4.2 C. Assessment statements for social media campaigns and information

Factors to be included	Statements	Yes, No or Inadequate?	Comments	Actions
Physical and psychological satisfaction/ enjoyment	Promotes the belief that everyone can enjoy their sexuality in the way they choose.			
	Portrays a wide range of sexual practices as defined by individuals, including, but not limited to, vaginal, oral and anal sex.			
	Uses simple, clear and concise messages and visuals to unpack complex issues around sex and sexuality, avoiding assumptions, judgement or prejudice.			
	Acknowledges the opportunities and challenges presented by porn literacy and erotica.			
	Understands how to be an effective, safe entry point for sexual pleasure, depending on the context.			

G A B SEXUAL HEALTH AND WELLBEING

Factors to be included	Statements	Yes, No or Inadequate?	Comments	Actions
Self-determination	Provides information and concrete suggestions that empower users to explore and enjoy sex and their sexuality.			
Consent	Promotes everyone's right to freely express and explore their own sexuality in a safe, healthy and pleasurable way.			
	Stresses that relationships are a choice: no one should be forced into a relationship or sexual act against their will.			
	Obtains written consent from users that explains the positive and negative consequences of images and videos.			
Safety	Gives users advice on how to remain safe online and offline.			

GAB SEXUAL HEALTH AND WELLBEING

Factors to be included	Statements	Yes, No or Inadequate?	Comments	Actions
Privacy	Protects users' privacy, complies with national data protection policy and conforms to the highest standard available globally. Promotes everyone's right to privacy and to make decisions about their sexuality in private.			
Confidence	Gives support, information and tools to help users portray themselves online on their own terms.			
	Provides support and advice in handling social media and minimizing the negative impact of social media on young people's mental health.			
Communication / negotiation	Promotes the message that accurate, rights-based information and education can enhance sexual pleasure.			
	Contains images that reflect diversity and show a range of different body images in a respectful way.			

GAB SEXUAL HEALTH AND WELLBEING

Factors to be included	Statements	Yes, No or Inadequate?	Comments	Actions
Communication / negotiation	Shows explicit pictures in a respectful way when explaining sex and sexuality, e.g. the clitoris.			
	Uses simple, clear and concise messages and visuals to unpack complex issues around sex and sexuality, avoiding any assumptions, judgement or prejudice.			
	Uses sex-positive, affirmative language that doesn't solely emphasize the risks of sex.			
	Uses photographs, images and pictures that reflect the local context, setting and diversity.			
	Uses language(s) that are most appropriate for the target audience.			