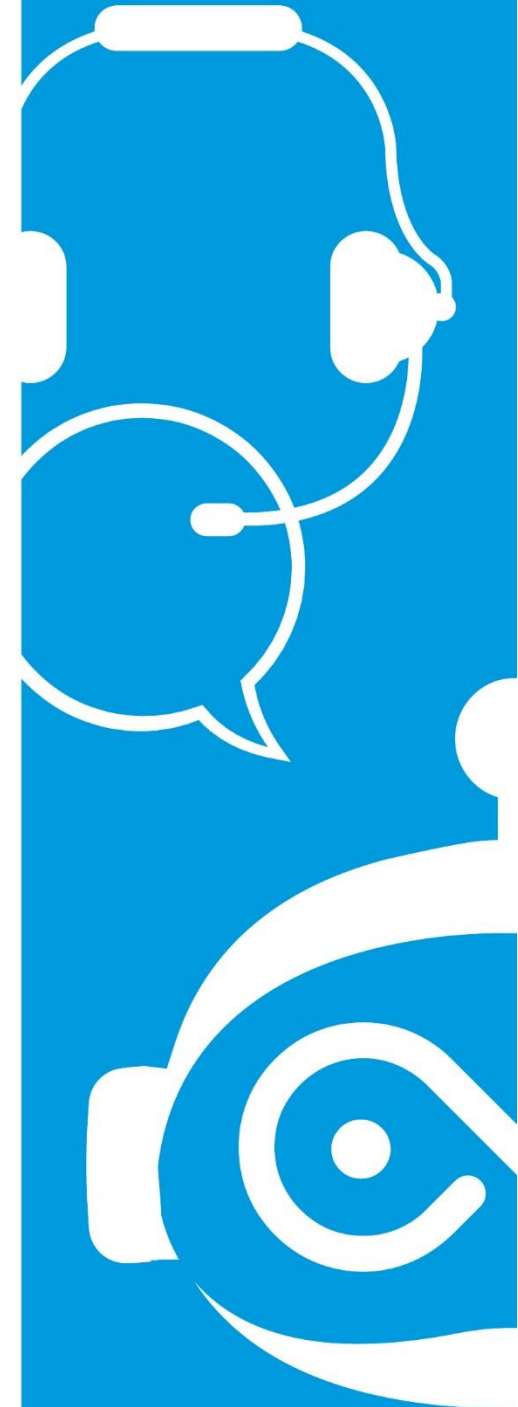




SOCIAL MEDIA: YOUTUBE

What is it?

YouTube is a **digital tool** that serves as an online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide, it is owned by Google and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos each day.

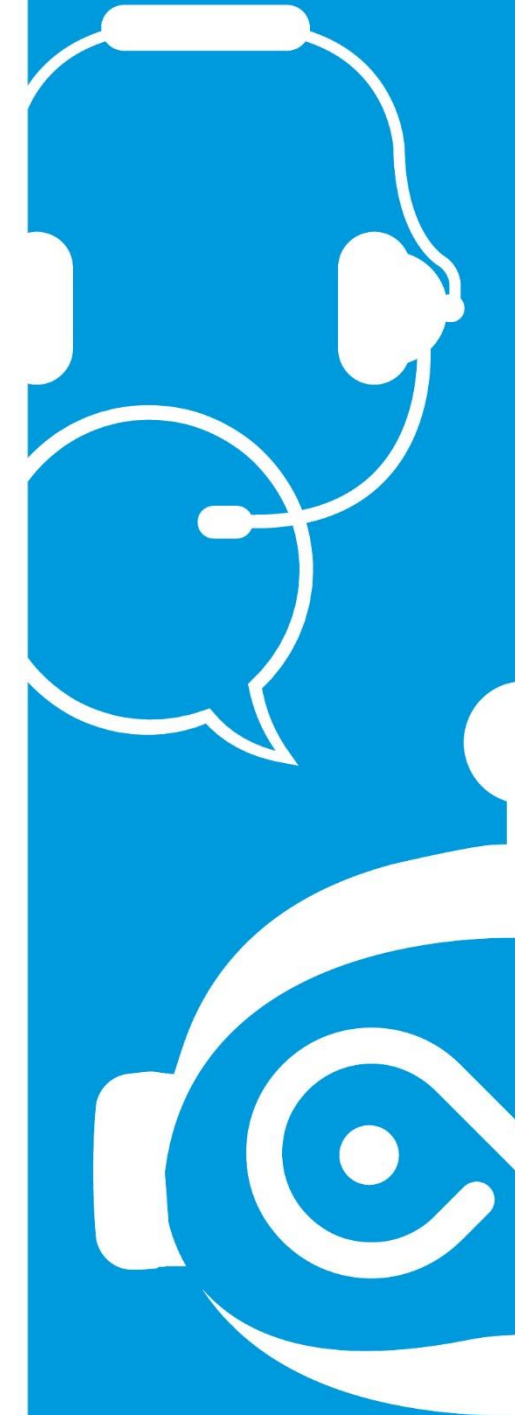


How can it impact the sexual and reproductive health of youth?

Due to its huge reach and popularity, the YouTube platform has enormous potential for promoting valuable educational content. The videos available on YouTube concerning sexual health can often feature discussions with specialists, psychologists, sexologists, therapists, and sexual educators. Expert pieces of advice cover topics such as recognising risks associated with inappropriate sexual encounters, non-binary issues, the consequences of inadequate sexual education, and personal hygiene. These valuable pieces of information undoubtedly have a positive impact on the sexual lives of young individuals.

Similarly, there are videos directed at educating parents on how to talk to their children about sexuality, how to avoid perpetuating patterns from their own adolescence or past when discussions about this aspect of life were avoided at home.

As with any internet interaction, the danger lies in selecting content on YouTube that conveys an inaccurate and stigmatising portrayal of sexuality. In addition, YouTube has very strict censorship policies, and content using SRH-related terminology (such as sexual acts and anatomical parts) is very often the subject of flagging and sometimes outright removal.



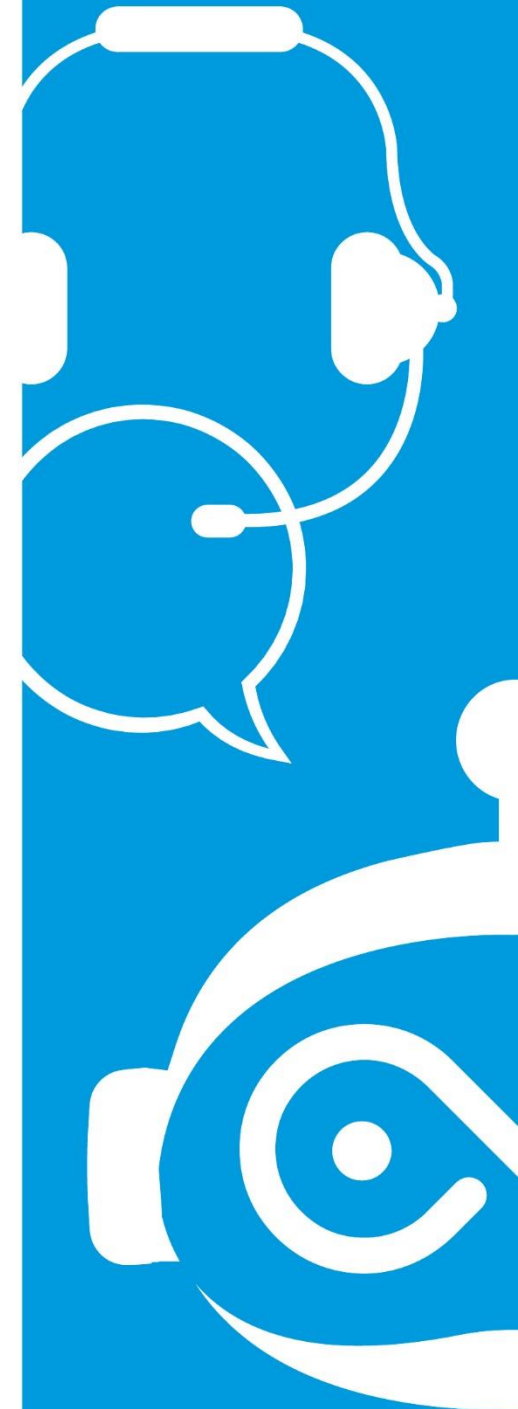
What are some ways in which youth can be supported?

- Teach young people how to verify the quality of content presented on YouTube by emphasising the value of fact-checking on with external sources and/or watching videos featuring expert opinions. Some channels which blend engaging content with expert opinions are: [Sexplanations](#) (Dr. Lindsey Doe/English), [SEXEDPL](#) (sex education foundation/Polish), [jungsfragen](#) (SRH educator who tackles questions from adolescent boys in particular/German), and many others. In addition, Planned Parenthood (the largest provider of SRH services in America) and the educational platform, TedTV, often publish videos focusing on equipping parents/educators with the knowledge on how to discuss SRH topics with youth (links to videos in the bibliography).
- Suggest that they don't limit themselves to one video on a topic of interest, as it will be easier for them to draw conclusions and distinguish valuable content from low-quality content.
- Recommend that they watch the materials together with their parents as a starting point for discussions about SRH, especially romantic relationships and sexual behaviour.

Related digital phenomena/tools:

See sheets:

- Social media: TikTok
- SRH-related censorship online
- SRH material online: Opening a dialogue between parents and youth



Further reading:

- *How Do I Talk with My Preteen about Sex?* | *Planned Parenthood Video*, 2019.
<https://www.youtube.com/watch?v=SBlvWOV-8dE>.
- *Kondom Korrekt Benutzen* | *Jungsfragen.De*, 2017.
<https://www.youtube.com/watch?v=2q7ziSonIIA>.
- lil-about. "Youtube and Sex Education." *Talking about Sexuality* (blog), April 26, 2019.
<https://sexeducationinfo.com/sex-educators-on-youtube/>.
- *Sex Education...With Pleasure* | *Victoria Beltran* | *TEDxUSFSP*, 2016.
<https://www.youtube.com/watch?v=R-gwxS-7h9o>.
- *sexedPL ROOM, Episode 1 "Masturbation,"* 2019.
https://www.youtube.com/watch?v=CD1Tumn9P_4.
- *Welcome to Sexplanations*, 2017. <https://www.youtube.com/watch?v=S6jfmPs9pW0>.

