

**Thank you for helping to share information about the [#PostBabyHankyPanky](#) social media initiative!**

We know that it usually takes many years for academic research to reach the public that it is intended to influence. We want to speed up this process by using social media as a platform to share our findings. We have developed a series of 5 short films (less than 1 minute each) based on our recent psychological research about sexual and relationship satisfaction of new parents. The goal of this video series is to help normalize postpartum sexual concerns, and to open the lines of communication about this topic both between partners, and also between health care providers and new parents.

Because this work is all happening over social media, which depends on information sharing, **we need your help!**

We will be promoting one video a week on our various social media platforms - please see the table below for our timeline. Below you will find some suggested tweets and text for each individual video. We have also created some visuals, which you can find online at [www.postbabyhankypanky.com/socialmedia](http://www.postbabyhankypanky.com/socialmedia). There are also some links to articles that have been written about the initiative. Feel free to add your own voice to this discussion, but we ask that you please **always use [#PostBabyHankyPanky](#)**.

<b>Video 1: Sexual Concerns</b>	March 4 - 10
<b>Video 2: Seeing the Other Side</b>	March 11 - 17
<b>Video 3: Differences in Sexual Interest</b>	March 18 - 24
<b>Video 4: Understanding Sexual Needs</b>	March 25 - 31
<b>Video 5: Explaining Sexual Changes</b>	April 1 - 7



Below are some tweets that you can use and/or modify as the initiative is ongoing. These can also be used as Instagram or Facebook captions! The goal is to promote all 5 videos in the series. We will be promoting them individually through our various social media platforms, so feel free to follow our accounts and re-tweet/post! It is great to put your personal thoughts in the posts as well, as your followers will likely care about the things that you care about. Please **always use #PostBabyHankyPanky**.

## Video 1: Sexual Concerns

- Did you know that 90% of couples with new babies report sexual concerns? Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to learn more about sex after childbirth  
#PostBabyHankyPanky
- Worried about how things will work in the bedroom after childbirth? Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to learn more about postpartum sex  
#PostBabyHankyPanky
- @DalCaSHLab has created a new brief video series addressing the sexual concerns of new parents. Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to learn more about this exciting new initiative! #PostBabyHankyPanky

## Video 2: Seeing the Other Side

- Let's talk about something we never talk about: how your intimate relationship might change after kids! Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to watch a new short video series based on years of research on sexual & romantic relationships post-baby/  
#PostBabyHankyPanky
- 1/2 to 1/3 of couples feel less satisfied with their sex lives after becoming a parent. Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to learn more about sex after childbirth.  
#PostBabyHankyPanky
- Research from @DalCaSHLab says that putting yourself in your partners shoes can help improve your sex life post-baby! Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to watch their new brief video series on postpartum sex. #PostBabyHankyPanky

## Video 3: Differences in Sexual Interest

- After having a new baby, one parent may be more or less interested in sex than the other. @DalCaSHLab suggests talking openly with your partner to combat this issue! Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to learn more about sex post-baby.  
#PostBabyHankyPanky
- Many new parents experience differences in sexual interest. A new brief video series by @DalCaSHLab will help parents address these differences. Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to learn more!



#### Video 4: Understanding Sexual Needs

- After giving birth, it is important for couples to be understanding of one another's sexual needs. This includes the need to have sex, but also the need NOT to have sex. Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to watch a short video on this subject!  
#PostBabyHankyPanky
- Sex life out of sync post baby? You're not alone. Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to see a new short video series on postpartum sex #PostBabyHankyPanky

#### Video 5: Explaining Sexual Changes

- If you're experiencing sexual changes post-baby, you're not alone. But how you explain these changes might affect how you feel about your relationship. Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to watch a short video on sexual changes post-baby!  
#PostBabyHankyPanky
- Interested in learning more about sex after childbirth? Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to watch a new short video series based on years of psychological research on sexual & romantic relationships post-baby  
#PostBabyHankyPanky



### #PostBabyHankyPanky Facebook support

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Like Twitter, the goal is to promote the #PostBabyHankyPanky videos (either individually or as a series). Below are some Facebook posts that you can use and/or modify about the initiative. It is great to put your personal thoughts in the post as well, as your friends/co-workers/followers will likely care about the things you care about.

- **Huffington Post:** [http://www.huffingtonpost.ca/2018/02/13/post-baby-sex\\_a\\_23360359/](http://www.huffingtonpost.ca/2018/02/13/post-baby-sex_a_23360359/)
- **National Post:** <http://nationalpost.com/pmn/news-pmn/canada-news-pmn/beyond-date-night-and-sexy-lingerieexpert-offers-post-baby-hanky-panky-advice>
- **The Chronicle Herald:** <http://thechronicleherald.ca/halifaxcitizen/1542326-let%E2%80%99s-talk-about-postpartum-sex>

**Thank you in advance for your help with this knowledge sharing initiative! We couldn't do it without your support.**

Please visit [www.postbabyhankypanky.com/socialmedia](http://www.postbabyhankypanky.com/socialmedia) or [click here](#) to find graphics to use along with your social media posts!



**Sex life out of sync post-baby? You're not alone.**

Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to view new brief videos on sex post-baby

Changes to your sex life post-baby?  
*You're not alone!*  
Visit [www.postbabyhankypanky.com](http://www.postbabyhankypanky.com) to view new brief videos on sex post-baby



**Sex life out of sync post-baby? You're not alone!**



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