



NCS D

National Coalition
of STD Directors

STD ENGAGE 2023 SOCIAL MEDIA TOOLKIT

This toolkit includes information about NCS D & STD Engage 2023, hashtags, social media graphics, and other messaging.

ABOUT STD ENGAGE 2023

STD Engage is known as the place for STI professionals to hear from national leaders – government officials, researchers, clinicians – as well as their own peers, all with New Orleans' famous lagniappe: top-notch production, game-changing content, and a lot of fun.

Attendees can expect a highly interactive program packed with must-see plenary sessions, targeted meetings, New Orleans-themed signature events, and key updates from federal public health officials. Participants are welcome to move freely between exhibit spaces, events, and sessions highlighting information on DIS & outbreak response, adolescent sexual health, health equity, self-care, sex positivity, and more.

ABOUT NCSD

The National Coalition of STD Directors (NCSD) is the nation's membership organization for STI professionals. Our full members include each federally funded state or territorial STD program director. These high-level public health managers oversee their states' programs, budgets, and contracts to perform a core public health function: combating STIs. We also count among our ranks nearly 5,000 affiliate members: clinicians, researchers, DIS, program managers, and other public health personnel.

HASHTAGS & HANDLES

#STDEngage

#EngagedBecause

Download or use a GIF from [our collection here](#) or by searching @STDEngage on GIPHY.

DON'T FORGET TO TAG US IN YOUR POSTS & FOLLOW US!

We know there are many different ways to show up in the STI sector and even more reasons why.

Share why you're there and what you're learning during the week using #STDEngage.

We want to hear what got you into this work and what keeps you going! Use #EngagedBecause to tell us.



National Coalition of STD Directors



@NCSDDC



National Coalition of STD Directors



@NCSDDC

I'm #EngagedBecause sex education changes lives.

BROWSE ALL IMAGES & DOWNLOAD HERE

We welcome you to personalize captions for your images and ask that you do not change the graphics by adding logos, other images, etc. without permission.



STD ENGAGE 2023
**COMING
BACK
STRONGER**



SAMPLE LANGUAGE

SHORT-FORM - GREAT FOR TWEETS

- I am more than ready for beignets, masquerades, and all things #STDEngage. Laissez les bon temps rouler!
- I'm leaving for #STDEngage next week! Looking forward to the opportunity to connect with other STI professionals, industry representatives, national thought leaders, and local program experts on public & sexual health.
- #STDEngage is the signature event for STI professionals to network and discuss the latest research and best practices in STI prevention and sexual health promotion... and I'm delighted to be one of them this year!
- There aren't many chances we get together as STI professionals, but #STDEngage is one of them and I'm looking forward to attending this year!
- I'm headed to #STDEngage! It's the place to be for STI professionals to stay on top of the latest research & events in the sector, and I'm looking forward to attending.
- Time for #STDEngage! I'm excited to be doing a session this week. I'll be presenting on [TOPIC] at [TIME, LOCATION] - stop by & say hi if you're attending!
- Laissez les bon temps rouler! It means "let the good times roll" and I'll be doing just that at #STDEngage soon. ➔
- Working in public health has been especially hard lately, but I stay #EngagedBecause....

SAMPLE LANGUAGE

LONGER-FORM - GREAT FOR CUSTOMIZING OR FOR EXPLAINING WHAT STD ENGAGE IS, WHY YOU'RE ATTENDING, & WHY IT'S IMPORTANT.

- Together, we have carried each other and our communities through the COVID-19 pandemic and the mpox outbreak, all while continuing to lead our communities through the burgeoning epidemic of STIs in the U.S... Now, we're coming back stronger. I'm looking forward to the connections that happen at #STDEngage, and seeing the ways that my peers have been taking care throughout the last few years. Laissez les bon temps rouler!
- #STDEngage is known as the place for STI professionals to hear from national leaders – government officials, researchers, clinicians – and our peers. This year it comes with New Orleans' famous 'laignappe': top-notch production, game-changing content, and a lot of fun. I'm excited to see what's in store! Will I see you there?
- I'm off to New Orleans soon! STD Engage is happening in person this year, and I'm really looking forward to attending. It's been a difficult time to work in public health lately, and I've been excited for the community connections this conference will facilitate in addition to the learning opportunities. #STDEngage

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