada en conexiones significativas y hacer que tu vida amorosa sea mucho menos incómoda. Obtén guiones, videos, barajas de cartas digitales y más recursos gratuitos sobre siete temas de salud sexual y relaciones en OwnTheAwk.org/es



OWN THE AWK

General Script Promotion

Defining the relationship? Talking safer sex? Sharing sexual desires? Disclosing an STI? Yeah, we know those convos can be awkward. The good news? We have scripts to help guide you through them. Practice now with our Awk Talk Starters at OwnTheAwk.org



Less Awk More Talk

So, what are we?
Can we use protection?
What gets you going?
Can you not like her post?
Up for more US time?
Can we rest together?

Our scripts can help you find the words.

OWN THE AWK

REAL TALK. REAL CONNECTION. Learn More at OwnTheAwk.org

Promoting "Match My_" Card Deck (Animated GIF)

Down bad but feeling tongue-tied? Explore our 7 digital card decks and choose a topic from spicy to sweet! Start fun and flirty or get right down to the deeper stuff; our decks have both! Ready to play? Pick your cards at OwnTheAwk.org



Meet Your Match

Match my Flirt

PLAY THIS DECK

OWN THE AWK

REAL TALK. REAL CONNECTION. Learn More at OwnTheAwk.org

OWN THE AWK

Promoting "Tawk_ to Me" Card Deck (Animated GIF)

Bring on the banter! Grab a card deck from our Tawk_ to Me series, filled with fill-in-the blank, hot-or-not, and red flag/green flag questions that'll spark fun convos and real connections. Start playing at OwnTheAwk.org



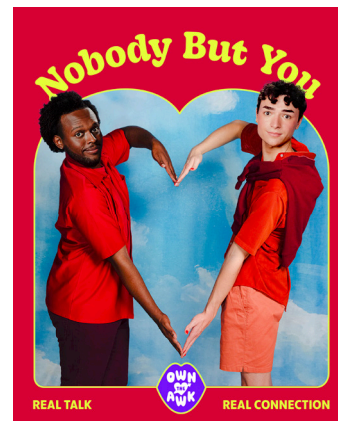
Content Specific Posts

English Caption

The only thing more awkward than the "what are we" chat is NOT having it. Don't keep guessing where you stand. Clear up the confusion and get the lowdown on defining the relationship with our videos, scripts, conversation starters, and more at OwnTheAwk.org

Spanish Caption

Lo único más incómodo que tener la charla de "¿qué somos?" es NO tenerla. No sigas adivinando qué son. Aclara la confusión y obtén toda la información sobre cómo definir la relación con nuestros videos, guiones, temas para conversaciones y más en OwnTheAwk.org/es



English Caption

Does talking about STIs make you cringe? The reality is half of sexually active people will get an STI by age 25, and most STIs don't show any symptoms. It's time we drop the awkward and have "the talk" about testing. See how it's done with our videos, scripts, convo starters, and more at OwnTheAwk.org

Spanish Caption

¿Te incomoda hablar sobre las ITS? La realidad es que la mitad de las personas sexualmente activas contraerán una ITS antes de los 25 años, y la mayoría de las ITS no presentan síntomas. Es hora de dejar la incomodidad y tener "la charla" sobre las pruebas. Descubre cómo hacerlo con nuestro video, guiones, temas para conversaciones y más en OwnTheAwk.org/es

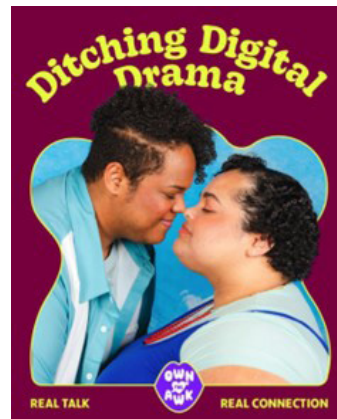


English Caption

Struggling to define digital boundaries around hard launching your relationship or commenting on other people's Insta pics? Setting social media guardrails helps you avoid conflict and build stronger relationships. Learn how to talk about digital limits at OwnTheAwk.org

Spanish Caption

¿Te cuesta definir límites digitales cuando estás lanzando tu relación o comentando en las fotos de otras personas en Instagram? Establecer límites en redes sociales te ayuda a evitar conflictos y a construir relaciones más sólidas. Aprende a hablar sobre límites digitales en OwnTheAwk.org/es



English Caption

Struggling to be your true self and share what you need? No surprise since most of us have never had a Comms 101 class! Learn how to open up about your feelings, be an active listener, and navigate conflict, minus the drama. Get tips and tools on our Comms 101 page at OwnTheAwk.org

Spanish Caption

¿Te cuesta ser tu yo más auténtico y expresar lo que necesitas? No es sorpresa, ya que la mayoría de nosotros nunca ha tomado una clase de Comunicaciones 101. Aprende a hablar abiertamente sobre tus sentimientos, a escuchar activamente y a navegar los conflictos sin drama. Obtén consejos y herramientas en nuestra página de Comunicaciones 101 en OwnTheAwk.org/es



English Caption

Ready to cut the risks, but keep the fun? We've got all the deets on safer sex strategies, like condoms and birth control. Plus, tips on how to bring them up with your partner(s). See how to get the convo rolling at OwnTheAwk.org

Spanish Caption

¿Listo/a para reducir los riesgos sin perder la diversión? Tenemos todos los detalles sobre estrategias para un sexo más seguro, como los condones y los métodos anticonceptivos. Además, te damos consejos sobre cómo hablar de esto con tu(s) pareja(s). Mira cómo iniciar la conversación en OwnTheAwk.org/es

