

THOUGHT-STARTER: ARE INFLUENCERS THE NEXT SEX EDUCATORS?

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Generation Z are taking control of their sexual education, turning to social media, YouTube and Insta-influencers for realistic, inclusive perspectives on sex.

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Young people today are exposed to sexual content from an early age, and are becoming sexually active earlier than ever. There is, however, discordance between the provision of sex education in school and the sex lives of teenagers. Most schools fail to cover contemporary issues like consent, porn and sexting, as well as non-heteronormative identities and relationships.

As a result, the internet is helping to normalise traditionally taboo topics and information relating to sex, such as sexually transmitted infections, orgasms and virginity. Online platforms including **Amaze** and **Bish**, alongside Instagram accounts such as **@birds.bees** and the app **Real Talk** are providing safe, democratised spaces, communities and products to help Generation Z achieve a healthy, rounded perspective of sex.

For more, read the full microtrend [here](#).