



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 5: SRHR Content



Camera on, mic off



Notebook and pen



OLA account



Smartphone

WHAT YOU NEED



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

AGENDA DAY 5



3 hours online
1 hour lunch break
1 hour assignment

The Pleasure Approach

Types of SRHR Content

Facebook & WhatsApp

RECAP AND REFLECTION



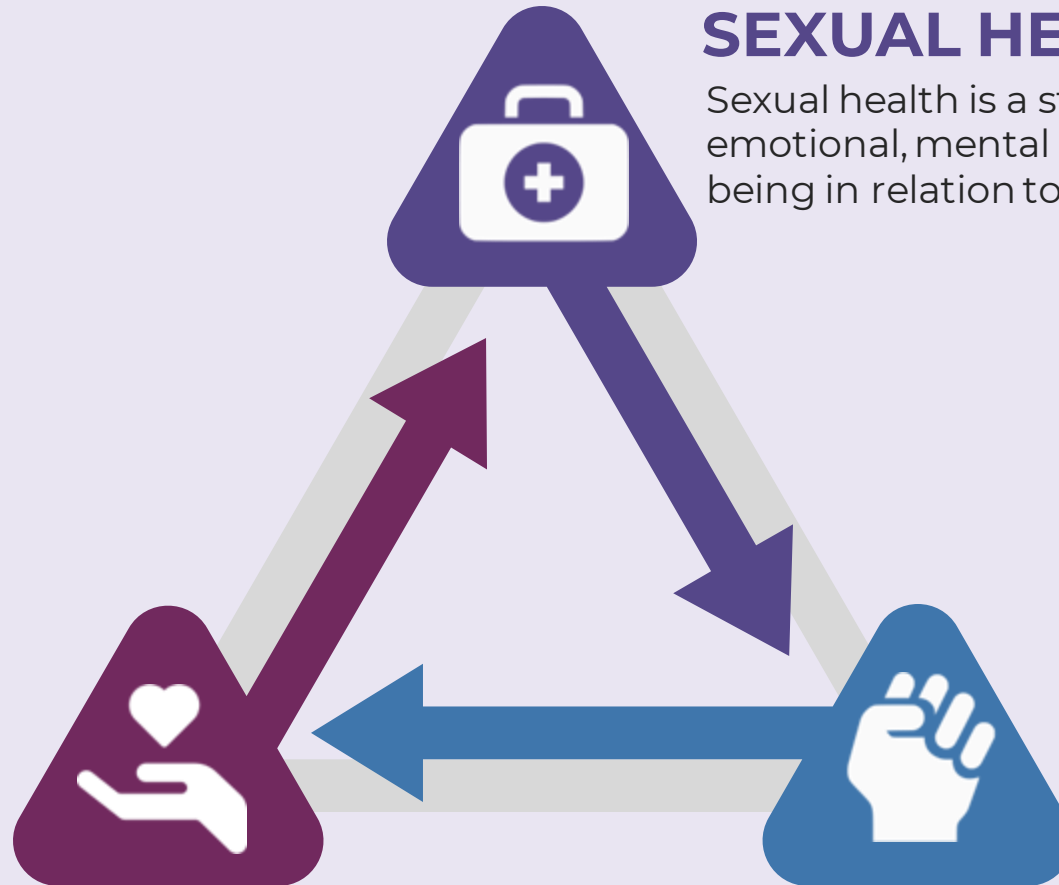
The pleasure approach recognises that young people are living sexual beings that want to experience love, sex and relationships that are both enjoyable and safe.

By doing so, sexuality education information using the pleasure approach covers the full scope of sexual experience and pleasure, and not exclusively topics related to the reduction of sexual health risks

THE TRIANGLE FRAMEWORK

SEXUAL PLEASURE

Sexual pleasure is the physical and/or psychological satisfaction and enjoyment derived from solitary or shared erotic experiences.



SEXUAL HEALTH

Sexual health is a state of physical, emotional, mental and social well-being in relation to sexuality.

SEXUAL RIGHTS

Sexual rights protect all people's rights to fulfil and express their sexuality and enjoy sexual health, with due regard for the rights of others.

GAB's Triangle Approach to Addressing Sexuality

SEXUAL RIGHTS?

Which are rights critical to the realization of sexual health?



The rights to equality and non-discrimination



The rights to information as well as education



The rights to freedom of opinion and expression



The right to attain the highest standard of sexual health



The rights to decide the number and spacing of one's children



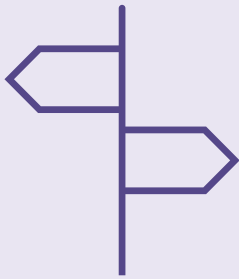
The right to be free from cruel treatment or degrading punishment

SEXUAL PLEASURE

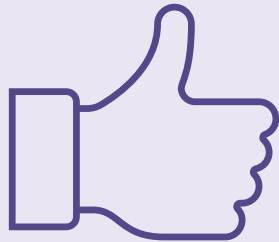
Enabling factors in the GAB's definition of pleasure



Physical and
psychological
enjoyment



Self-
determination



Consent



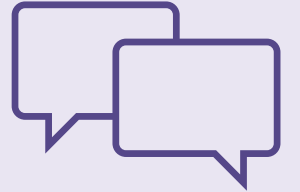
Safety



Privacy



Confidence



Communication



EXERCISE

Go to **menti.com**, enter the code [xxxxxxxx] and answer the following question:

Are these aspects related to sexual health, rights or pleasure?

The pleasure approach in sexuality education has yielded some promising results in terms of:

- ✓ Improved communication between sexual partners
- ✓ Increased awareness of diverse sexual identities
- ✓ Increased safer sexual practices such as increased use of condoms and better use of family planning techniques
- ✓ Greater acceptance of individual's own sexuality
- ✓ Increased sexual agency and empowerment



CASE STUDY

In India, Love Matters has created a series of pleasure-positive films to engage users. The films cover how to give and receive pleasure safely, respectfully and enjoyably. In true Love Matters style the films are informal, educational and humorous.





SRHR CONTENT TYPES USED BY THE LMGN



FACTS



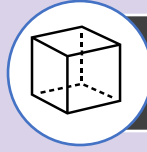
STORIES

FACTS

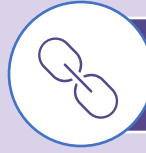
Facts, or evidence based SRH information content, is straightforward, objective information about love, sex, sexuality, relationships and the body.



Fact-based content should be created by an SRHR expert



Fact-based content should be simple, free from jargon and wordplay, and easy to understand for low-literacy readers.



If the source is a scientific article, include a link to the page or provide a downloadable file.



Thoroughly check the accuracy of any information you include about sexual health or medication.



Refer to multiple sources to ensure information is correct.



Try to use objective and scientific information from reputable sources, including links to the source where possible



If reputable scientific or medical opinions on an issue are divided, mention this in the article.



(C) Love Matters | Rita Lino

MAKING LOVE > VIRGINITY

The hymen: what is it?

The hymen is a thin piece of skin that is part of a woman's vulva. Its importance is mainly cultural, and many myths are associated with it.

Take care to protect the identity of other people who feature in the testimonial unless you have received their permission to use their real name.



Choose pseudonyms that are culturally appropriate.



Stay true to the facts and spirit of the testimonial. It is acceptable to write a testimonial you have heard from a subject as if it is in their voice, but events or details should not be altered.



It is not acceptable to make up fictional stories and present them as true stories.



The story should be factually correct to the best of your knowledge, and you should do your best to verify this as far as possible.



When anything has been changed you must always state that this story is true, but names and places have been changed to protect identities.



STORIES

Stories are opinion pieces, experiences/personal stories, testimonials, agony aunt or “sexpert” articles, fun facts, tips, etc.



Shutterstock/Syda Productions

OUR BODIES

My dad taught me how to use a pad


By [Arpit Chhikara](#) Friday, May 25, 2018 - 17:03

Sanvi*, a teenager from Kasauli, shared her story with Love Matters India's writer Arpit Chhikara about how she felt very distraught when her friend *Tanya had to rush home, middle of a school day, after she stained her skirt

with a red spot. Next day Tanya said this was 'ladkiyo wali baat' and only moms could talk about it. Sanvi, who grew up in all-boys household also revealed who finally did the 'ladkiyon wali baat' with her.

USER-GENERATED CONTENT

- Engagement
- Community building
- Cost
- Authenticity
- Content

 **Love Matters Naija**
November 17 at 9:40 AM · 🌐

Dear LMN

I am confused. I don't know what to do. Two men are in love with me.


It all started when I was stranded and I met a guy who gave me accommodation. He loves me so much and I was pretending to love him too. We were together for one year and in this one year, I tried to love him but I couldn't.



After the first year, I got my own apartment and left his house, but he still loves me now and he's asking me to marry him but as I said earlier I don't have feelings for him.

I met another guy who loves me and I love him too. We're in love with each other but he is not yet ready for marriage.

Please friends, I'm not sure how to handle this situation. I need your advice. Should I go for the one in love with me which I don't love or the one that loves me and I love him too?

[#MessagesFromOurInbox](#)



  1.2K

575 Comments 28 Shares



REFLECTION

Go to **menti.com**, enter the code [xxxxxxx] and answer the following question:

Which SRHR topics do you want to cover?

UNESCO Guidelines on Sexuality Education

Key concept 1: Relationships

Topics:

- 1.1 Families
- 1.2 Friendship, Love and Romantic Relationships
- 1.3 Tolerance, Inclusion and Respect
- 1.4 Long-term Commitments and Parenting

Key concept 2: Values, Rights, Culture and Sexuality

Topics:

- 2.1 Values and Sexuality
- 2.2 Human Rights and Sexuality
- 2.3 Culture, Society and Sexuality

Key concept 3: Understanding Gender

Topics:

- 3.1 The Social Construction of Gender and Gender Norms
- 3.2 Gender Equality, Stereotypes and Bias
- 3.3 Gender-based Violence

Key concept 4: Violence and Staying Safe

Topics:

- 4.1 Violence
- 4.2 Consent, Privacy and Bodily Integrity
- 4.3 Safe use of Information and Communication Technologies (ICTs)

Key concept 5: Skills for Health and Well-being

Topics:

- 5.1 Norms and Peer Influence on Sexual Behaviour
- 5.2 Decision-making
- 5.3 Communication, Refusal and Negotiation Skills
- 5.4 Media Literacy and Sexuality
- 5.5 Finding Help and Support

Key concept 6: The Human Body and Development

Topics:

- 6.1 Sexual and Reproductive Anatomy and Physiology
- 6.2 Reproduction
- 6.3 Puberty
- 6.4 Body Image

Key concept 7: Sexuality and Sexual Behaviour

Topics:

- 7.1 Sex, Sexuality and the Sexual Life Cycle
- 7.2 Sexual Behaviour and Sexual Response

Key concept 8: Sexual and Reproductive Health

Topics:

- 8.1 Pregnancy and Pregnancy Prevention
- 8.2 HIV and AIDS Stigma, Care, Treatment and Support
- 8.3 Understanding, Recognizing and Reducing the Risk of STIs, including HIV

High Risk

Taboo Topics

Talking about these topics brings substantial to intolerable risk to the team and/or the platform. The team shouldn't tackle these topics often (if any time at all).

Challenging Topics

Talking about these topics brings moderate to substantial risk to the team and/or the platform. However, these topics are important. Therefore the team should tackle these topics with a specific strategy to reduce risk.

Filler Topics

Talking about these topics brings trivial to moderate risk to the team and/or platform. The team shouldn't tackle these topics too often (if any time at all).

Evergreen Topics

Talking about these topics brings trivial to moderate risk to the team and/or the platform. These topics are important for the project therefore the team could write often about these topics.

High Importance

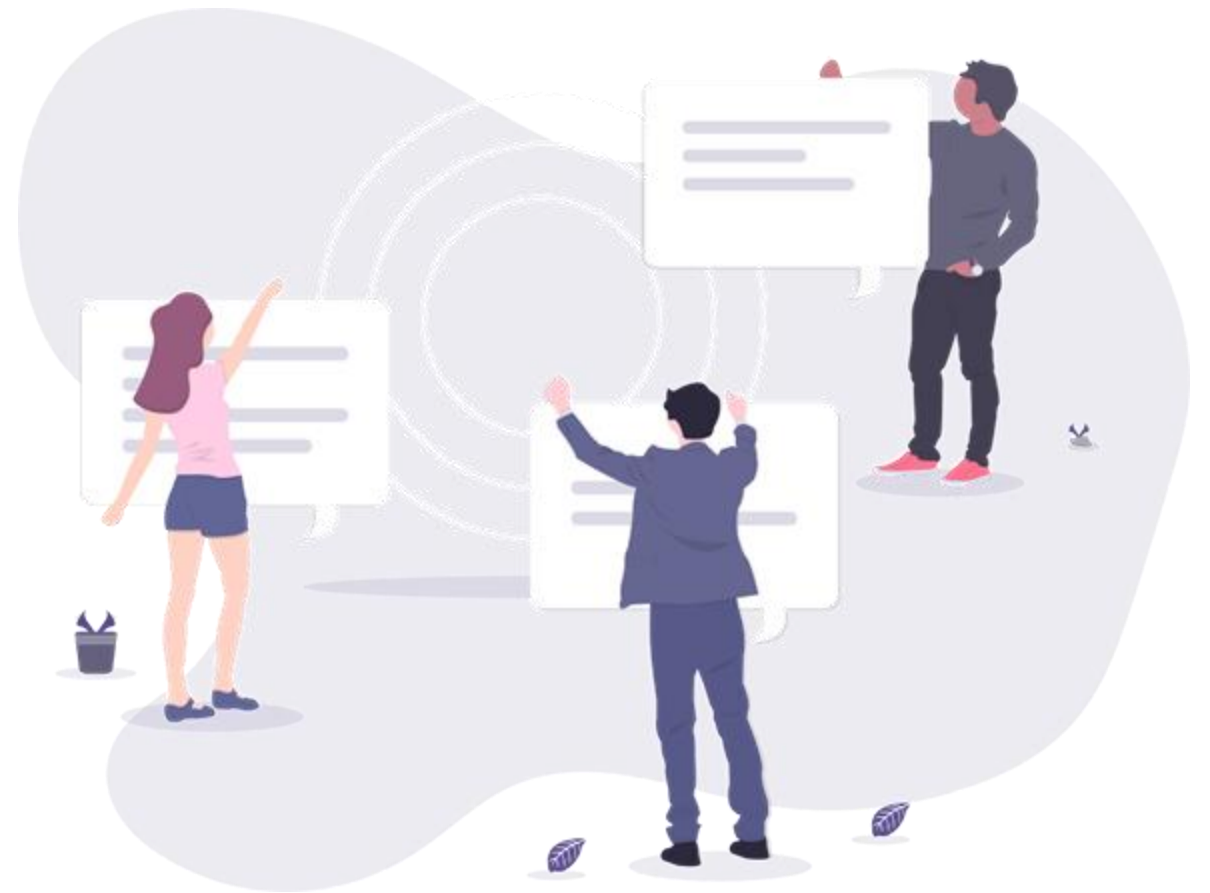
Low Importance

Low Risk



ACTIVITY

Choose Your SRHR Topics





REFLECTION

Go to **menti.com**, enter the code [xxxxxxx] and answer the following question:

On a scale of 1-5, how well do you master these social media platforms?



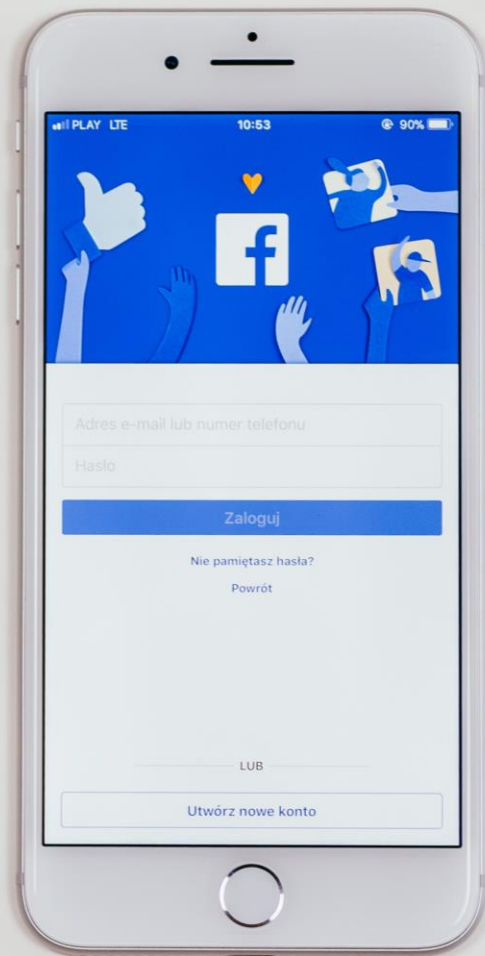
REFLECTION

Go to **menti.com**, enter the code [xxxxxxx] and answer the following question:

What keywords come to mind when you think of each platform?

BEST PRACTICES FOR FACEBOOK

1. Make a good first impression
2. Harness the power of video
3. Link generously
4. Connect your post to a trending topic or holiday
5. Share user-generated content
6. Engage with your audience
7. Repurpose your best content



1. Make a good first impression

Ensure that when potential new followers land on your Facebook Page, the design of your cover photo is compelling and the About section is clear.



Love Matters Kenya ✓

@LoveMattersAfrica · ★ 4.8 (245 reviews) · Health & Wellness Website

Contact Us

lovemattersafrica.com

Home Reviews Photos Videos More ▾

Like

Message



About

See All

Love Matters Africa ♥ Love, sex & everything in between ♥
Twitter@lovemafrica ♥
Instagram@lovemattersafrica ♥Forum
lovemattersafrica.com/forum

Welcome to Love Matters: blush-free information and news on love, sex & relationships for young adults around the world. Here you'll find the latest n...
See more

1,749,510 people like this

1,745,315 people follow this

<http://www.lovemattersafrica.com/>

Send message



Love Matters Kenya ✓

1h · ⚙️

Ladies, Does Birth Control or Contraceptives Make You Gain Weight? Share your experiences. #HelpASister





2. Harness the power of video

Video content is more engaging than any other type of Facebook content. The average engagement rate for a Facebook video post is **6.13%**, which is higher than all other kinds of content. People look at videos five times longer than static content.

WATCH: HIV cannot be transferred through touch

HIV, which is a virus that causes AIDS, is considered a sexually transmitted disease (STD) because it can be spread through certain sexual behaviours like penetration or oral sex. This means that HIV cannot be spread through shaking hands or hugging. Watch the full video to learn more!

41

8 Comments 6 Shares

Like

Comment

Share

Latest Videos



WATCH: HIV cannot be transferred through touch



Explaining #SexualConsent in Nigerian Pidgin



How to Use Withdrawal Method to Prevent Pregnancy



3. Link generously

Organizations that apply an open, networked approach to social media channels will engage their audiences more successfully than those with social blinders on and only talk about themselves.



It's that time of year again...

Our 7th annual Creators & Innovators Upcycle Contest is here! We've partnered up with our friends at [VISSLA](#) and [The Ecology Center](#) to challenge you, the wave conscious, to take something that might be considered waste and create something that can be used in the ocean.

Learn how to enter the Creators & Innovators Upcycle Contest and download a DIY hand plane template at vissla.com/creatorscontest.

 @brianelliott
[#creatorscontest](#)



Organ Donation isn't scary it's boooootiful! Register to be a life-saving [#organdonor](https://donatelife.ny.gov/) at <https://donatelife.ny.gov/>. #HappyHalloween 🧡👻



**ORGAN DONATION
ISN'T SPOOKY.**



4. Connect your post to a trending topic or holiday

5. Share user-generated content

Encourage users to ask questions and create posts and keep an eye out for mentions of your name, so that you can capture these great opportunities.



Love Matters Naija
November 10, 2020 · 🌐



Hello Love Matters Naija,

I have been dating this girl for 4 years. We met in higher institution. During this period of dating, we always arguments, she will tell me that it's over between us and she won't pick my calls until I send someone to help me beg her to take me back.

She has been doing this often, and sometimes when I suspect her of cheating on me and I confront her, she'll say I'm not yet married to her and that I should stop monitoring her movement.

In January this year, we had another argument and she told me that our relationship was over. She blocked me on Facebook and she posted 4 photos on her WhatsApp status, which she took with a guy in a hotel room and in some other places, and wrote 'Lovers' just for it to hurt me.

From April till now, the relationship has been going well. I just finished my NYSC service and I'm currently managing a small business which is paying me very well. However, the problem I'm having now is that those things she did to me back then keep playing in my head. I have tried to forget it all but it won't go.

I'm not seeing another woman nor cheating on my girlfriend. I don't even have time for myself because of my business not to talk of seeing other women, but the past keeps on playing in my memory.

[#RelationshipProblems](#) [#IPV](#)



page

hablemosdesexo.com

en

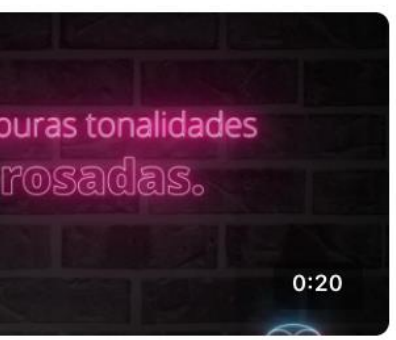
Environmental Organization (NGO) · Organization

www.instagram.com/hablemosde /

See all



See all



vide que las mujeres lesbi...



HABLEMOSDESEXO.COM

¿Tu deseo sexual es diferente al de tu pareja?
Tú quieres, pero tu pareja hace muecas cuando se lo propones. ...

86 34 Comments 1 Share

Like Comment Share

Most Relevant ▾

Write a comment... 🗨️ 📷 🎬 🗨️

Lorena Bichota
When that happened he would get annoyed and stop writing me, according to him, it wasn't for that much, but he would get upset and that he will behave distant and cutting made me feel guilty. I loved him but he wasn't there.

Like · Reply · See Original (Spanish) · 14w 2

Author
Hablemos de Sexo y Amor
Verónica Darks thanks for commenting on this experience. What an eye opener! Totally true, where is guilt, discomfort and pain.. there it is not 😊

Like · Reply · See Original (Spanish) · 14w 1

6. Engage with your audience

Engaging with your community helps you build trust with your audience, create momentum, show that you care and appreciate everyone interested in your mission.

7. Repurpose your best content

For example, if you have shared a successful text post, consider creating a graphic, a podcast, a video on the subject. Then, you can repost your popular content at regular intervals to keep it in front of your audience.



Love Matters Naija
November 29, 2020 · 🌐

Do you know the right way to use [#MorningAfter](#) Pills? This guide will help you when next you have sex without a condom.

For more information on [#Contraception](#) and [#FamilyPlanning](#), please reach out to Marie Stopes Nigeria on: 08000022252 (call for free)... [See more](#)

How to Use Emergency Contraceptive Pills



1. Take the first one as soon as possible. The first dose must be taken within 72 hours (three days) after unprotected sex. But remember that the sooner you take the pill, the better it will work.
2. Take the second one 12 hours later.

FOR MORE INFORMATION ON CONTRACEPTION AND FAMILY PLANNING, PLEASE REACH OUT TO MARIE STOPES NIGERIA ON:



Almost ready! Alone or with others as usual?

rnw media الحب نقامة

What do you know about emergency contraceptive pills? This video from Love Matters Arabic explains in detail how emergency contraceptive pills work and how...


Love Matters Naija
April 17, 2020 · 🌐

Have you ever used the 'morning after' pregnancy pill?

Do you think one emergency contraceptive pill will be enough if you had unprotected sex multiple times the night before?

Find out the answer in the article below.

[#Contraception](#)



LOVEMATTERSAFRICA.COM

Is one emergency pill enough?

Will one emergency contraceptive pill be enough if we had unprotected sex multiple times t...

196 Likes 37 Comments 2 Shares

Like Comment Share

Love Matters Naija
November 3, 2019 · 🌐 [Follow](#)

What do you know about emergency contraceptive pills?

This video from Love Matters Arabic explains in detail how emergency contraceptive pills work and how you can use it to protect yourself.

Have you used an emergency contraceptive pill before? What was your experience?

[#PleasurePositive](#) [#LoveMatters](#) [#TeamLMNaija](#)

[See less](#)

Most Relevant ▾

Fuentes Mairrim
What if u take this 5 days after is it still safe?

Like · Reply · 1y

Most Relevant is selected, so some comments may have been filtered out.



BEST PRACTICES FOR WHATSAPP

1. Provide information quickly
2. Bridge the digital divide
3. Think outside the box
4. Answer sensitive questions
5. Foster the active engagement

1. Provide information quickly

Driven by the rapid spread of COVID-19, organisations have been using WhatsApp to disseminate critical information through WhatsApp groups whose members can then easily share with their respective networks.



Have questions about **COVID-19**?
We have answers



Click this link and
text hi to
the whatsapp number



World Health
Organization



World Health Organization



hi mr who 11:04 ✓

🔒 Messages to this chat and calls are secured with end-to-end encryption. World Health Organization may use another company to store, read and respond to your messages and calls. Click for more info.

This chat is with the official business account of "World Health Organization". Click for more info.

Sorry I am an automated system and didn't understand your reply.

Reply with a number (or emoji) at any time to get the latest information on the topic:

1. Latest numbers 📄
2. Protect yourself 👍
3. Your questions answered ?
4. Mythbusters 🛑
5. Travel advice 🌍
6. News & Press 📰
7. Share ▶▶
8. Donate now 🙏

11:04



Type a message



✕ Contact info



World Health Organization

Official business account

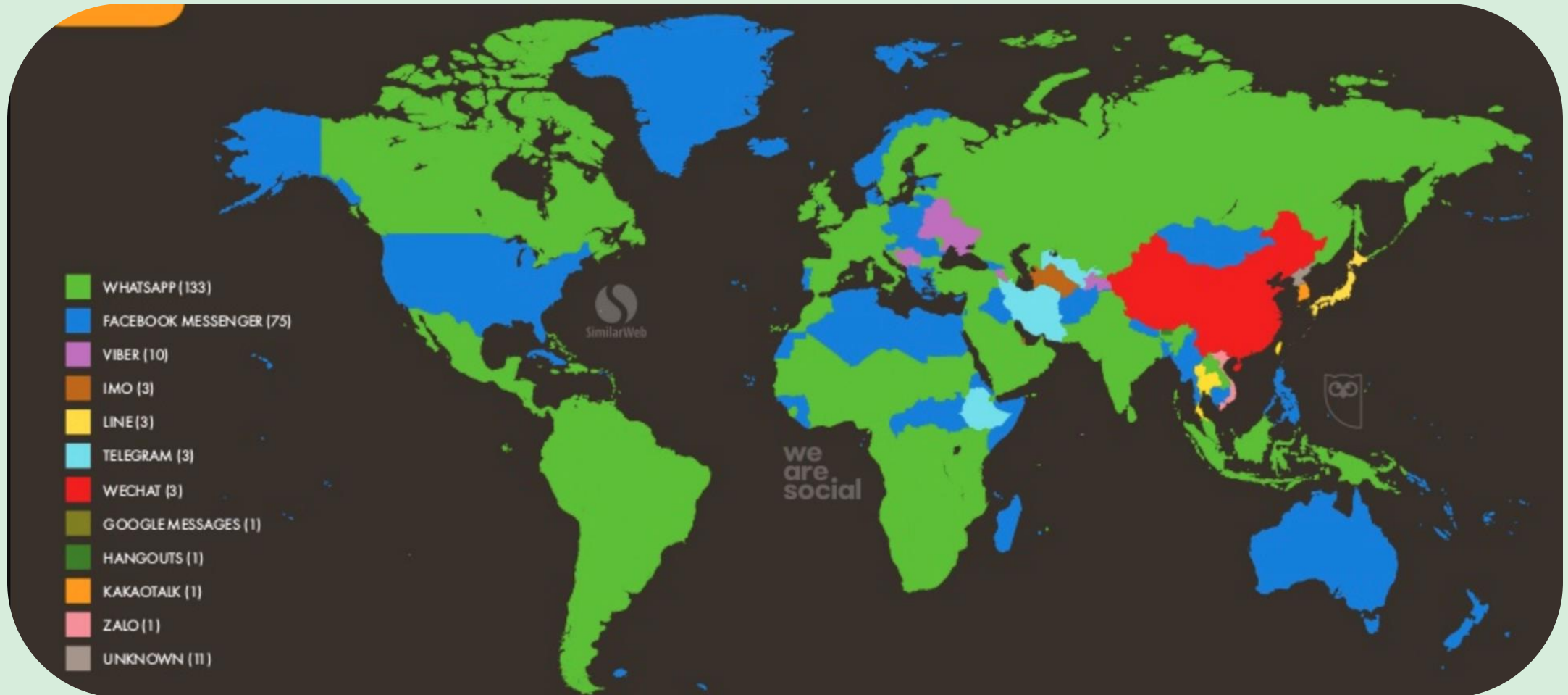
🏷️ Medical & health

🏠 This service will provide you with information and guidance from W current outbreak of coronavirus c (COVID-19) that was first reported December 2019.



2. Bridge the digital divide

WhatsApp can help you reach digitally-disadvantaged communities. In developing countries with underdeveloped (or overly expensive) telecom options, WhatsApp is the go-to alternative to text or other social media.



APR
2021

FAVOURITE SOCIAL MEDIA PLATFORMS

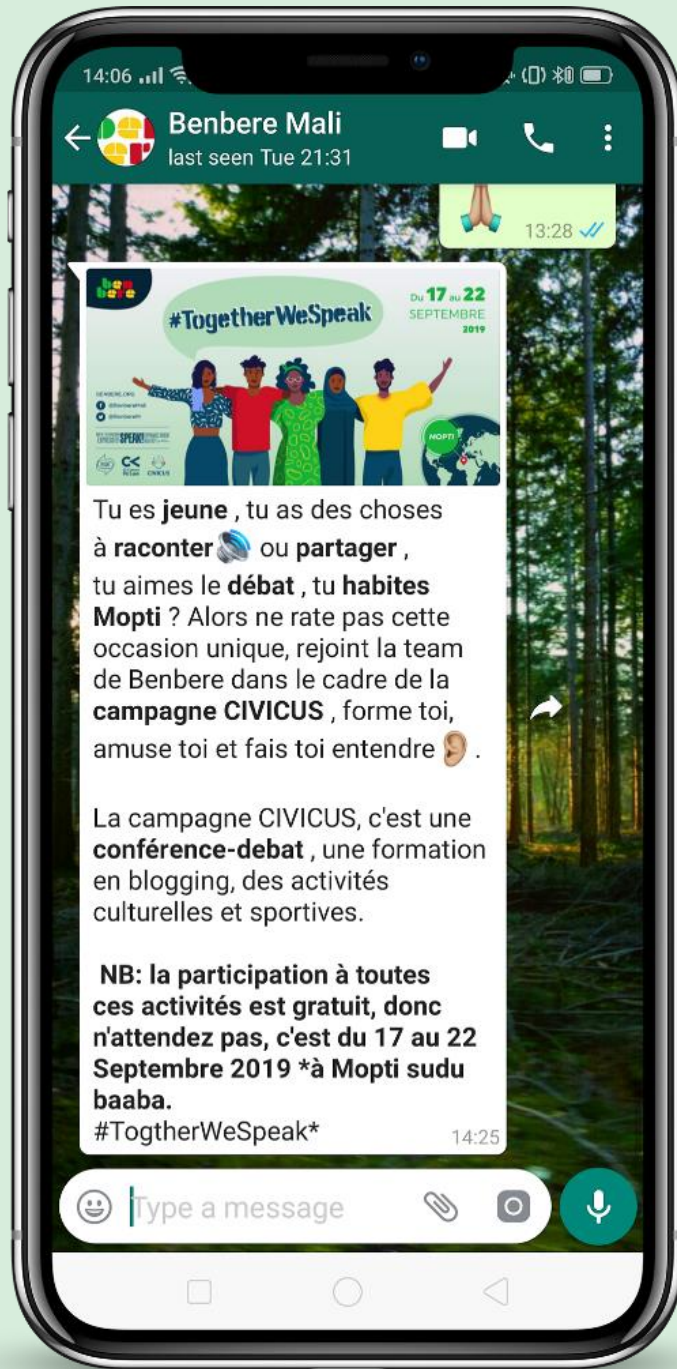
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM*



SOURCE: GWI (Q4 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE USERS IN CHINA. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER SOCIAL PLATFORMS NOT INCLUDED IN THE CHART SHOWN ABOVE, SO VALUES MAY NOT SUM TO 100%. INDIVIDUAL RESPONDENTS MAY USE DIFFERENT CRITERIA TO DETERMINE THEIR "FAVOURITE" PLATFORM.

41

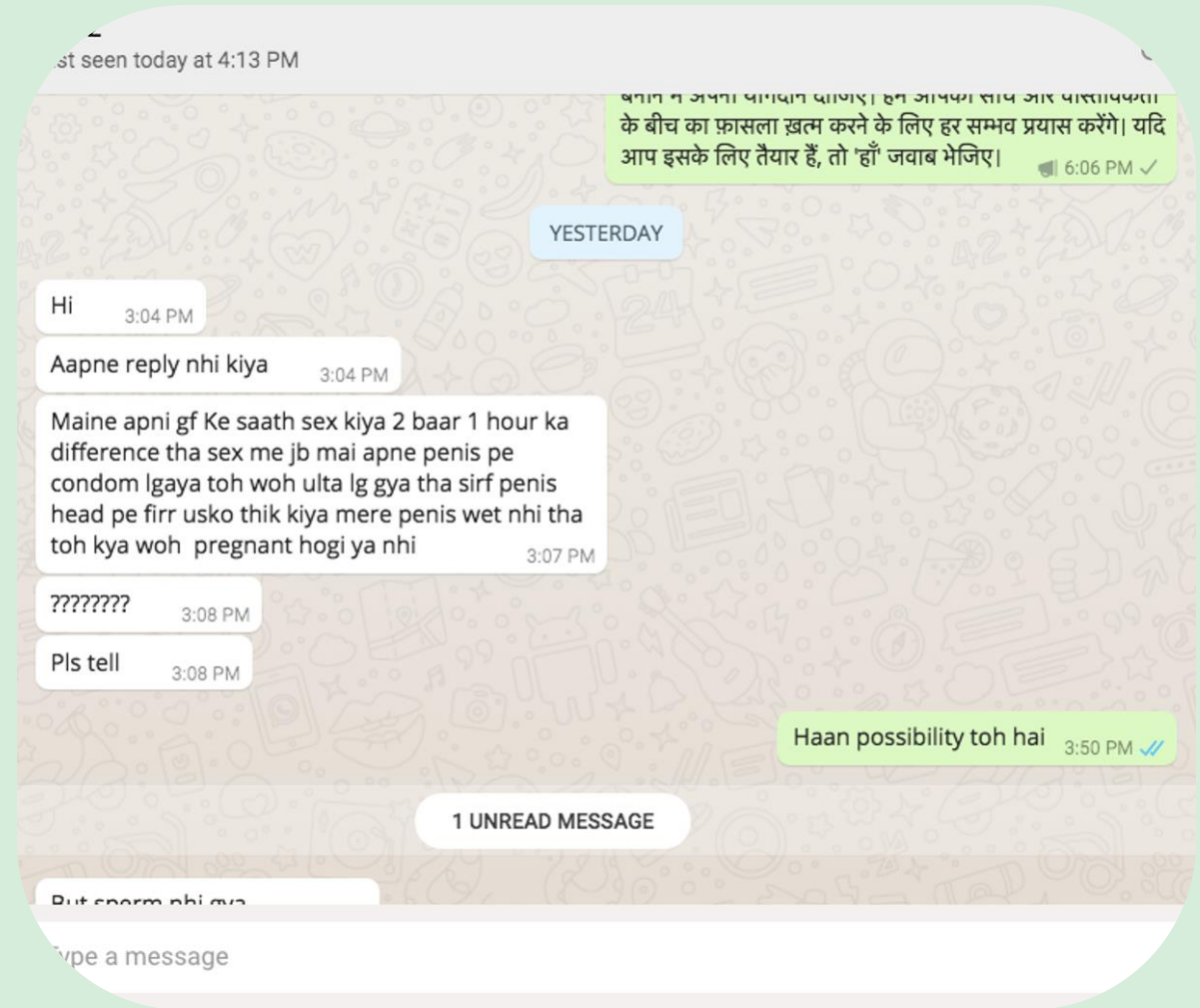


3. Think outside the box

- In **Lebanon**, COVID-19 tests can be ordered on the app
- In **Argentina**, a chatbot connects patients to doctors to report COVID symptoms
- A **Philippine diplomatic mission** in the United Arab Emirates uses the app as a hotline for its citizens working in the country
- In **Brazil**, citizens use an in-app directory of 1000s of retailers

4. Answer sensitive questions

A pilot ran by Love Matters India showed that subscribers felt comfortable asking their most private questions via WhatsApp. Some said that they wouldn't want to ask these sensitive questions publicly on a more public platform.





5. Foster the active engagement

WhatsApp has excellent engagement rates. **98%** of messages are opened and read, and **90%** of them get opened within three seconds of being received. Additionally, people tend to share your content through private messages or groups, which can amplify your message or campaign at no extra cost.

REFLECTION

Do you have any other **Facebook** or **WhatsApp** tips you'd like to share?

Would you like to reflect on any of the best practices?





Instagram



TikTok

COMING UP

QUESTIONS





REFLECTION

Go to **menti.com**, enter the code [xxxxxxx] and answer the following question:

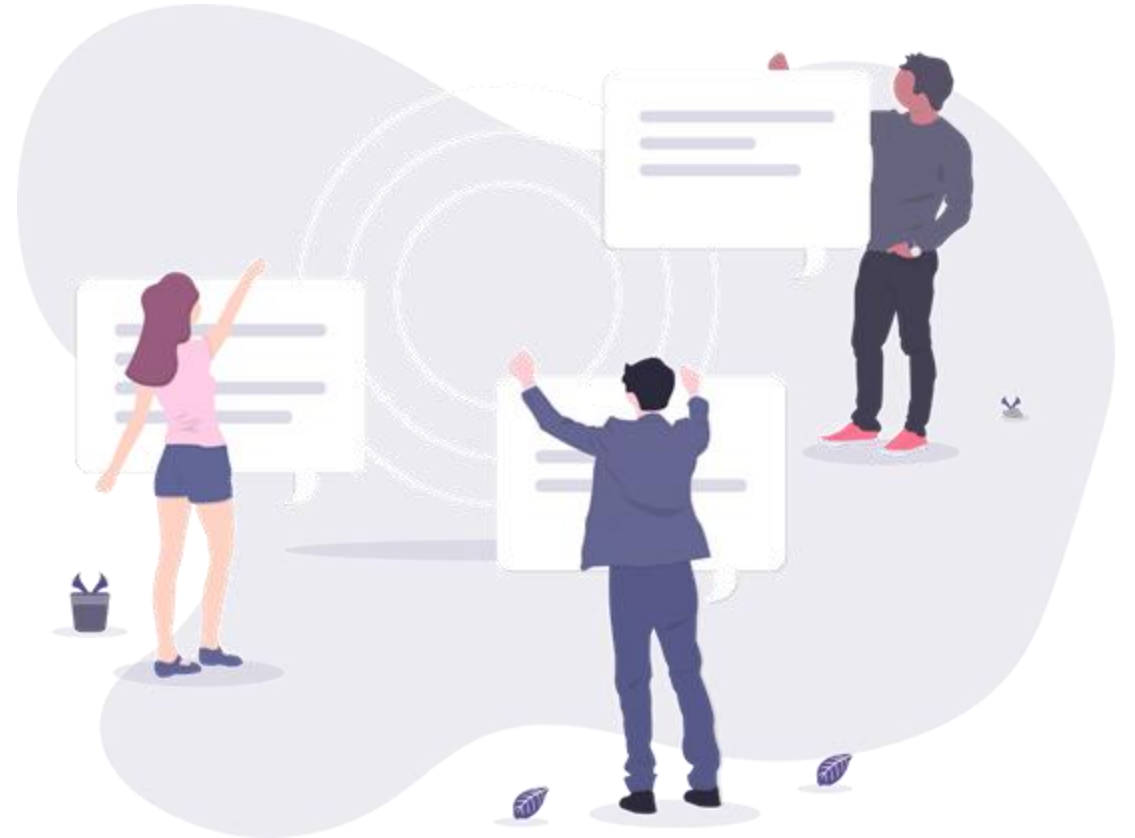
What is your key takeaway from this session?

FINAL ASSIGNMENT

Pitch your story & create one piece of content. You get 10 mins/person for your presentation.

Your pitch should include:

- Target audience statement
- Persuasive aim
- The story
- Format, medium, channel





Thank you!