



Social media audit

Key for types of posts:

- Informational - short-term knowledge (that people need to know only for a day/ week), for example, postponing a workshop
- Educational - long-term knowledge, e.g. information about why consent is important
- Promotional - promotion of events, workshops and any anything else the organization is doing
- Entertainment - aimed to entertain and engage the audience, e.g. pictures from workshops

INSTAGRAM

Basic Information

Handle: @yestoconsent

Followers: 2,155

Total number of posts: 1,552

TA: Gen Z, Millennials

General Analysis

Instagram is one of the most used social media platforms by YES!. It posts almost every single day. There is a lot of effort to engage the audience by incorporating different types of posts, asking questions and using hashtags. However, there is no clear strategy in types of content, times of posting, design or layout on the profile. The majority of posts focus on promoting the podcast and workshops and sexual health-related education/information. The majority of posts are scheduled in advance and posted to both Instagram and Facebook at the same time.

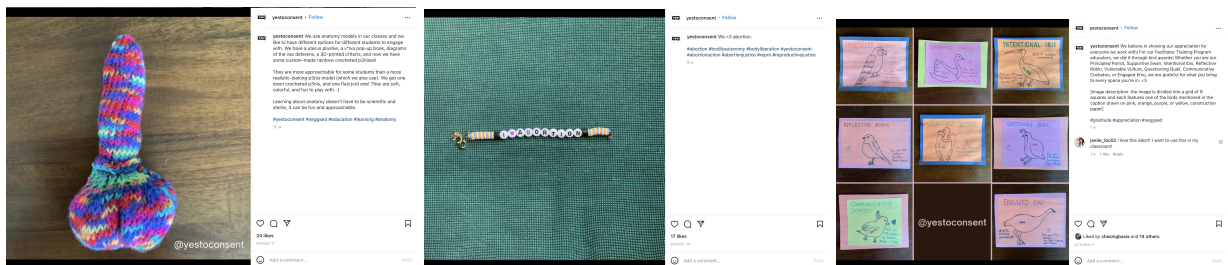
Analysis of 100 posts from the last 4 months (July 11, 2022 - Oct. 24, 2022).

Types of Posts

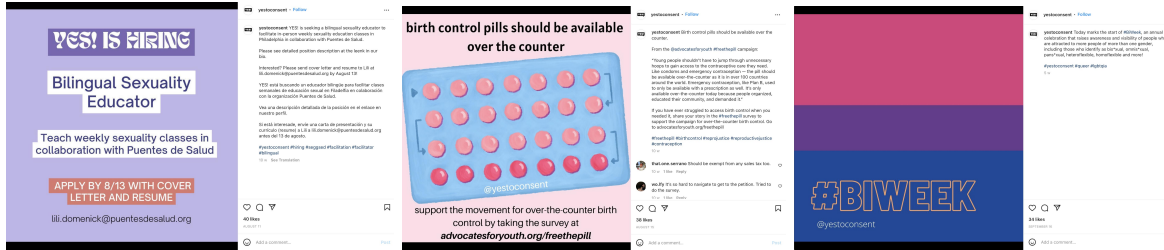
- Education: 20 posts (20%)
 - Educational posts with the greatest engagement are:
 - August 10 - Quote about reproductive rights - 30 likes, 0 comments
 - August 23 - Picture of handwritten information about consent - 43 likes, 2 comments
 - Sept. 20 - “Consent and how to achieve it...” - 23 likes, 3 comments



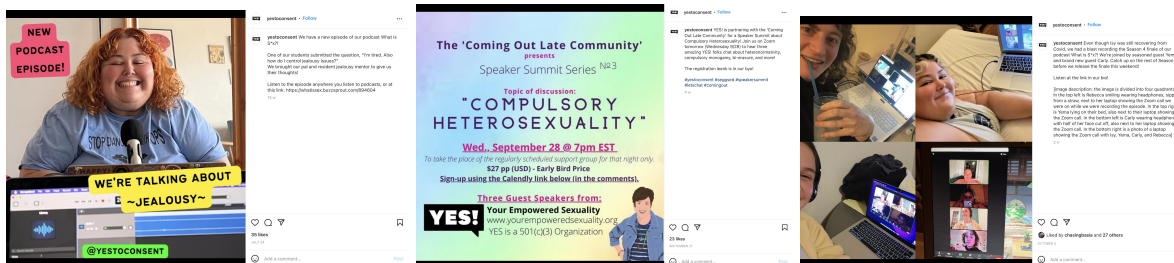
- Entertainment: 18 posts (18%)
 - Informational posts with the greatest engagement are:
 - Aug. 2 - Picture of a crochet anatomy model - 24 likes, 0 comments
 - Aug. 20 - “We love abortion” - 17 likes, 0 comments
 - Oct. 17 - Pictures of children’s drawings from one of the workshops - 15 likes, 1 comment



- Information: 26 posts (26%)
 - Informational posts with the greatest engagement are:
 - Aug. 11 - Announcement that YES is looking to hire a bilingual sexuality educator - 40 likes, 0 comments
 - Aug. 15 - Information about the birth control pill, call to action to take a survey to support the movement - 38 likes, 5 comments
 - Sept. 16 - #Biweek - 34 likes, 0 comments



- Promotion: 36 posts (36%)
 - Promotional posts with the greatest engagement are:
 - July 24 - Podcast promotion, jealousy episode - 35 likes, 0 comments
 - Sept. 27 - Speaker Summit promotion - 23 likes, 0 comments
 - Oct. 5 - Podcast promotion, season 4 finale - 28 likes, 0 comments



- Pictures: 90 (90%)
- Reels: 10 (10%)
- Combination of photos and graphics and/or text: 24 (24%)
- Graphics: 56 (56%)
- Photos or videos: 18 (18%)

Frequency and Timing

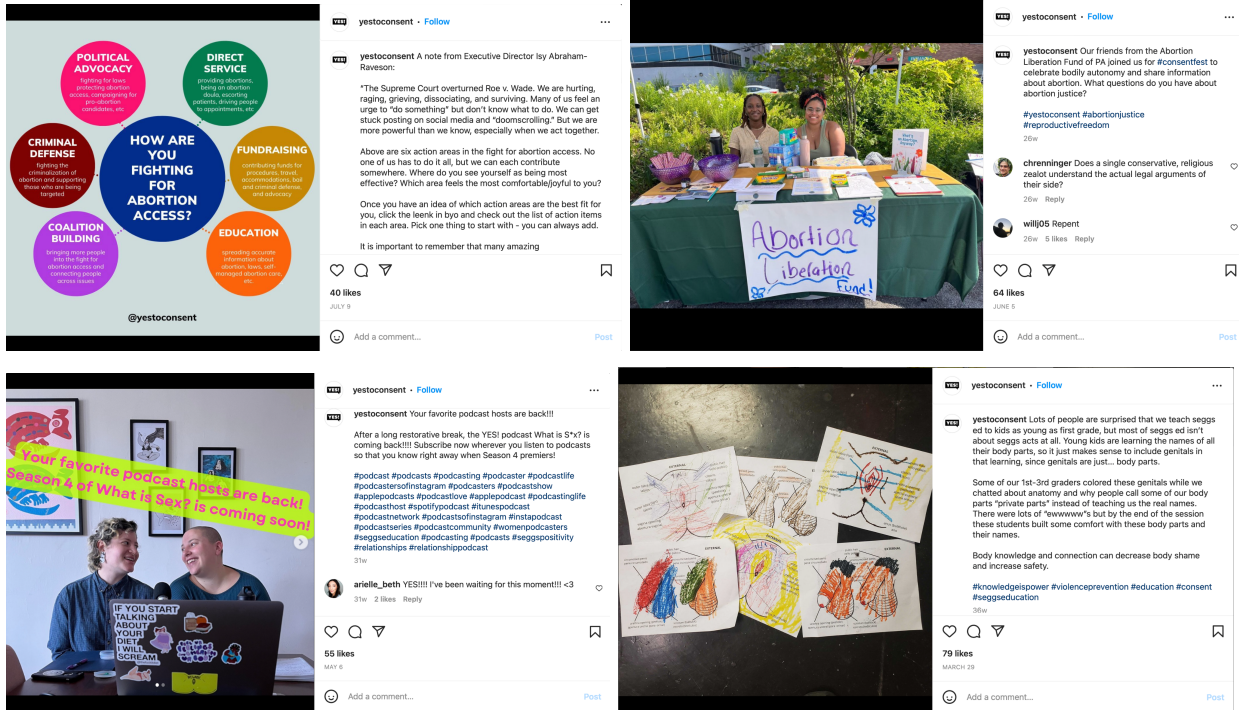
YES! posts on Instagram almost every single day (usually one post per day; sometimes a post every 2-3 days, rarely 2 posts per day).

The posts are planned in advance, and there are a lot of posts promoting events and featuring highlights from past events. Some posts are cohesive and are parts of a bigger series, some are individual. There is no clear strategy or pattern for posting in terms of the types of posts, timing, or design.

Engagement

General like average: 11.86 ~ 12 likes
 General comment average: 0.42 ~ 0 comments

Examples of older posts that received good engagement:



FACEBOOK

Basic Information

Handle: @yestoconsent

Followers: 9,547

Page likes: 9,264

Reviews:

- Number of reviews: 16
- Stars: 4.8/5.0

Description (the “about” section) is not aligned with other platforms.

TA: Millennials, Gen X

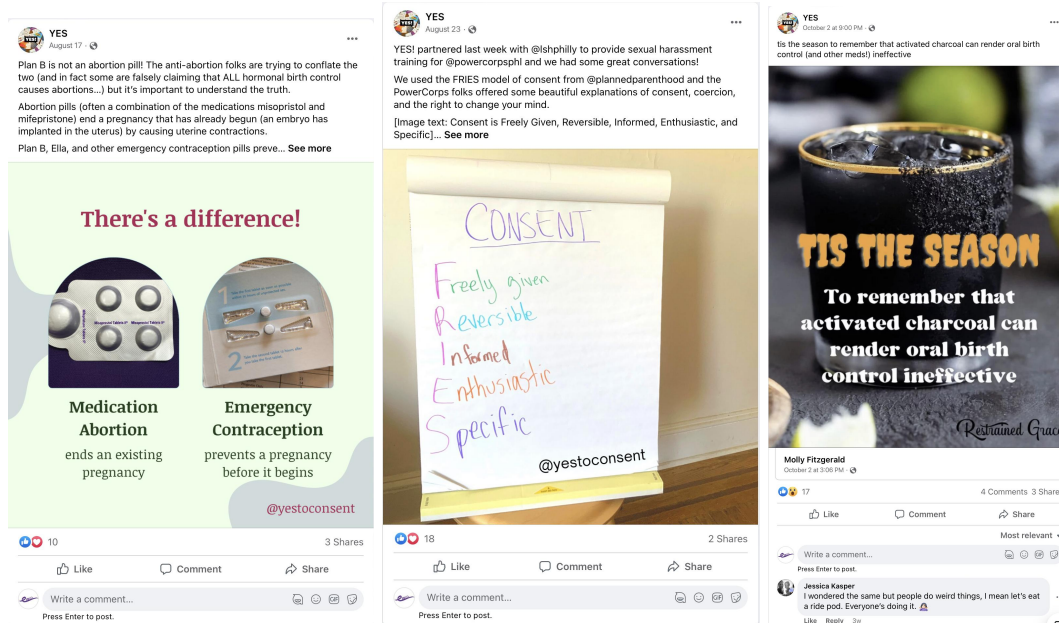
General Analysis

Facebook is another platform that is actively used by YES!. Similarly, as on Instagram, it posts almost every single day. There is some effort to engage the audience by incorporating different types of posts and reposting other creators' posts. However, there is no clear strategy in terms of types of content, times of posting and designs. There is almost no use of hashtags. The majority of posts focus on promoting the podcast and workshops and sexual health-related education. The posts are scheduled in advance and posted to both Instagram and Facebook at the same time.

I analyzed 100 posts from the last 4 months (July 22, 2022 - Oct. 24, 2022)

Types of Posts

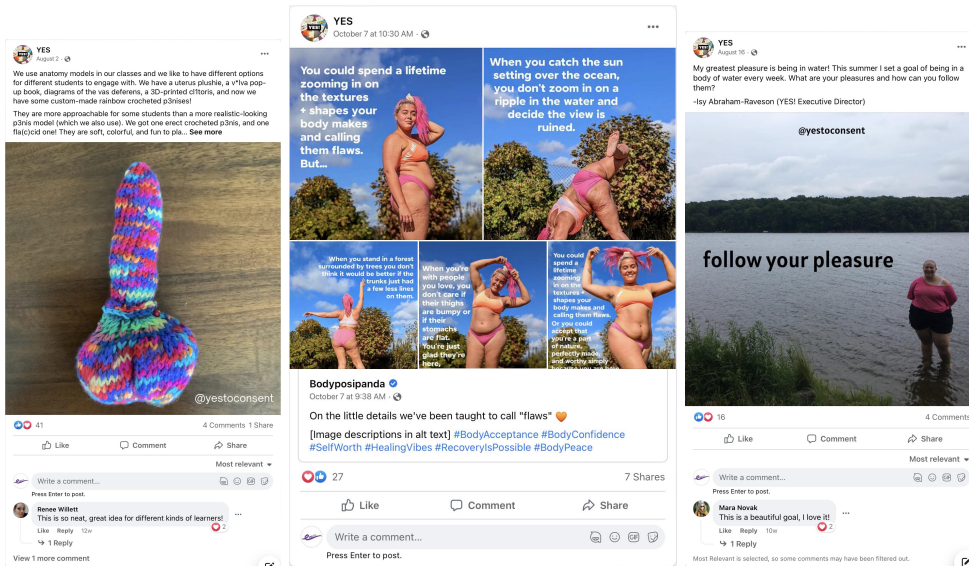
- Education: 15 posts (15%)
 - Educational posts with the greatest engagement are:
 - Aug. 17 - Differences between Plan B pill and abortion pill - 10 reactions, 0 comments, 3 shares
 - Aug. 23 - Picture of handwritten information about consent - 18 reactions, 0 comments, 2 shares
 - Oct. 2 - Halloween season - raising awareness about activated charcoal reacting with medication - 17 reactions, 4 comments, 3 shares



- Entertainment: 19 posts (19%)

- Informational posts with the greatest engagement are:

- Aug. 2 - Picture of a crochet anatomy model - 41 reactions, 4 comments, 1 share
- Oct. 7 - Repost from a body-positive creator - 27 reactions, 0 comments, 7 shares
- Aug. 16 - Follow your pleasure post - 16 reactions, 4 comments, 0 shares



- Information: 27 posts (27%)

- Informational posts with the greatest engagement are:

- Aug. 25 - Board members introduction - 21 reactions, 2 comments, 3 shares
- Sept. 3 - Recap from a podcast episode, “sex work is work” - 31 reactions, 10 comments, 4 shares
- Oct. 24 - Summary of university workshops - 25 reactions, 0 comments, 1 share



- Promotion: 39 posts (39%)
 - Promotional posts with the greatest engagement are:
 - July 31 - Podcast promotion, jealousy episode - 7 reactions, 3 comments, 0 shares
 - Aug. 22 - Workshop announcement - 8 reactions, 0 comments, 8 shares
 - Sept. 27 - Speaker Summit promotion - 10 reactions, 2 comments, 3 shares



Frequency and Timing

YES! posts on Instagram almost every single day (usually one post per day; sometimes a post every 2-3 days, rarely 2 posts per day).

The posts are scheduled (but made to look as if they were not). A lot of posts were posted at 10:04 a.m., 2:01 p.m. or 12:05 p.m.

Engagement

Average likes/reactions of all posts: 5.66 ~ 6 likes/reactions

Average number of comments: 0.46 ~ 0 comments

Average number of shares: 0.87 ~ 0 shares

Patterns across Facebook and Instagram

- There's a lot of posts with 0-5 likes and 0 comments
- The posts with the most engagement are photos or combinations of photos and graphics or text.
- On Facebook, there's a few duplicates (exactly the same post posted twice within 2-5 minutes) - they might be posted through a system and then they're not checked.
- Some posts have good engagement on one platform but no on the other ones

TWITTER

Basic Information

Handle: @yestoconsent

Incorrect information:

- location set to New Jersey instead of Philadelphia
- wrong website linked
- description not aligned with other platforms

Followers: 190

Number of Tweets: 1,095

Last Tweet from July 24, 2022

TA: Gen Z, Millennials, Gen X

General Analysis

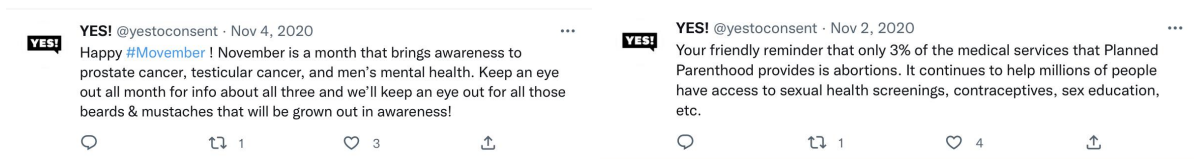
Twitter has not been actively used. There are a lot of time gaps: June 2021 - January 2022, January 2022 - March 2022, March 2022 - July 2022. In recent months the content has been

identical to other platforms. Earlier (before the pandemic) it was more diverse, including different graphics and Tweets. There is no clear strategy in terms of types of content. Before 2021 a lot of content was educational or informational connected to history, news, sexual health-related topics and inclusivity-related topics.

I analyzed 50 Tweets from January 2020-July 2022.

Types of Posts

- Education: 13 posts (26%)
 - Educational posts with the greatest engagement are:
 - Nov. 2, 2022 - Information about Planned Parenthood and abortion - 4 likes, 0 comments, 1 share
 - Nov. 4, 2022 - Bringing awareness to prostate cancer - 3 likes, 0 comments, 1 share



- Entertainment: 3 posts (6%)
- Information: 8 posts (16%)
 - Informational posts with the greatest engagement are:
 - Nov. 1, 2020 - Repost of a post response about Roe v Wade - 2 likes, 1 comment, 1 share
 - Nov. 2, 2020 - Comment about Planned Parenthood and abortion - 3 likes, - comments, 0 shares
 - Nov. 17, 2020 - Information about passing a sex-ed mandate - 3 likes, 0 comments, 1 share





- Promotion: 26 posts (52%)
 - Promotional posts with the greatest engagement are:
 - March 28, 2021 - Podcast promotion, “Boys like me what do I do?” - 2 likes, 0 comments, 1 share



Frequency and Timing

There is no regular schedule of posts. There are usually 3-6 posts a week. The older posts were more frequent, sometimes multiple times per day.

Engagement

Average likes/reactions of all posts: 0.78 ~ 0 likes

Average number of comments: 0.02 ~ 0 comments

Average number of shares: 0.26 ~ 0 shares

LINKEDIN

Basic Information

Handle: Your Empowered Sexuality, Inc.

Followers: 54

TA: Gen Z, Millennials, Gen X

General Analysis

The platform is not used by YES! There's only one post from 2 months ago announcing that YES! is hiring a Sexuality Educator - no likes or comments, 6 shares.



Social Media Calendar

MONTHLY CALENDAR

Key:

Federal holidays

General holidays

Endemic holidays

January

- Jan. 1 – New Year’s Day

Post–information/entertainment: plans and goals for the New Year (related to YES) – YES board members/staff members/volunteers with a prompt (conversation starter) what people would like to see happening at YES in the New Year.

- 3rd Monday in January – Martin Luther King Day (Jan. 16, 2023) – no post
- Jan. 24 – International Education Day

Post–education: infographic about the importance of sexuality education in schools (including statistics, e.g. percentage of schools in the US that doesn’t have sexuality education in their curriculum).

February

- Feb. 1 – National Freedom Day – no post
- Feb. 1 – Chinese New Year – no post
- 3rd Monday in February – Washington’s Birthday – no post
- Feb 14. – Valentine’s Day

2 posts—education: safe sex (e.g. do's and don'ts) in terms of the use of food, scents, oils, sex toys and more.

–Entertainment: ways of celebrating valentine's day in a non-romantic, non-sexual way (e.g. celebrating love with friends or family, practicing self love).

- [Feb. 20 – World Day of Social Justice](#)

Post—education: quotation from Isy (executive director) – Why is access to sexuality education social justice?

March

- [March 1 – Zero Discrimination Day](#)

Post—education: what is Zero Discrimination Day about? What simple steps can we take to promote inclusion, peace and compassion?

- [March 8 – International Women's Day](#)

Post—education: an infographic about the importance and history of Women's Day.

- [March 17 – St. Patrick's Day](#) – no post
- [March 20 – World Storytelling Day](#)

Post—entertainment/information: employee or volunteer spotlight (e.g. their story about how they found YES).

- [March 31 – International Transgender Day of Visibility](#)

Post—education: gender terminology and commonly asked questions about being transgender with simple answers (perhaps answered by YES staff members who are transgender).

April

- [Apr. 1 – April Fools Day](#) – no post
- [Apr. 7 – World Health Day](#)

Post—education: the importance of sexual health (perhaps a quote).

- [Easter \(Apr. 9, 2023\) – no post](#)
- [Apr. 14 – Day of Silence](#)

Post–education: posts showing results of an anonymous survey filled out by young people, bringing attention to harassment of members of the LGBTQ+ community.

May

- [Last Monday in May – Memorial Day](#) - no post
- [May 3 – National Teacher’s Day](#) - no post
- [May 9 – Mother’s Day](#)

Post–information: bringing attention to all mothers who lost their children, have strained relationships with their children, those who have chosen not to be mothers, and more.

- [May 17 – International Day against Homophobia, Transphobia, and Biphobia \(IDAHOTB\)](#)

Post–education/ promotion: the importance of IDAHOTB and ways to get involved on that day (any events happening around Philadelphia).

- [May 22 – Earth Day](#)

Post–education: the connection between social justice and earth day (sustainability, environmental issues and protection).

June

- [Pride Month](#)

Series of 4 posts (one each week) highlighting ways to get involved and support the LGBTQ+ community (especially around Philadelphia).

- [June 11 – Children’s Day \(US\)](#)

Post–entertainment: series of pictures from YES!’s workshops with young children.

- [June 19 – Juneteenth National Independence Day](#) - no post
- [June 20 – Father’s Day](#) - no post

July

- [July 4 – Independence Day](#) - no post
- [July 14 – International Non-Binary Day](#)

Post–education: what does it mean to be non-binary?

August

- [Aug. 10 – Lazy day](#)

Post–entertainment: what are your pleasures and how can you follow them? (similar to Isy’s post from Aug. 16).

- [Aug. 2 – Coloring Book Day](#)

Post–promotion: coloring books as an interactive way of learning – promotion of YES!’s coloring books.

September

- [First Monday in September – Labor Day](#) – no post

October

- [LGBTQ+ History Month](#)

Series of 4 posts (each week)–education: history of the gay rights and related civil rights movements.

- [Second Monday in October – Columbus Day](#) – no post
- [Oct. 4 – Yom Kippur](#) – no post
- [Oct. 10 – World Mental Health Day](#)

Post–entertainment/ information: simple ways of taking care of your mental health every day and ways you can help people around you who are struggling with mental health.

- [Oct. 11 – National Coming Out Day](#)

Post–entertainment/information: some coming out stories.

- [Oct. 19 – International Pronouns Day](#)

Post–education: the importance of pronouns, gender identity etc.

- [Oct. 26 – Intersex Awareness Day](#)

Post–education: highlight human rights issues faced by intersex people.

- [Oct. 31 – Halloween](#)

Post—some health issues to remember during Halloween (similar to the Facebook post about activated charcoal reacting with birth control pills and other medication).

November

- [Nov. 1 – All Saints Day](#) - no post
- [Nov 11 – Veterans’ Day](#) - no post
- [Fourth Thursday in November – Thanksgiving Day](#) - no post

December

- [Dec. 1 – World AIDS Day](#)

Post—education: fighting the stigma of HIV/AIDS, reminder to (and how) to get tested.

- [Dec. 3 – International Day of People with Disabilities](#)

Post—education: raising awareness of issues faced by people with disabilities also highlighting that not all disabilities are visible (e.g. connected to doctor’s visits).

- [Dec. 10 – International Human Rights Day](#)
- [Dec. 18–26 – Hanukkah](#)
- [Dec. 25 – Christmas Day](#)
- [Dec. 26–Jan. 1 – Kwanzaa](#)

Collective post (relating to any celebrations) about health (similar to the Halloween post), including mental health.

WEEKLY CALENDAR

1. TriviaTuesday

Trivia questions on Instagram story (questions and polls) – common sexual health-related questions, fun facts, statistics and more. Some of the questions may be reposted on Facebook and Twitter.

2. Q&A – Wednesday (twice a month)

An anonymous form in bio is posted on the story (on Mondays) where people can ask anonymous questions. They are answered on Instagram posts (on Wednesday). The same thing will be done on Facebook. Then it can be also shared on Twitter.

3. Self-Care Sunday

Posts on all platforms related to pleasure, self-care, mental health.



Social Media Samples

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General Information

If possible, post on these times:

- Workshop/smaller event announcements: 1-2 weeks before
- Big event announcements (e.g. Consent Fest): 2-3 weeks before
- Podcast episode promotions: within 1 day of release
- Pictures from workshops and activities: within 1 week after the event
- Weekly engagements and holidays: day of

SM time windows:

- Best days to post on social media: Tuesdays through Thursdays
- Worst days to post on social media: Sundays

Facebook:

- Mondays through Fridays at 3 a.m.,
- Tuesdays at 10 a.m. and 12 p.m.

Instagram:

- Mondays 11 a.m.,
- Tuesdays and Wednesdays 10 a.m. – 1 p.m.,
- Thursdays and Fridays 10 a.m. – 11 a.m.

Twitter:

- Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 9 a.m.

LinkedIn: Tuesdays 10 a.m. to noon

Source: Keutelian, M. (2022, August 11). The best times to post on social media in 2022. Sprout Social.
<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Workshop Announcements

1. Example 1

Instagram

Graphic example:



Caption:

We are taught that #doctors and other #healthcare providers are experts on our bodies and know what's best for us. In reality, we know ourselves best. Join us for an interactive #workshop, where we apply a consent framework to healthcare appointments and challenge dominant understandings of how healthcare has to be.

When: Monday, Nov. 24, 2022 at 5 p.m. ET.

Where: Zoom, link will be sent out after you fill out the registration form in bio!

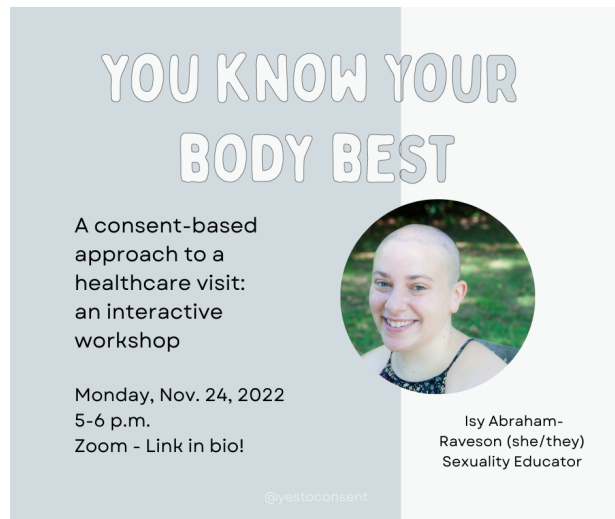
#yestoconsent #seggsed #healthandwellness

+ Tag relevant organizations: @plannedparenthood @ppact @siecus @teensourceorg

If applicable, tag any organization/person you're partnering with.

Facebook

Graphic example:



Caption:

Have you ever felt invalidated by a healthcare provider? Join us for an interactive workshop, where we talk about the right to ask questions, set boundaries and apply a consent framework to healthcare appointments.

Register here [link] and join us on Zoom on Monday, Nov. 24, 2022 at 5 p.m. ET.

If applicable, tag any organization/person you're partnering with.

Facebook Event

- Create a Facebook event with a description of the workshop and repost it on your page a few days before the event.

Caption:

Join @YES for the "You know your body best" workshop on Friday, Dec. 2, 2022!

We'll learn about the importance of applying a #consent framework to #healthcare appointments and receive tools to ask the right questions and set boundaries!

Instagram Story Reminder

- Story reminding about the workshop; add a link to the registration form.

Sample graphic:



2. Example 2

Instagram

Graphic example:



Caption:

Join YES! for a workshop where we use creativity and art to explore our desires and learn how to communicate them!

When: Monday, Nov. 24, 2022 at 5 p.m. ET.

Where: Zoom, link will be sent out after you fill out the registration form in bio!

#yestoconsent #seggsed #desire #art #healthandwellness

+ Tag relevant organizations: @plannedparenthood @ppact @siecus @teensourceorg

If applicable, tag any organization/person you're partnering with.

Facebook

Graphic example:



Caption:

What does #art and #desire have in common? In the "Creativity & the Erotic Imagination" Facilitator training we'll explore how #creativity can help us explore our desires!

Read more about the workshop and register here: [bit.ly link]

If applicable, tag any organization/person you're partnering with.

Podcast Promotion

Instagram

Graphic example:



Caption:

New episode of our podcast What is S*x?!

A student submitted a question "I'm tired. Also, how do I control jealousy issues?"

We brought our pal Rebecca and discussed the topic of jealousy, sharing our experiences and thoughts!

Click the link in our bio to listen to the newest episode by clicking the link in our bio!

#yestoconsent #seggsed #whatissex #podcast #education

+ Tag relevant organizations: @plannedparenthood @siecus
@advocatesforyouth @consentcomesfirst @sexetc

Facebook

Graphic example:



Caption:

"I'm tired. Also, how do I control jealousy issues?"

This week, Rebecca joined us to explore this anonymous question asked by one of our students. We discussed the topic of jealousy, sharing our experiences and thoughts!

Listen to the newest episode here [link] and tell us your thoughts in the comments!

#yestoconsent #seggssed #whatissex #podcast #education

If applicable, tag any organization/person you're partnering with.

Informational Posts

1. Postponing a workshop

Instagram

Graphic example:



Caption:

Due to unforeseen circumstances we need to postpone our “You Know Your Body Best” workshop. The new date is November 30, 2022 on Zoom.

We hope we can still see you all there!

For more details visit [link to the event on Facebook].

Facebook

- Share Facebook event with the changed date.

Caption:

Due to unforeseen circumstances we need to postpone our “You Know Your Body Best” workshop to November 30, 2022.

Weekly Engagements

1. Self-Care Sunday, example 1

Instagram

Graphic example:



Caption:

Happy #selfcaresunday!

What does self-care mean to you?

#yestoconsent #pleasure #selfcare #mentalhealth

+ Tag relevant organizations: @pleasurepie @healherheartorg @femislays @femalecollective @selfcareisforeverone

Facebook

Graphic example:



Caption:

Happy #selfcaresunday!

What does self-care mean to you?

Self-Care Sunday is a bi-monthly series highlighting ways to take care of yourself and your mental health daily.

#yestoconsent #pleasure #selfcare #mentalhealth

2. Self-care Sunday, example 2

Instagram

Graphic example:



Caption:

Happy #selfcaresunday!

Sexual health is an important part of #selfcare. Remember to schedule your regular #wellness visit. Regular pap smears, pelvic exams and breast exams can help prevent #cancer or find it in early stages!

#yestoconsent #healthcare #wellnessvisit #breastexam

- + Tag relevant organizations: @plannedparenthood @nbcf @breastcancernow @eveappeal @selfcareisforeveryone

Facebook

Repost:

<https://www.plannedparenthood.org/learn/cancer/breast-cancer/what-breast-exam>

Caption:

Happy #selfcaresunday!

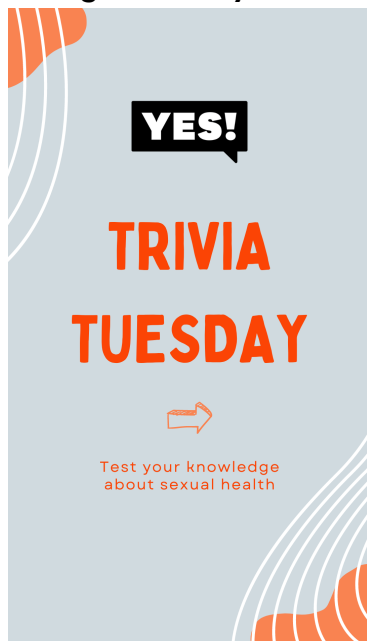
Sexual health is also #selfcare. "Breast exams are one of the most important early breast cancer screenings." Read more about how often should you schedule a wellness visit and what it looks like!

Self-Care Sunday is a bi-monthly series highlighting ways to take care of yourself and your mental health daily.

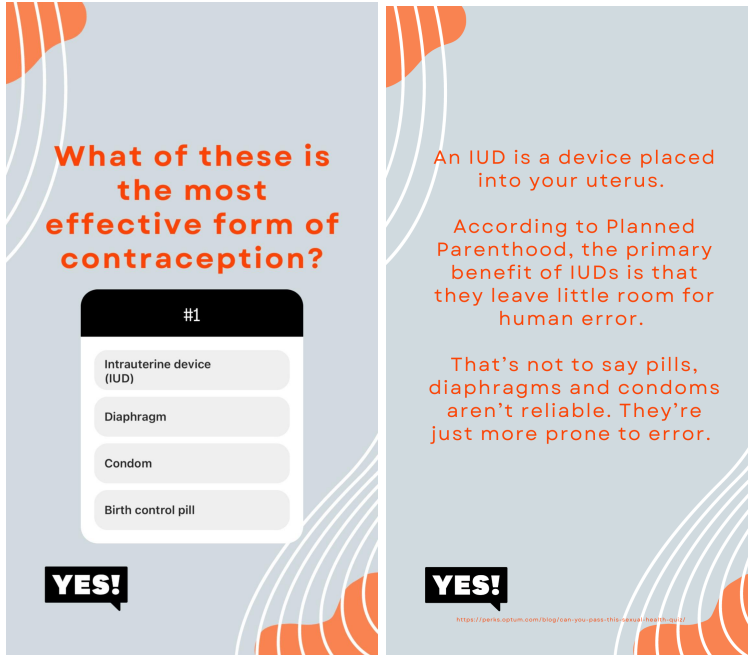
#yestoconsent #healthcare #wellnessvisit #breastexam #breastcancer

3. #TriviaTuesday

Instagram Story



Instagram Story – question examples



4. Q&A Wednesday Announcement

Instagram

Graphic example:



Caption:

Do you have any #sexualhealth -related questions? Or maybe you want to find out more about YES!?

YES! Is announcing #Q&A Wednesdays – ask us anything by filling out the anonymous form in our bio!

#yestoconsent #seggsed #q&awednesday #education

- + Tag relevant organizations: @plannedparenthood @siecus @advocatesforyouth @sexetc

Facebook

Graphic example:



Caption:

Do you have questions about sexual health and you're not sure who to ask? We're here to help! Fill out the [anonymous form link] and ask us anything!

We'll be answering questions every other Wednesday.

Holidays

1. **March 8 – International Women's Day**

Instagram

- Pictures of YES! Staff connected to the IWD #breakthebias campaign (<https://www.internationalwomensday.com/Theme>)

Caption:

Today talk about women's rights with people around you today, talk about the importance of equality and celebrate women's accomplishments! Let's #breakthebias

#yestoconsent #internationalwomensday #embraceequity

- + Tag relevant organizations: @internationalwomensdayofficial
@internationalwomensday_global

Facebook

- Pictures of YES! Staff connected to the IWD #breakthebias campaign (<https://www.internationalwomensday.com/Theme>)

Caption:

Imagine a world free of bias, stereotypes, and discrimination. We can make it happen, together!

Go to <https://www.internationalwomensday.com> to find out how you can contribute more!

2. May 9 – Mother's Day

Instagram

Graphic example:



Caption:

Today we celebrate and think of all mothers! We hope all of you have an amazing day!

#yestoconsent #mothersday

Facebook

Graphic example:



Caption:

“Mother” can take many different forms. Today, we want to celebrate all of them. Tell us who you’re wishing “happy mother’s day” to?

#yestoconsent #mothersday

3. June 11 – Children’s Day (US)

Instagram

- Series of pictures from YES!’s workshops with young children.

Caption:

Happy Children’s Day!

At YES! We believe in the power of education and all the ways we can do school differently, through after-school programs, workshops and outdoor classes.

Swipe to see highlights from our workshops this year!

yestoconsent #childrensday #workshops

- + Tag organizations you partnered with

Facebook

- Series of pictures from YES!’s workshops with young children.

Caption:

Happy Children’s Day!

Take a look at some of our #workshops with #kids this year! At YES! We believe in the power of teaching kids about consent from the youngest years. Visit yourempoweredsexuality.com to find out more and sign your kids up for our events!

yestoconsent #childrensday

4. Aug. 10 – Lazy day

Instagram

- 1-3 pictures of YES staff and their pleasures, things they enjoy doing (each with a quote of how they incorporate that in their daily life)

Caption:

For YES! National Lazy Day is all about #pleasure. We asked our team to show what are their biggest pleasures and how they follow them.

What are your pleasures?

#yestoconsent #nationallazyday

Facebook

- 1-3 pictures of YES staff and their pleasures, things they enjoy doing (each with a quote of how they incorporate that in their daily life)

Caption:

For YES! National Lazy Day is all about #pleasure. Tell us in the comments what are your biggest pleasures!

#yestoconsent #nationallazyday

5. Aug. 2 – Coloring Book Day

Instagram

- Pictures of some of YES!'s coloring resources

Caption:

Happy Coloring Book Day!

Coloring books are not only entertaining but also a great way to teach kids about some difficult topics. Click the link in our bio to download our coloring resources!

#yestoconsent #coloringbookday

Facebook

- Pictures of some of YES!'s coloring resources

Caption:

Happy Coloring Book Day!

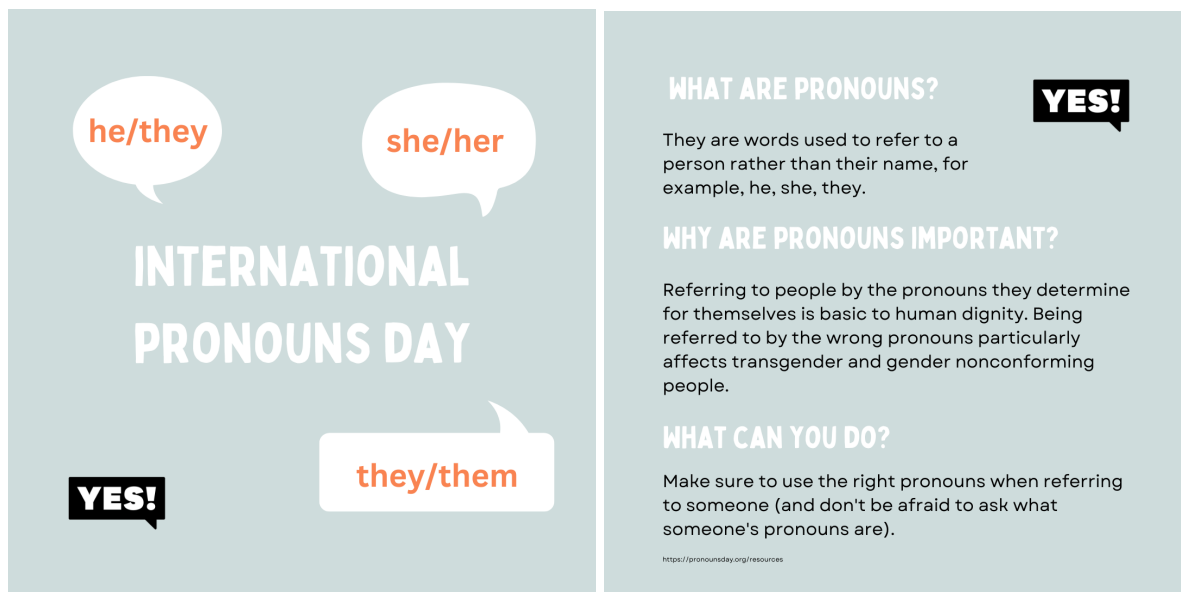
Coloring books are great ways to educate kids using ways that are familiar to them. They can help introduce some hard topics to your children and make those conversations easier.

Download our resources here: [link]

6. Oct. 19 – International Pronouns Day

Instagram

Graphic example:



Caption:

Today is all about respecting, sharing and educating about people's #pronouns. Swipe to learn more!

#yestoconsent #PronounsDay

Facebook

Graphic example:

YES!

INTERNATIONAL PRONOUNS DAY

she/her

he/they

they/them

WHAT ARE PRONOUNS?

They are words used to refer to a person rather than their name, for example, he, she, they.

WHY ARE PRONOUNS IMPORTANT?

Referring to people by the pronouns they determine for themselves is basic to human dignity. Being referred to by the wrong pronouns particularly affects transgender and gender nonconforming people.

WHAT CAN YOU DO?

Make sure to use the right pronouns when referring to someone (and don't be afraid to ask what someone's pronouns are).

<https://pronounsday.org/resources>

Caption:

Happy pronouns day! Go to <https://pronounsday.org/participating> to see more ideas on how you can participate and help transform society to celebrate people's multiple, intersecting identities.

#yestoconsent #pronounsday

Coloring Book Announcement – Social Media Posts

Instagram post (1) (March 2023):

Graphic example:



Template

Caption:

Abortion can be a hard topic to introduce to children, especially with the amount of misinformation and stigma present in the media right now.

To make those conversations easier, Isy and Rebecca came up with a coloring book featuring Philly community members' real abortion stories and accurate, destigmatizing, age-appropriate information about abortion procedures.

Read the full story behind the idea of the abortion coloring book — link in bio!

And stay tuned for the full coloring book coming this Spring!

#yestoconsent #abortion #coloringbook #seggsed

+ tag: @leewayfound @plannedparenthood and any partner organizations (the ones that will help you distribute the book)

Facebook post (1) (March 2023):

Graphic example:



[Template](#)

Caption:

Do you feel like abortion is an important topic but you don't know how to start that conversation or answer your kids' questions about it?

We're here to help! Isy and Rebecca came up with a coloring book featuring Philly community members' real abortion stories and accurate, destigmatizing, age-appropriate information about abortion procedures.

Read the [\[full story link\]](#) behind the idea of the abortion coloring book!

And stay tuned for the full coloring book coming this Spring!

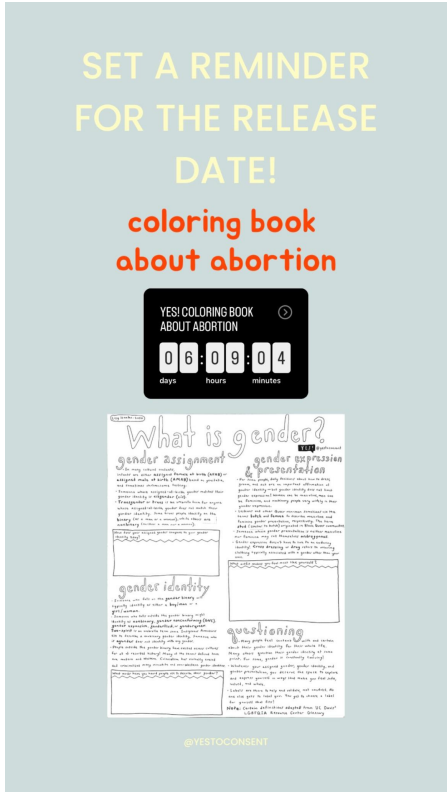
#yestoconsent #abortion #coloringbook #seggsed

+ tag: @leewayfound @plannedparenthood and any partner organizations (the ones that will help you distribute the book)

Instagram and Facebook Stories (1):

When a specific date or release will be known, post a story with a countdown on Facebook and Instagram:

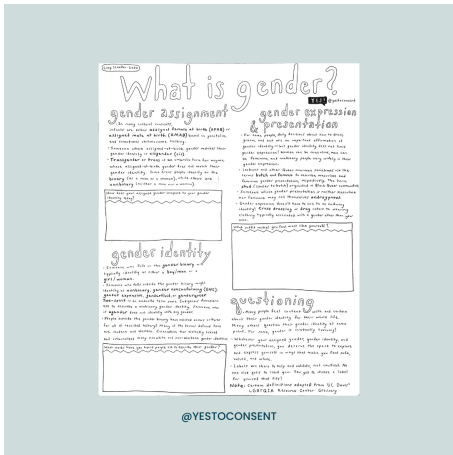
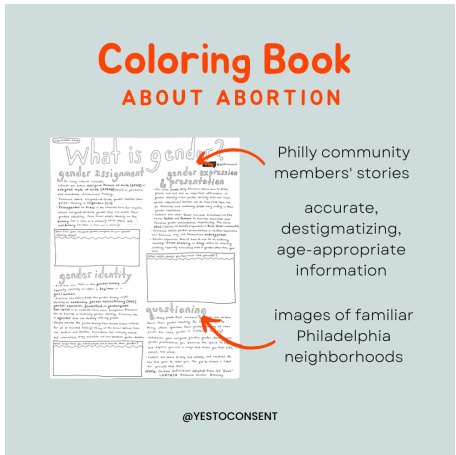
Graphic example:



Template

Instagram post (2) (when the book is published):

Graphic example:



Template

Caption:

It's here! The coloring book introducing the topic of abortion in an accurate but approachable way, making it easier to have those conversations with children.

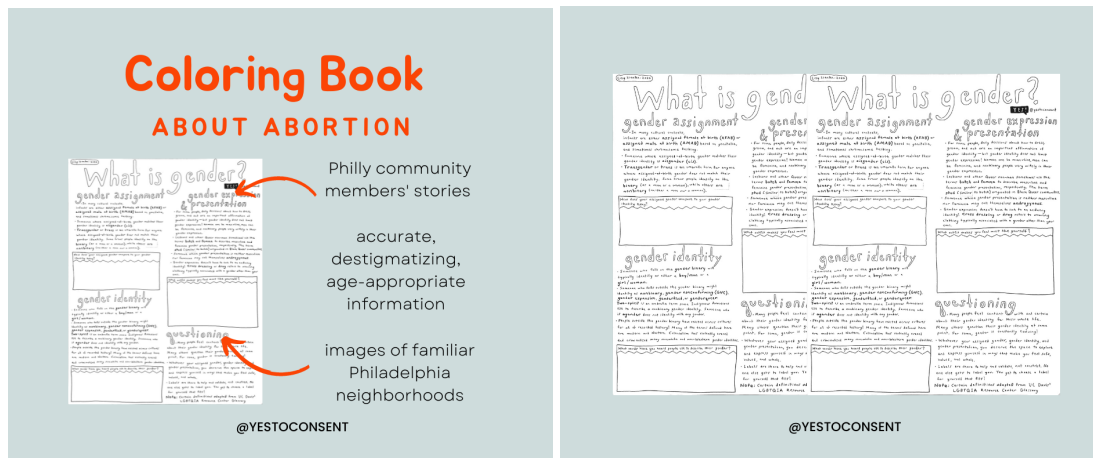
You can access the ebook version on our website (link in bio) or get it from one of our partner organizations: ...

#yestoconsent #abortion #coloringbook #segsgsd

+ tag: @leewayfound @plannedparenthood and any partner organizations (the ones that will help you distribute the book)

Facebook post (2) (when the book is published):

Graphic example:



[Template](#)

Caption:

It's here! A coloring book ... about abortion.

But what is this about? Isy and Rebecca had a unique idea to create a resource making it easier for caregivers to have conversations about abortions with kids and answer their questions.

The book features finally came to life - they created a coloring book featuring Philly community members' real abortion stories and accurate, destigmatizing, age-appropriate information about abortion procedures.

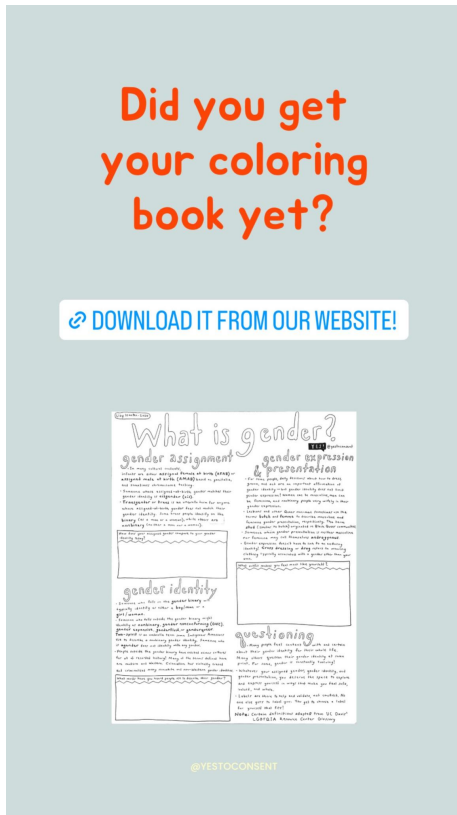
Read the [full story link] behind this idea and access the [ebook] or get the printed book from one of our partner organizations: ...

#yestoconsent #abortion #coloringbook #seggsed

- + tag: @leewayfound @plannedparenthood and any partner organizations (the ones that will help you distribute the book)

Instagram and Facebook Stories (2) (follow up, 2-3 weeks after debut):

Graphic example:



[Template](#)