SRH AND SOCIAL PLATFORMS:
WHAT ARE THEY AND HOW ARE THEY USED BY CONSUMERS (18-29)?

Instagram, TikTok, Facebook, Facebook groups (closed, moderated), Reddit, YouTube, Twitter (X), Discord, WhatsApp, Tumblr, Group Chats

- Information to support self-advocacy with clinical service providers
- Facilitate intimate/ sexual connections
- Anonymous information and support
- To fill gaps in clinical communication and sexual health education
- Information and support related to managing specific conditions and/or symptoms
- Information and support relevant to specific identities (ie. genders, sexualities, cultural background, disabilities)
- Create and participate in digital communities relevant to specific identities, or SRH issues
- Peer Support
- Evaluate inclusivity of health care providers
- Validation of experiences and SRH concerns
- To ask questions of peers, friends

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