

OWN  THE AWK

Influencer Toolkit: Own the Awk Campaign

July 2025



NATIONAL COALITION FOR
SEXUAL HEALTH

Contents

Campaign Overview	1
The Foundation	1
Campaign Branding	1
Core Campaign Tools	2
Guided by Young Adults and Experts	2
The Role of Influencers and Toolkit Contents	3
Ways to Get Involved	4
Other Services for Influencers from NCSH	11
Appendix: Additional Social Media Graphics and Captions	12



Campaign Overview

The National Coalition for Sexual Health (NCSH) is excited to introduce "Own the Awk: Real Talk. Real Connection," a multi-media campaign to empower young adults to talk openly about sexual health and relationship topics with their partners. We hope you will read on and then share this campaign with your followers!

The campaign features a variety of free, interactive, and practical tools – shaped by and pre-tested with young adults – to build their confidence and skills. All materials, including a video series, digital card decks, scripts, and a website filled with content on seven topics, are available for you to use and promote widely.

[Campaign Fact Sheet Link \(PDF\)](#)

The Foundation

At least 85% of young adults want to talk more openly about sexual health and relationship topics, and 97% want to improve their communication skills, according to NCSH's research with 1,860 young adults. But many barriers stand in their way, such as fear of partners' reactions, lack of knowledge about how to bring up topics, and embarrassment. As a result, these important conversations are often anxiety-producing, awkward, or avoided altogether.

For an executive summary of this research, please go to: [Sexual Health Communications and Relationships Among Young Adults \(PDF\)](#).

Campaign Branding

Through humor, awkward portraits, and real-life scenarios, Own the Awk aims to change that! The campaign helps young adults navigate difficult conversations head-on, which can open the door to safer sex, positive relationships, and sexual pleasure. Own the Awk is a realistic, positive call-to-action that delivers meaningful benefits through its tagline:

Real Talk. Real Connection.



Core Campaign Tools

Our engaging tools help break down barriers and prompt open conversations about a variety of topics:

“AwkLine” Videos

Two people, one awkward topic, and Shan Boodram, celebrity sexual health and relationship expert. Watch how healthy communication saves the day with the “AwkLine.” Link: [Spread the Awk-Word: Videos](#)

“Gimme That Ask” Card Game

Turn awkward topics into juicy conversations with seven digital card decks filled with over 140 questions from spicy to sweet. Choose a deck, pick your cards, and play with partner(s), friends, or solo! Link: [Spread the Awk-Word: Card Decks: Gimme That Ask](#)

“Awk Talk Starters” Scripts

Feeling tongued-tied? Prepare for convos with 14 realistic scripts to help you break the ice and keep talking. Link: [Spread the Awk-Word: Awk Talk Starters](#)

Own the Awk Website

Build your knowledge and skills on a variety of sexual health and relationship topics. Find practical tips, convo starters, and dive into discussions with confidence. Link: [OwnTheAwk.org](#)

Social Media Tools

Spread the “Awk-Word,” by using campaign messages, graphics, filters, stickers, and frames. Link: [Social Media Tools](#)

Guided by Young Adults and Experts

To build their skills, young adults told us they want practical, interactive tools on many topics. A Young Adult Advisory Group and a Partners Advisory Council were continuously engaged in campaign development, and materials were pre-tested with young adults to ensure they are appealing, relevant, and practical.

Own the Awk focuses on top-of-mind topics for young adults, including:

- Defining the relationship
- Feelings, wants, and needs
- Safer sex
- Sexually transmitted infections (STIs)
- Sexual desires and pleasure
- Boundaries and consent
- Communication 101



Role of Influencers and Toolkit Contents

Spread the Awk-Word

We hope you will join us and help expand the reach of this campaign to young adults nationwide. You can get involved by creating and posting content about the campaign and its core messages, and by sharing the campaign and its tools with your networks.

The Influence of Influencers

Social media plays a critical role in reaching young adults, who often turn to these platforms for sexual health and relationship information. [In a survey](#) of 900 young adults, 37% reported using YouTube for advice, followed by TikTok (29%), Instagram (25%), Reddit (19%), podcasts (18%), and Twitter (17%). As access to comprehensive sex education declines, influencers can help fill this gap by modeling healthy communication, reducing stigma, and providing engaging content and tools.

Toolkit Contents

This toolkit contains ready-to-use materials including:

- Content ideas for different social media platforms.
- Social media graphics with captions, which spotlight campaign imagery, core topics, and tools. In the Appendix, you will find ten graphics/captions in English and six in Spanish.
- GIFs, stickers, and frames that you can share on social media.
- Live read scripts to promote Own the Awk.
- Messaging materials like talking points and communication guardrails which you can use to shape your content. You can also explore the web pages for content on any of the seven campaign topics.

You can use the assets starting on the next page and/or go to OwnTheAwk.org to download many of them.



Ways to Get Involved

There are many ways for you to get involved in the campaign across social media platforms. This list of possible activities for Instagram and TikTok is meant to get you started – we know you're the expert and you might have ideas for other activities!

We ask that you please always feature our URL, OwnTheAwk.org, and tag our accounts when posting about the campaign. You can find NCSH at:

- Instagram: [@nationalcoalitionsexualhealth](https://www.instagram.com/nationalcoalitionsexualhealth)
- X (Twitter): [@NCSH_](https://twitter.com/NCSH_)
- Bluesky: [@TheNCSH](https://bsky.app/profile/TheNCSH)
- LinkedIn: [National Coalition for Sexual Health](https://www.linkedin.com/company/National-Coalition-for-Sexual-Health)

Instagram	TikTok
Post the provided social graphics and captions and/or repost Own the Awk content shared by NCSH	Play the card decks on TikTok live with a friend or partner
Post a reel discussing the campaign overall, the different topics, and/or resources	Post a reel discussing the campaign overall, the different topics, and/or resources
Post a reel playing the card deck with a partner or friend, or read some cards and ask the audience to provide their own responses via comments	Post a video playing the card deck , either with a partner or read the cards and have people comment their own responses
Ask one of the card deck questions on your story and repost people's responses	Post a reel acting out one of the scripts with a partner, friend, or on your own
Post a reel discussing a personal awkward moment related to one of the campaign topics, driving people in similar situations to go to the website for more advice	Post a video talking about the importance of healthy communication, directing viewers to the campaign for more information
Post a clip from one of the campaign's "AwkLine" videos and provide your tips for healthy communication in that situation	Post a clip from one of the campaign's "AwkLine" videos and provide your tips for healthy communication in that situation
Post a reel acting out one of the scripts with a partner, friend, or on your own	Post a "story time" video of a personally awkward moment related to one of the campaign topics, driving people in similar situations to the website for more advice
Post a story linking to the campaign website, OwntheAwk.org	Create a video on one or more of the campaign topics and link viewers to OwntheAwk.org



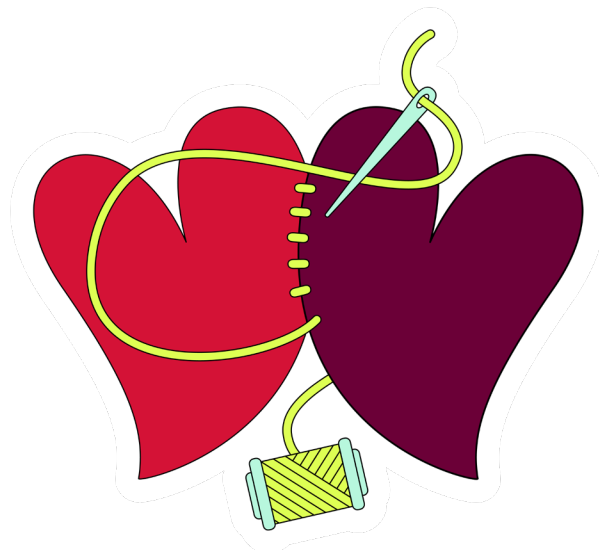
Media and Podcasts

If you are interested in promoting the campaign in the media or on a podcast, please reach out to a member of our team at ncsh@altarum.org. If you have a podcast and would be interested in discussing the campaign, we can help prepare materials or provide a sexual health expert to interview. Also, below you will find talking points that you can use to describe Own the Awk.

Social Media Graphics and Captions

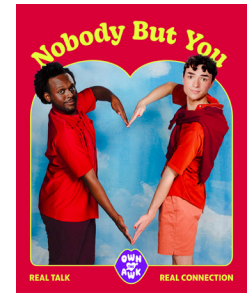
We have social media graphics and captions that you can share to promote the campaign, including specific topics, messages, and tools. You may share the captions as they are or personalize them to reflect your voice.

In this section, you will find four sample graphics/captions that you can use, and in the Appendix, you will find ten graphics/captions in English and six in Spanish.

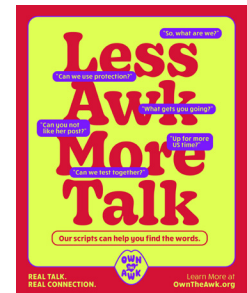


Sample Social Media Graphics and Captions

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.



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.



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.



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.



Additional social media tools: Visit OwnTheAwk.org/share/digital or OwnTheAwk.org/es/share/materiales-digitales to download the graphics and more social media campaign materials, including GIFs, stickers, and frames!



Live Reads

We have three different scripts available, each with a 30-second option and a 15-second option, to deliver the campaign's key messages in a concise, engaging way. If you would like to use these scripts, feel free to personalize the language to better fit your tone and audience or use them as is. Just read, record, and share! Below is one example:

30 Second Version	15 Second Version
Avoiding an awkward conversation with your partner?	Are you avoiding an awkward conversation with your partner?
Terrified to bring up the "us" talk?	Own the Awk is your personal playbook to get past the awkward and get talking.
Struggling to define your boundaries?	With scripts, videos, conversation starters, card decks, and sexpert advice from Shan Boodram—
Unsure how to start the safer sex convo?	
We've all been there.	Get the good stuff at OwntheAwk.org.
Own the Awk is your personal playbook to get past the awkward and get talking.	
With scripts, videos, conversation starters, card decks, and sexpert advice from Shan Boodram (Bood – ram) on tough topics – like defining the relationship and social media jealousy.	
Get the good stuff at OwntheAwk.org.	

You can find all of the live read scripts [here](#).



Campaign Talking Points

Want some ideas for how to talk about the campaign? These talking points can help you introduce and promote the campaign, stressing the need for and benefits of normalizing "awkward" sex and relationship conversations among young adults.



The Need for the Campaign

- For many young adults – and most of us – conversations about relationships and sexual health are anxiety-inducing, awkward, or avoided altogether.
- Young adults told us through extensive research conducted by the National Coalition for Sexual Health that:
 - Over 50% experience a great deal or fair amount of anxiety starting these conversations.
 - Many worry their partners might reject or judge them if they open up, while others worry they might hurt a partner's feelings.
 - Yet, at least 85% of young adults want to talk more openly about sexual health and relationship topics, and 97% believe better communications skills would lead to better relationships.

The Benefits of Open Communication

- There are many benefits to open, honest communication with partners, including getting closer, building trust, and getting on the same page about the relationship.
- Open communication can also open the door to safer sex, positive relationships, a better sex life, and meeting your needs in any type of connection.
- Communication matters in all types of relationships – casual or serious, short or long term, exclusive or non-exclusive.

The Solution? Own the Awk

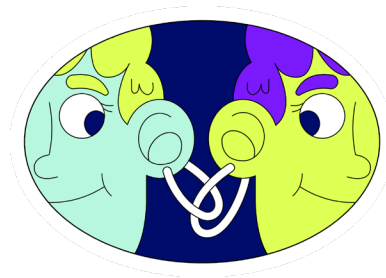
- This multi-media campaign empowers you to have open, honest conversations with your partners about relationship and sexual health topics – whether it's a causal fling, a committed relationship, or something in between.



- Through humor, awkward portraits, and real-life scenarios, Own the Awk helps you build confidence and navigate difficult embarrassing conversations head on.
- The campaign tackles top-of-mind topics for young adults: defining the relationship; feelings, wants, and needs; boundaries and consent; safer sex; sexually transmitted infections (STIs); sexual desires and pleasure; and communications 101.
- At OwnTheAwk.org you will find many free, practical, and fun tools, including: The AwkLine, a five-part video series; seven digital card decks with questions from spicy to sweet; sample scripts and conversation starters on 14 topics; and a website (in English and Spanish).

The Call to Action for Young Adults

- With our tools, a little prep, and practice, you can Own the Awk and pave the way to better connections with any partner(s).
- Remember: real talk leads to real connection. Putting it out there is definitely worth it! Go to OwnTheAwk.org today!



You can download the talking points [here](#).

Communication Guardrails for Sexual Health and Relationship Content

These guardrails help keep the campaign messaging consistent, positive, and non-stigmatizing.

- Avoid any fear-based language (ex. "scary" or "risky" or "high risk"); instead, focus on the benefits of talking openly with partners, e.g., protecting your health. Use a positive framework.
- Avoid top down, directive language (ex. "Young adults should..."); instead, focus on giving young adults options and choices.
- In general, if you're including sexual health information, follow CDC's guidance, data, and recommendations:
 - If talking about sexually transmitted infections, [use the term STI](#), not STD.
 - If talking about protection methods, [use the term safer sex](#), not safe sex.



- Avoid any stigmatizing or judgment-based language.
- Avoid labelling specific sexual activities as "bad sex" or kink shaming.
- Remember: young adults have many different types of relationships and connections. They include casual and serious, short-term and long-term, exclusive and non-exclusive. Good communications matters in all of them.
- Avoid technical terms and keep points simple and conversational. We want to keep it clear and entertaining.
- Unless you are a health care provider or therapist, it's best to avoid giving clinical advice.
- Keep in mind the campaign is about promoting open conversation and healthy communication, removing barriers, building skills, and promoting the benefits of talking about these topics. The primary focus is not about educating on the basics of sexual health.

Additional Campaign Materials That Are Available

Looking for more resources to enhance your campaign content? We've got you covered through our website with information, tools, and advice about seven sexual health and relationship topics, including:

- OwntheAwk.org, the URL for the campaign's website
- Promo [clips of the AwkLine videos](#)
- [Seven digital card decks](#) with over 140 questions
- 14 [website scripts](#) to start conversations



If you have any questions about the campaign and ways to promote it, please email Sophie.Rosen@altarum.org or NCSH@altarum.org.



Other Services for Influencers from NCSH

In addition to campaign resources, we also offer ongoing support to help you create sexual health and relationship content and amplify your voice.

Personalized Assistance

The Coalition can provide you with personalized content development assistance, including one-on-one staff consultations, connections to our network of over 130 experts for podcasts/ interviews, and access to practical tools and high-quality, evidence-based sexual health content on numerous topics.

Our Social Media Collaborative

As a content creator in the field, you can join our social media collaborative where you will have the opportunity to work with other influencers.

Social Media Content and Graphics

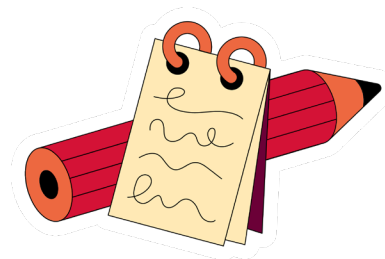
The Coalition regularly shares social media content that you can modify and use, including our [quarterly social media campaigns](#), graphic templates, and [Sexual Health Quick Tips](#).

Coalition Membership

If you join the Coalition as one of our 275+ members, you can access a wide variety of tools for the public and health care providers, receive NCSH email communications, attend our virtual annual meeting, network with other members, and participate in media interviews, if relevant opportunities arise. It's simple and free to join, and you can do so by completing this [brief form](#).

Questions or Want to Connect?

If you have questions about the Own the Awk campaign, becoming a member of the Coalition, or anything else, please contact our team at Sophie.Rosen@altarum.org or NCSH@altarum.org.



Appendix: Additional Social Media Graphics and Captions

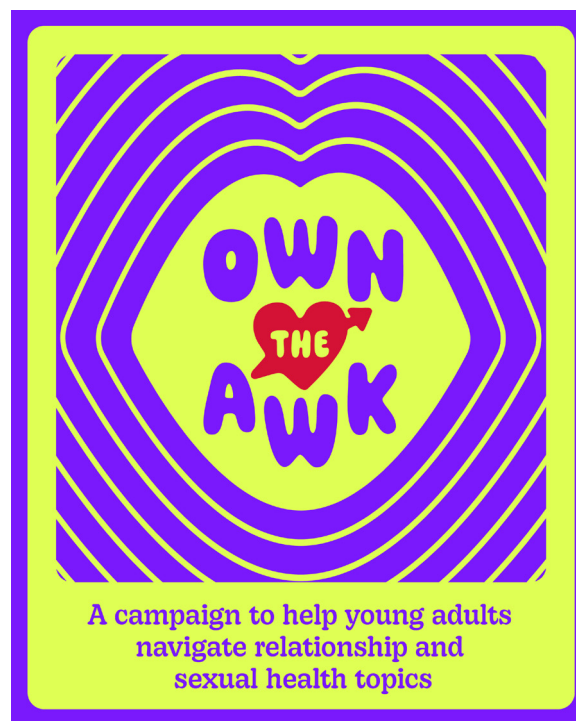
Download English graphics: [Spread the Awk-Word Digital Materials](#)

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 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

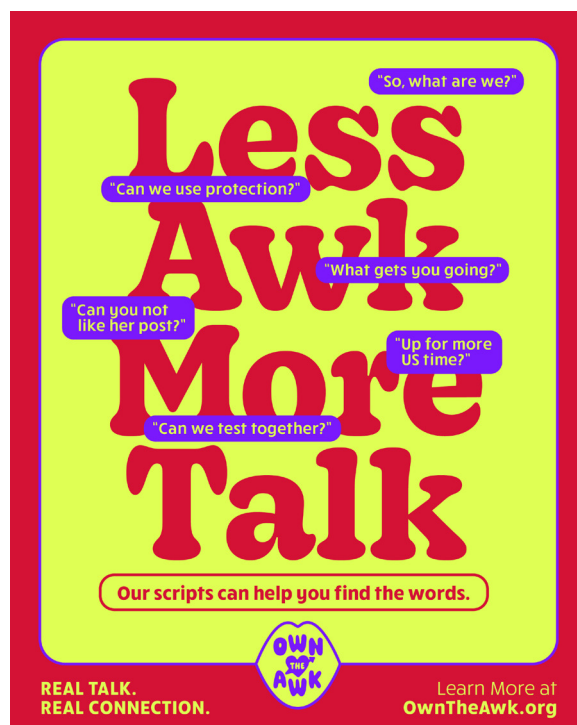
Spanish Caption

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



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



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



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



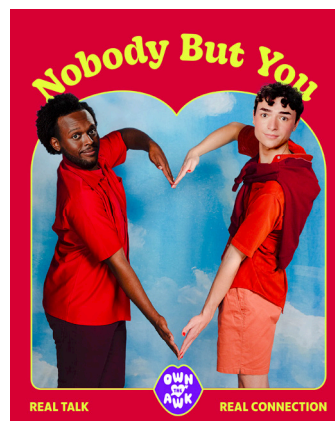
Content Specific Posts

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

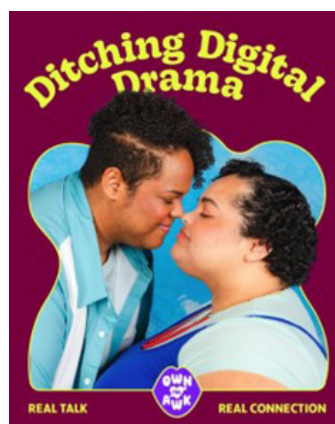


English Caption

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

