Self-Care Month Social Media Campaign: Young People in the Spotlight

Self-care is not just for personal wellness—it is a form of strength and resilience for young people living with or affected by HIV. As HIV funding contracts globally and service disruptions become a stark reality, self-care becomes an urgent necessity. For young people, this means HIV self-testing, ART adherence, and access to sexual and reproductive health commodities. In healthcare settings increasingly defined by fear, stigma, discrimination, and political restrictions, self-care empowers adolescents and young people to maintain their health —even when they are not getting the support they need.

Join the You(th) Care partners in this Self-Care Month campaign by downloading the Self-Care Month Social Media Toolkit and helping spread the word.

Duration: 24 June- 24 July
Platforms: Twitter(X), Instagram, Facebook, LinkedIn
Content: 9 Social Media Cards with linked posts
Hashtags: #SelfCareMonth #SelfcareMonday #SelfcareWednesdays

Content Plan- download images here:
https://teampata.sharepoint.com/:f:/g/EhDz1qiaiP1IgEayP9uPcOkB_AM3O6OnSnxxDbx1YxhyXg?e=qtsdqN

Date	Hashtag	Key message	Graphics
24 June	#SelfCareMonth	Self-care means taking charge of your health and well-being. For young people, this includes HIV testing, contraception, mental health support, and making informed choices about their body and future.	
30 June	#SelfcareMonday	Recent reports show fear and misinformation are spreading among young clients due to rumours about the discontinuation of HIV services following the funding cuts. Healthcare providers need to continue to create safe, stigma-free environments and clearly communicate that services remain available and confidential.	

2 July	#SelfcareWednesdays	Practising self-care helps you stay healthy, safe, and empowered—whether it's getting tested for HIV, using PrEP, adhering to antiretroviral therapy (ART) or understanding your SRH rights.	
7 July	#SelfcareMonday	Amid confusion and rumours, w**e're here with the facts:** HIV treatment, self-testing, PrEP, and contraception are still available. We stand with healthcare providers, peer supporters, and communities working to ensure young people continue to get the HIV care and support they deserve.	
9 July	#SelfcareWednesdays	Self-care is about thriving with confidence. If you're living with HIV, taking ART consistently is a powerful act of self-care. Using reminders, leaning on peer support, and being open with people you trust helps you stay on track.	
14 July	#SelfcareMonday	Stigma and fear are real barriers. Providers must affirm that every adolescent has the right to youth-friendly, non-judgmental services regardless of age, gender, or identity.	
16 July	#SelfcareWednesdays	Mental health matters. HIV and SRHR self-care include how you feel, not just what you do. This week, check in with your emotions, journal, do what makes you happy, or seek support from those you are close to.	

21 July	#SelfcareMonday	Psychosocial support is critical. Young people are dealing with loss, stress, and disrupted care. A kind word, active listening, and follow-up can make all the difference.	
24 July	Self-Care Day	Today is **International Self-Care Day**—a moment to reflect and recommit to child and youth-friendly services. Even as resources shift, **healthcare providers remain the face of care and hope** for children, adolescents, and young people affected by HIV. Let's keep showing up for them.	