

SEXUAL QUEERIES

Executive Summary

This chosen campaign is for the queer dating app, Quman. This campaign is aimed at queer people ranging from 18-30 years old who are either starting to explore themselves sexually or already actively engaging in sexual activity. The campaign is in collaboration with Brook, the sexual health charity. Brook believes in a society where everyone is supported to live healthy lives, free from inequality and strengthened by fulfilling relationships. They also focus on trying to reinforce stigma and bridge the gap between sexual health and wellbeing. Quman shares a lot of Brook's values. Quman works on crushing the stigma within the LGBTQ+ community and believes that everyone deserves an equal opportunity to love and happiness within relationships. Brook is an incredibly established charity with an exceptional reputation. They have developed a strategic plan from 2023-2026 which showcases their ambitious path with a loud and brave vision (Brook, 2023).

Quman are launching a campaign raising awareness of queer sexual health and regular STI testing. The highest rates of STI diagnoses are seen in gay and bisexual men who have sex with other men, as well as young people ranging from 15-24 years (Blog Editor, 2022). Sex Education within the UK has a strong focus on heterosexual couples and individuals and members of the LGBTQ+ community are often left leaving education, without the support and knowledge to keep them healthy, happy and safe. There is also a harmful stigma surrounding queer people (specifically queer men) and STI's after the AIDS crisis of the 1980's and early 1990's. This campaign will aim to educate the community on how to protect themselves from STIs. There will also be a large focus on queer influencers sharing their stories online to help eradicate the stigma and challenge the taboo surrounding STIs.

Institution/Brand/Blog	URL	SN + Numbers	Type of content	Frequency of posts
Your Sexual Health Matters	https://www.yoursexualhealthmatters.org.uk/	Instagram – 1.2K Facebook – 329 YouTube – 57 Twitter – 1.3K	Tips and tricks. Awareness posts.	Couple of times a week.
GMFA	https://www.lgbthero.org.uk/pages/category/gmfa	Instagram – 1.2K Facebook – 20K YouTube – 1K on LGBT HERO Twitter – 11.5K	Personal stories. Panels. Information and tips and tricks.	Irregular. Haven't posted this year.

Terrence Higgins Trust	https://www.tht.org.uk/	Instagram – 27.9K Facebook – 48K YouTube – 1.2K Twitter - 50.7K	HIV portrayal in media. Personal stories. Information.	Most days.
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Photo by Kendfhort from Pexels

Jamie (He/Him) – 21 – Barista and Student

Profile: Jamie is a full-time student in his final year of studying Accounting. He also spends two days a week working as a Barista at his local Starbucks. He lives in a student house with his best friends and loves clubbing and partying.

Interests: Jamie loves live music and dancing. He is also a big fan of movies and enjoys going to the cinema. Jamie's father is Brazilian, and he enjoys cooking Brazilian cuisine for both him and his friends.

Goals/Motivations: Jamie hopes to graduate with a 2:1 and get an internship at an accounting firm in Birmingham. He wants to work his way up in a job so that he can afford to go on his partying holidays every year and help support his family back in Brazil.

Profile Attributes

Demographics:

- Moved away from family home in Birmingham to the University of Derby at 19
- Race – British/Brazilian

Monthly income:

- Part time job provides £450 a month so £5,400 a year
- His student loan also gives him £9,000 a year which he then must deduct his rent from

Responsibilities:

- Keeping up with his rent and bill payments
- Being president of the Musical Theatre society at University
- Time management with University, work, social life and independent responsibilities
- Attend lectures and create University work at a good standard

Other information:

- Had a year out after sixth form due to Covid and his mum falling ill with Covid symptoms
- Has been out as gay since he was 15, his parents struggled to come to terms with it
- Comes from a large family, in both the UK and Brazil



Photo by Anete Lusina from Pexels

Ty (He/They) - 27 – Graphic Designer

Profile: Ty is a transgender man living in London. He is a graphic designer and busks on the streets of London sometimes. He lives in a flat on his own and enjoys socialising with his friends and advocating for social issues that he's passionate about.

Interests: He loves anything creative, a space where he can express himself. Painting, drawing, singing, dancing or even kick boxing, which he goes to once a week. Ty is also Vegan and is passionate about animal rights, he has his own dog and loves all animals.

Goals;/Motivations: Ty didn't go to college or University and only came away with 2 GCSE's. He has had struggles with his mental health due to his journey with his gender identity. This has led him to create a life for himself from scratch, he wants his work (both graphics and music) to reach other people and help them in places of darkness.

Profile Attributes

Demographics:

- Moved away from home into supported housing when he was 17
- Landed a graphic design job at the age of 20 and then started renting his own flat
- Race – Black British

Monthly Income:

- His graphic design job gives him £2750 a month so £33,000 a year
- He also makes a little bit of extra cash from busking, but he gives all his busking earnings to Mermaids, a transgender charity

Responsibilities:

- Making his rent and bill payments
- Looking after his dog
- Continuing to improve his graphic work and reach a larger audience with his campaigns
- Campaign for animal rights and regularly attend protests

Other information:

- Ty is very close to his mum. He grew up in a single parent household. They grew apart in his teenage years but reconciled when Ty wrote a song about their relationship which went viral on social media
- Ty is diagnosed with depression and anxiety
- Ty would like to travel the world

Social Network Profiles

Each one of our social network profiles will showcase the same logo, name, colours and contacts so that our brand identity is distinctive and instantly recognisable.

Instagram

- Instagram will be the social network that we will expect the most engagement from (2.35 billion users)
- Our target demographic will already be spending time on Instagram so are more likely to find our posts
- The audience insights accessed through Instagram are successful for optimising marketing plan strategies, driving brand awareness and tracking audience engagement
- Instagram stories are very effective as you can mention accounts, add stickers, send users to other links and promote products. Polls also mean that you can interact one-to-one with your audience
- IGTV allows you to create longer videos, this would give our campaign the space to share personal stories and showcase short films etc.

Twitter

- Twitter can introduce you to a wide audience as they have a large user base (450 million active users)
- Hashtags will help us reach our target demographic of the queer community as users can search for content using hashtags which we will regularly include in our posts
- Offers a direct messaging feature for private conversations with two other users, creating genuine connections
- Posting multiple times, a day is expected and doesn't make your feed look overwhelming. Marketers are recommended to post up to 15 times per day
- Twitter is the most effective for showcasing your brand voice as the focus is on the text and words

TikTok

- TikTok is a social network which has gained so much popularity since the coronavirus pandemic due to its ability to watch quirky and short clips with music and sound effects
- The app has gained traction for being addictive and receiving high levels of engagement from its users
- The TikTok algorithm is powerful and once you learn how to effectively use it; your views and likes can rocket
- The 'For You Page' on TikTok will allow the queer community to regularly see content relevant to them
- A recent study shows that influencers on TikTok have an engagement rate of 17.96% while Instagram stands at 3.86% (Geyser, 2019)
- Over 60% of users on TikTok are in the age group of 16 and 24; increase the maximum age to 34, and over 80% of users fit in

Campaign Brief

Goal: Increase followers by 10,000 on Instagram and 40,000 on TikTok by the 1st of July. Promote regular STI testing and raise awareness of the stigma surrounding STI testing, especially within the queer community. Collaborate with queer influencers to push the message and increase engagement.

Duration: 1st of June to the 1st of July (1 month)

Implementation/Key week: 8th June to the 15th of June (1 week)

Platform: TikTok and Instagram

Content Format: Image, Video, Text, Hyperlinks

Keywords/Hashtags: #sexualqueeries #STItesting #lgbtqsexed #queersexed #STIstigma

Milestones:

- Have a personal story of a queer person's journey released every day on socials throughout the key week.
- Have a fact file on a different STI released every day on socials throughout the key week.
- Have a queer influencer appearing on the socials every day throughout the key week.
- It's Men's Health Week June 13th-June 19th across this week we would aim to have multiple posts focusing on male sexual health and the stigma surrounding it.

Details:

June is pride month. Our campaign would launch in the month of June as there will be a spotlight on the LGBTQ+ community. Both Quman and Brook believe that there should be a focus on sexual health throughout pride month as many pride events will be taking place and lots of people will be socialising.

Key Actions/Content

Campaign Planning Chronogram:

Media/Action	Week 1	Week 2	Week 3	Week 4
Instagram Post	5	18	5	5
Instagram Story	14	21	14	14
TikTok Post	5	14	5	5
Twitter Post	10	20	10	10
Facebook Post	5	14	5	5

Week 1:

In the first week, there will be a strong focus on audience engagement and interaction. The Instagram stories will use the 'Questions' feature where we will ask our followers if they have

any questions surrounding queer sexual health. We will disclose that everything will be anonymous to provide people with a safe space to ask questions which they may not feel comfortable asking in person to a healthcare professional. Our Twitter and Facebook will be releasing posts with sexual health facts and teasing further information which our audience will be able to access during our implementation week. The TikTok account will include some stigma and myth busting videos as well as an introduction to our campaign and what people can expect. We will also conduct polls on all our socials asking questions about people's knowledge of their sexual health and where they have accessed any information from.

Week 2: Campaign Implementation Chronogram:

Media/Action	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Instagram Post	2	2	2	2	2	2	2
Instagram Story	5	5	5	5	5	5	5
TikTok Post	2	2	2	2	2	2	2
Twitter Post	5	5	5	5	5	5	5
Facebook Post	2	2	2	2	2	2	2

In the second week, our focus will be on telling personal stories and educating our followers. Every day there will be a short documentary style video posted on all the socials featuring a member of the queer community telling their experience of STIs or sex education. These videos will aim to encourage people to speak about their queries and especially if they believe something might not be right regarding their sexual health. Every day, there will also be a spotlight placed on a certain STI. It will educate people on common symptoms, treatments and myths surrounding the conditions. Twitter will be posting facts, tips and tricks throughout whereby TikTok will also be posting 'How To' videos and some humorous content also. We also want to touch upon sexual assault within the community and share helplines and resources. This information would be posted across all socials.

Week 3:

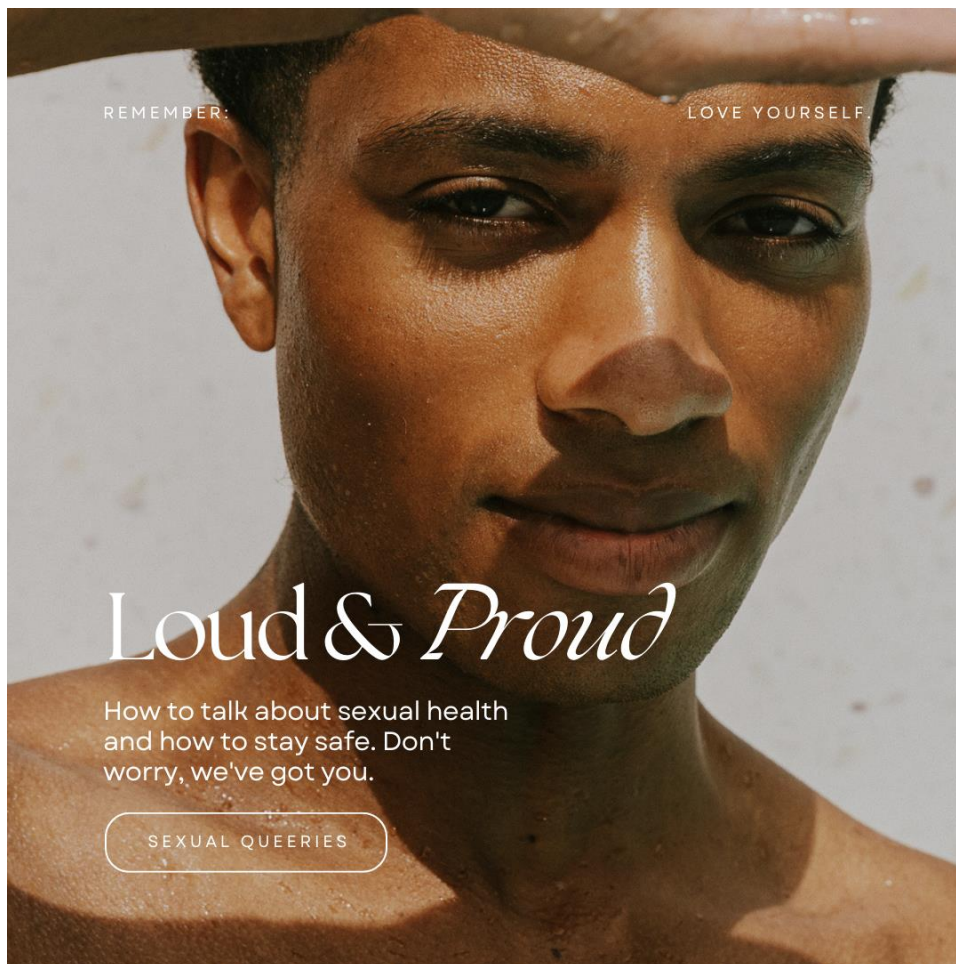
In the third week, we will be responding to any reactions from the implementation week. Our team will continue to answer questions and we will release the results to the polls that we conducted within the first week of the campaign. Therefore, we can confirm that our campaign has not only promoted other companies' data, but we have indeed generated our own. We will also start including queer influencers into our campaign from Week 3 to encourage audience engagement to continue. They will both share their experiences but also get involved in our comedy content on TikTok and Instagram stories.

Week 4:

In the fourth week, we will hold a photoshoot with our queer influencers and the members of the community who shared their stories. We aim to be a fully inclusive campaign so the models in our shoot will be of multiple nationalities, genders, sexualities and both able-bodied and disabled people. The shoot will include them holding STI testing kits and creating a casual and playful environment with condoms, dental dams and sex toys etc. The photos and videos from the shoot will then be posted across the socials. There will also be some behind the scenes footage of the shoot and bloopers which will be posted on both TikTok and Instagram stories.

Instagram Example Posts

Week 1 Posts:



Instagram Post – Caption:

This pride month, we want to talk about staying educated, safe, happy and healthy. Talking about our sex lives can be tough, let alone talking about STIs and STDs. Over the month of June, we will be showcasing personal stories, tips and tricks and you might even see a famous face thrown

in! We want to smash the stigma surrounding talking about our bodies and having fun with them! So, strap yourselves in, class is about to begin.

The grid post would be our first post of the campaign, posted on the first of June. This falls on a Thursday so we would post at 11am to utilise Instagram engagement (Cooper, 2022).



Instagram Story:

This Instagram story will be posted on Friday the second of June, the second day of our campaign. It will be the beginning of our audience engagement mission. We will ask our followers for any questions that they have regarding sexual health. Those questions will then be answered throughout the duration of the campaign. Instagram's interactive features, such as their 'Questions' feature have been known to both boost engagement and attract audience responses. We can also use both this feature and polls to survey our followers and use the data to influence our business decisions throughout our campaign.

Instagram Results:

The success measures for the content posted on Instagram throughout the campaign will be both new followers and engagement.

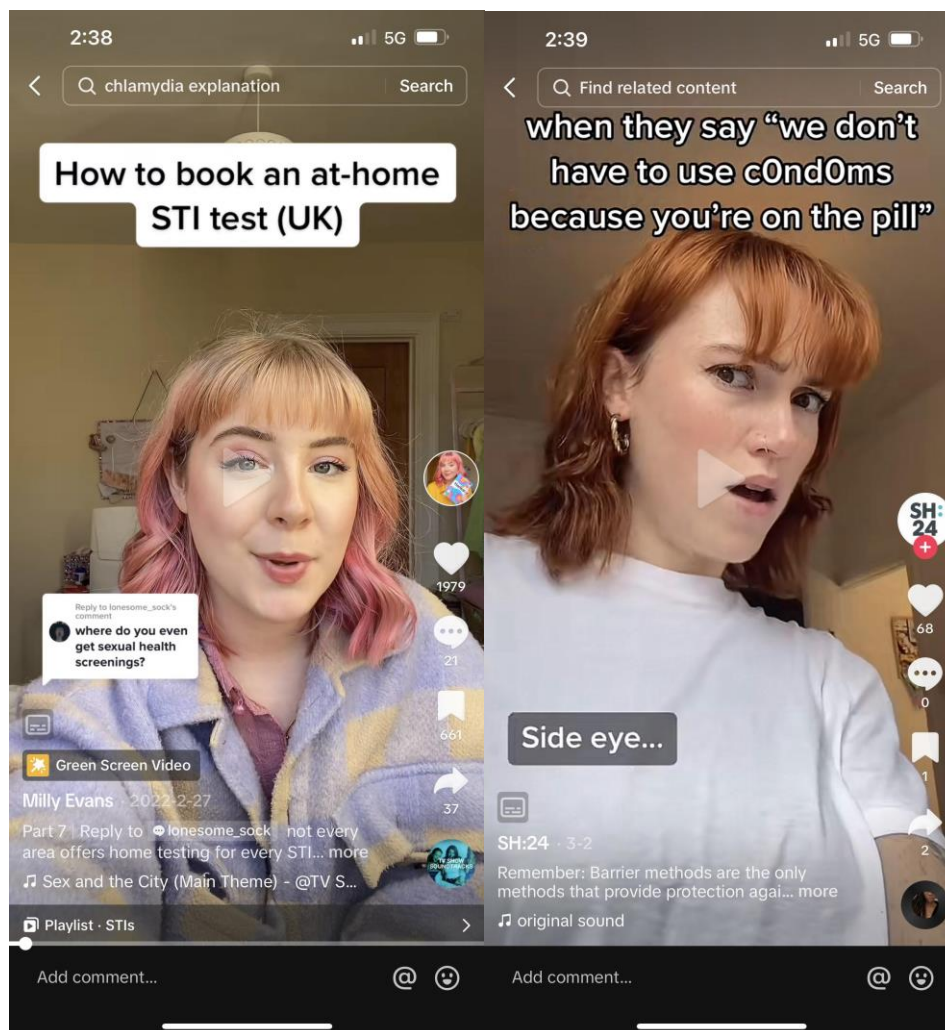
Week 1: +1000 followers, +550 likes across posts and stories and 300 comments/replies

Week 2: +6000 followers, +1220 likes across posts and stories and 500 comments/replies

Week 3 and 4: +3000 followers, +2000 likes across posts and stories and 750 comments/replies

TikTok Example Posts

Week 2 Posts:



Both 'How To' videos and comedy sketches are extremely popular on TikTok and do well for both engagement and audience interaction. People can also 'reply' to TikToks with their own and use the original sound on their own videos too. Lots of users on TikTok gain a large following due to their sounds being used and shared around. All videos should be posted between midday and 8pm to maximise the opportunity for best engagement.

Caption ideas:

- You can test for STI's at home? Well now you know! Our team will show you how easy and accessible it is to stay safe. Check out our other social media platforms for more information. #sexualqueeries
- Nobody should make you feel pressured into having unprotected sex. It's really NOT cool and we don't think anyone like that deserves your attention. #sexualqueeries

We would encourage our influencers and anyone responding to our TikToks to use the #sexualqueeries hashtag. This would increase both our reach and engagement.

TikTok results: Our success on TikTok would be measured through likes, comments and shares to other social media platforms.

Week 1: +1500 followers, +500 likes, +50 shares and +200 comments

Week 2: +15000 followers, +10,000 likes +2000 shares and +3000 comments

Week 3 and 4: +25,000. +50,000 likes +5000 shares and +6000 comments

Twitter Example Posts

STIs can be caused by 4 different types of infection:

- 1) Virus
- 2) Bacteria
- 3) Parasite
- 4) Fungus

Want to know how you can check for them? Check out our series of STI fact files on Instagram! 🦠🌈



via  Tenor

Would you feel comfortable speaking to a GP about potentially having an STI? 🦠🌈

Yes

HELL NO

Poll length

1 day

We will be aiming to get more posts out on Twitter over other social platforms due to the short yet interactive nature of posts. Twitter has been known as the engagement goldmine due to the diversity in all the ways that users can engage. Tweets, retweets, hashtags and interactions are all

ways in which posts can attract attention. The use of GIFs on Twitter are also known to boost likes and followings due to their humorous content that invites people to comment on them. We will post on Twitter throughout the working hours of 9am-5pm in order to provide consistent content to users throughout the day.

Twitter results: Our success on TikTok would be measured through followers, likes, comments and retweets.

Week 1: +100 followers, +300 likes, +100 comments, +50 retweets

Week 2: +400 followers, +1000 likes, +500 comments, +300 retweets

Week 3 and 4: +500 followers, +1500 likes, +600 comments, +400 retweets

Overall Campaign Results:

Quantitative:

As a result of the #sexualqueeries campaign, Quman and Brook are expected to see a growth in 10,000 Instagram followers and 40,000 TikTok followers. Quman is a brand new and upcoming dating app so this growth will lead to a large increase in members subscribing to the service and attending their events. They will hopefully see multiple queer influencers (especially queer couples) advertising their service and singing its praises. Brook already has a good following and reputation, yet this campaign will bring them more supporters and lead to hundreds of queer people accessing sexual health care which Brook has always valued over profit gain as a company.

Qualitative:

Social media platform gain is the priority of this campaign as educating will lead to more people being tested and staying safe in regard to their sexual health and wellbeing. However, by trying to eradicate the stigma surrounding sexual health and queer people, this campaign will create real change and hopefully be the start of many more difficult yet super important conversations.

Further Scope:

Both Quman and Brook agree that both pride month and sexual health awareness should be prioritised throughout the year. Therefore, we would aim for this campaign to flourish beyond the month we have planned. We want to conduct future campaigns where we can dig even deeper. We want to set up hubs in major cities for people to get tested in. We want to host conferences and change the sexual health curriculum in schools. Quman and Brook's relationship will not end at the end of June and this first campaign. Queer voices always need to be heard and #sexualqueeries desires to be a platform where they always can be.

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