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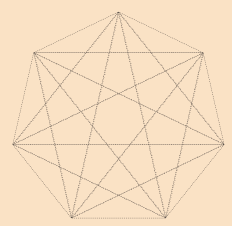
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Youth Champions Program

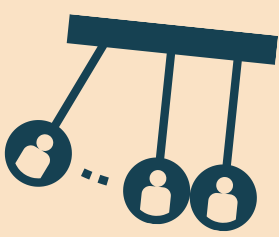
THE ROLE OF SOCIAL MEDIA IN SHARING SEXUAL AND REPRODUCTIVE HEALTH (SRH) INFORMATION

Social media use to promote SRH

Social media platforms like Facebook, Instagram, YouTube, X, Snapchat, and TikTok are increasingly influencing the lives of young people around the world. Social media serves as a collaborative dissemination platform to reach and influence millions of young people and deliver health-related information. It can provide efficient, ubiquitous, and user-friendly approaches to spark open discussions, promote self-education, address specific concerns, and demonstrate a certain level of engagement with health-related messages.



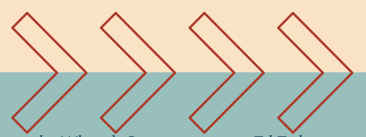
Methods of sharing information



- Information dissemination on social media encompasses a variety of interactive media: posts, videos, photos, and blending sexual health education with broader societal topics. Platforms like Facebook and TikTok promote SRH education via peer-led dissemination, resource posting, educational content publication, multimedia usage, and targeted distribution. Employed methods range from short 30-second videos, daily content prompts, educational documents, Snapchat’s QR codes, and traditional SMS components.
- Social media holds promise as an effective SRH communication tool: however, information must be reliable and composed of attractive messages tailored to meet adolescents’ diverse needs.

Social media impact

- Social media platforms, allow users to build online communities and stay connected with their friends, peers, and family. Through online groups, young people are able to receive support and connect with diverse sexual orientation and gender identity communities that they may not be able to access in their offline world. Through these networks, young people are able to discuss their concerns, openly acknowledge their sexual orientation and identity, and seek information and advice about SRH and other related issues from peers.
- Facebook, Instagram, YouTube, SMS, and TikTok are favored by young people for their features as they allow for open communication, multimedia sharing, and discreet exploration of sexual health topics. Users, especially the youth, value platform accessibility, wide engagement potential, entertainment-education strategies, and the ability to maintain privacy during intimate discussions.



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