

FRANKLY, inc.



ORIGIN STORY

The three founders of Frankly, Inc. were drawn together by a singular patriarchal dissatisfaction and a passionate fervor for disrupting the status quo. We acknowledge that feminism is a charged topic that many people have misunderstandings about. We wanted to create an organization based on these feminist ideals while distancing ourselves from any preconceived labels and stereotypes, creating our own identity. Our focused definition of feminism is centered around the ability for women to feel empowered in their choices and for those choices to be active rather than circumstantial.

Inspired by existing feminist organizations such as He for She, we were moved to address female empowerment as our primary goal. Because empowerment can take many forms and mean something different to each person, we quickly came to understand the depth and complexity of the topic.

Reflecting on our own personal experiences and those of the women and girls in our lives, we saw that empowerment is primarily rooted in knowledge and understanding. From there, we meditated on important aspects of womanhood that tend to lack this fundamental knowledge. In that regard, and in the wake of recent attacks on organizations such as Planned Parenthood, it became apparent that the issue of reproductive health was unable to be ignored.

Our challenge then became positioning ourselves to make a difference. We resolved that while we can't redefine feminism or convince the world to value women's health, we can empower women to take control of their own lives and bodies through a shared knowledge and understanding of sexual health.

Empowerment can take many forms and can mean something different to each person. We can empower other women by acknowledging their autonomy, encouraging their own self-determination and celebrating all that it means to be a woman.



SMELLS LIKE A TEEN SPIRIT

One of the most frequent questions surrounding sexual education is about timing. When is the right time to begin learning about sexual and reproductive health? At *Frankly, Inc* we believe there is no time too soon to begin those conversations, but that ultimately teenagers are the ones who need it the most.

As a teenager, the decisions you're making feel like they will have ramifications forever. You feel by turns invincible and vulnerable, inconsequential and permanent. It's in all of this curiosity and vulnerability that teens seem to get lost, a barrage of confusion and angst merely chalked up to adolescence.

But what if there was a way we could alleviate even a portion of that confusion? It's often not until early adulthood that women are able to confidently understand themselves and their bodies, but why not earlier? Conversations with teens regarding sex are often far too clinical, judgmental and white-washed. Sheltering girls from these sexual topics, topics they're already thinking about, talking about and acting on, is counter productive.

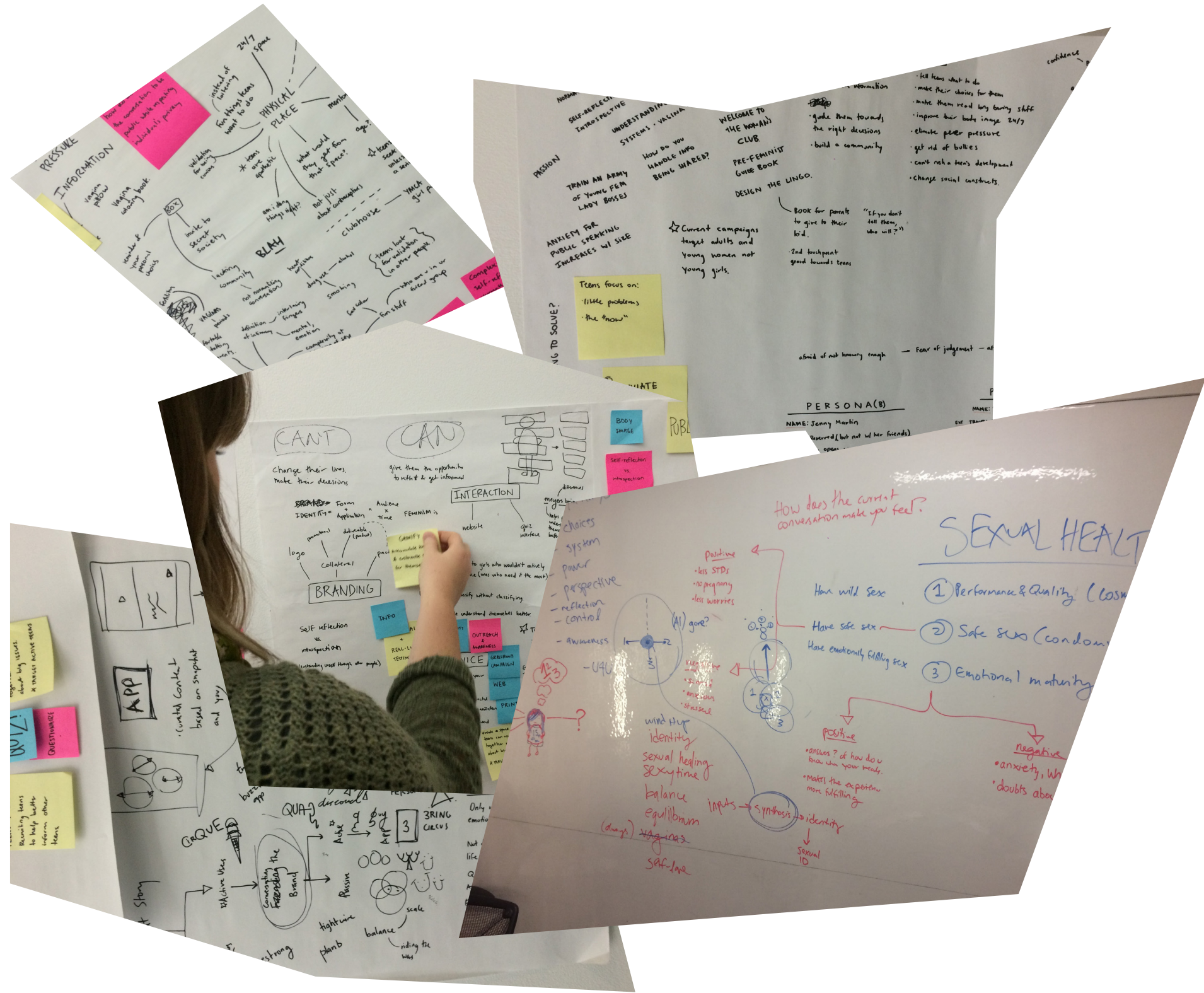
Educating teen girls about their sexual health is the first step in creating a new generation of strong, knowledgeable and empowered women.



Moving forward with confidence in our target audience, we began the process of uncovering the issues teens struggle with the most...

WHAT DIDN'T WORK

As our sharpies dried out and our sticky note stock depleted we soon realized how complex of an issue we dove into. Teens are complex creatures, so the first problem that we inevitably ran into was the task of catering our design for every nuance of the teen girl experience. We jokingly referred to this as our "snowflake problem" and it tormented us constantly as we continued to iterate and brainstorm solutions. It seemed that each new idea we devised didn't fully embrace all the issues and questions we saw teen girls having. We were attracted to the concept of customization, the opportunity for girls to make something that felt "custom-made" and solved all the deep personal questions they had. In the end we were forced to accept the reality that this type of customization is not only implausible but also limited the scope of our impact.



A BOOK

After interviewing some young woman in our community about how they first learned the ins and outs of their bodies a surprisingly high number referenced the same American Girl Book, "The Care and Keeping of Me".

The book focuses primarily on puberty but we saw an opportunity to take this format and adapt to include topics more relevant to sexual health. What

attracted us to this concept was the idea of bringing parents into the system and allowing them to be participants in the process but also allowing some variety in their level of active engagement. In our ideal scenario for this touchpoint the parents would purchase the book and either go over it with their daughter or gift it to them and allow the teen to choose when they wanted to pull it out and use it.

WHY NOT?

- 1** Just because information is in print doesn't mean that it is trustworthy.
- 2** We know what constitutes a "positive conversation" but we didn't feel that we had enough information to properly design a full printed publication.
- 3** Teens are getting their information online so we needed to meet them where they are instead of forcing them to embrace a form of media that we feel sentimental about.

A QUIZ & A BOX

At the beginning of our process we became interested in the idea of framing the teenage girl experience in the metaphor of a "sexual timeline". This sexual timeline was never fully defined but we imagined it beginning at the moment when a girl first begins exploring her sexuality and would develop at different rates depending on relationships, both physical and spiritual. We then set out to develop a resource that would allow teen girls to identify where they are in their own timelines and how they would like to move forward.

An online 'questionnaire' would have allowed allow young girls to become more aware of their own sexual time-line while also providing use the information necessary to provide them with the most personalized resources possible. Based on their answers to the questions, teens would receive a package tailored entirely to their specific needs. Whether she's 19 and never been kissed or 15 with multiple sexual partners, we wanted our teen girl to feel empowered in her personal choices and take control of her sexuality in a healthy and safe way.

WHY NOT?

- 1** The concept of the timeline was too vague and too flexible
- 2** See the "snowflake problem"
- 3** The variety of questions were too broad and it became too difficult to design a system that could handle the endless potential answers and produce consistent products.



PROBLEMS WE DISCOVERED

PUBLIC VS. PRIVATE?

For some teens sexual health is a very private issue that they don't feel comfortable talking about openly or expressing in a public setting. Others are very open about their opinions and are more inclined to play an "activist" role in their high school communities and friend circles. As we began to craft a solution we struggled to determine which of these types of girls we could target most successfully. In other words, should our organization encourage everyone to be open about their sexual decisions or should we encourage a more private and reserved conversation?

In the end we decided that in order to really "change the conversation" we had to make the conversation public and commit ourselves to a more liberal perspective in challenging the status quo.

WHEN IS THE RIGHT TIME?

Another issue we ran into was the question of when is the best time to begin promoting the conversation of sexual health with teens. We wanted our organization to be relevant for teens who are sexually active at a young age as well as those who are pushing 18 and have never been kissed. Neither one of these "sexual journeys" is better than the other. Neither should be shamed as too slow or too fast and we wanted our brand to really promote these perspective.

Some parents get understandable nervous when their 13 year-old starts asking about condoms but we quickly realized that we needed to embrace the idea that just because teens are asking, doesn't mean they are doing.

The second before a teen is about to make an important sexual decision is not the second in which parents should (or can) intervene. Instead it is more productive to begin these health conversations early on in order to avoid misinformation and misunderstandings at a later age.

WHAT WE LEARNED

Through all the failed idea propositions, we were able to further refine what it was we wanted our organization to be to these girls and what resources they really needed.

Teens are great at *self-reflection*. They are constantly thinking about themselves and how others perceive them. They are always recalibrating themselves; experimenting with the way they dress, the way they talk and the way they relate to others in order to fit a more idealized version of themselves

However they are not often encouraged to engage in *introspection*; to take a moment and think more intently about their personal growth outside the glare of peers, parents and society. This is a phase of self-development that begins most often as girls enter their college-aged years and are forced to redefine their sense of self within a community that may be more open to embracing the nuances that were muted in the small pond of their local community high schools.

WE CAN'T: make their decisions for them.

WE CAN: give them the resources for introspection that will allow them to make better decisions

WE CAN'T: eliminate the inevitable peer pressure teens experience when navigating new relationships and sexual discoveries

WE CAN: help provide a hub where teens can go when they feel that they have no reliable source to turn to

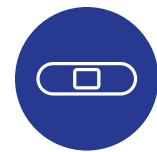


FRANKLY, inc.

We are Frankly and we are here to tell it like is.

THE 3BS SYSTEM

As teens define and develop their idea of sexual health they must reconcile three distinct types of conversation.



BE SAFE

Medical and technical knowledge regarding physical reproductive health.



CURRENTLY:

Make sure your partner wears a condom.

FRANKLY:

How to talk to your partner about the best forms of protection.



BE SMART

Expectations of emotional maturity regarding romantic or sexual relationships.



CURRENTLY:

You're too young to understand what love is.

FRANKLY:

The feelings you have for your partner are valid and real.



BE SEXY

Social pressures to be, perform and behave in a specific sexual way.

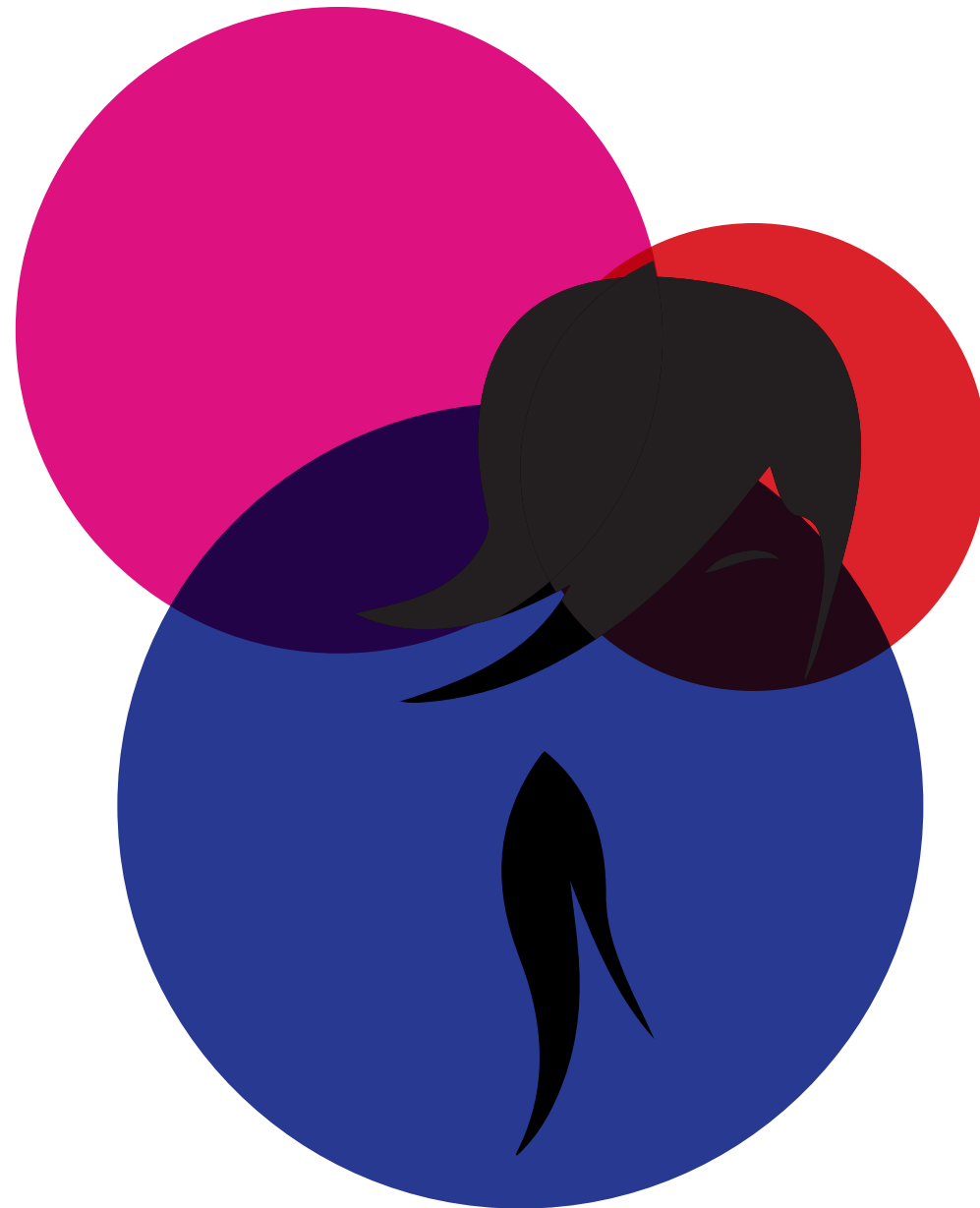


CURRENTLY:

Ten Ways to Please Your Partner

FRANKLY:

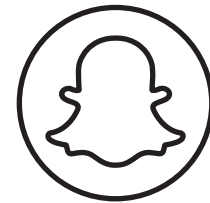
Ten Ways You and Your Partner Can Improve Your Sexual Experience.



We want to provide tools and resources for young girls to help them recognize that these conversations exist, identify the effect these conversation have on their own understanding of sexual health, and help them decide what their priorities are to keep these conversations in equilibrium.

SERVICE ECOSYSTEM

The Frankly, ecosystem works to provide the most relevant sexual health content to teen girls. Through the Frankly Snapchat, App, and Conferences, we, as an organization strive to meet girls where they are. Both online, via the Frankly App and the Snapchat, as well as in real life, with the Frankly Day initiative. In interacting with the Frankly, touchpoint teenage girls will be able to effectively apply the knowledge they've gained in order to establish an open minded view of their personal sexual health.



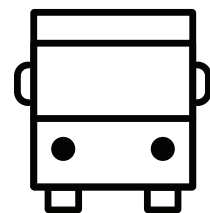
SNAPCHAT

Within Snapchat, teen girls who are curious about any facet of sexual health are able to browse through the Snapchat Discover Channel content at a glance. By following the Frankly, account, they have the opportunity to get personal snap backs based on any questions or concerns they have about the topic of sexual health. They are also able to view Live Stories that are compiled from Frankly, traveling conferences.



FRANKLY APP

The Frankly, App offers teen girls a more in depth look at the three current conversations happening within sexual health. With the ability to adjust the sliders to match their desired topics, the Frankly, app is able to generate custom content they can rely on. This is designed to help them perform further introspection and decide what is truly important to them.



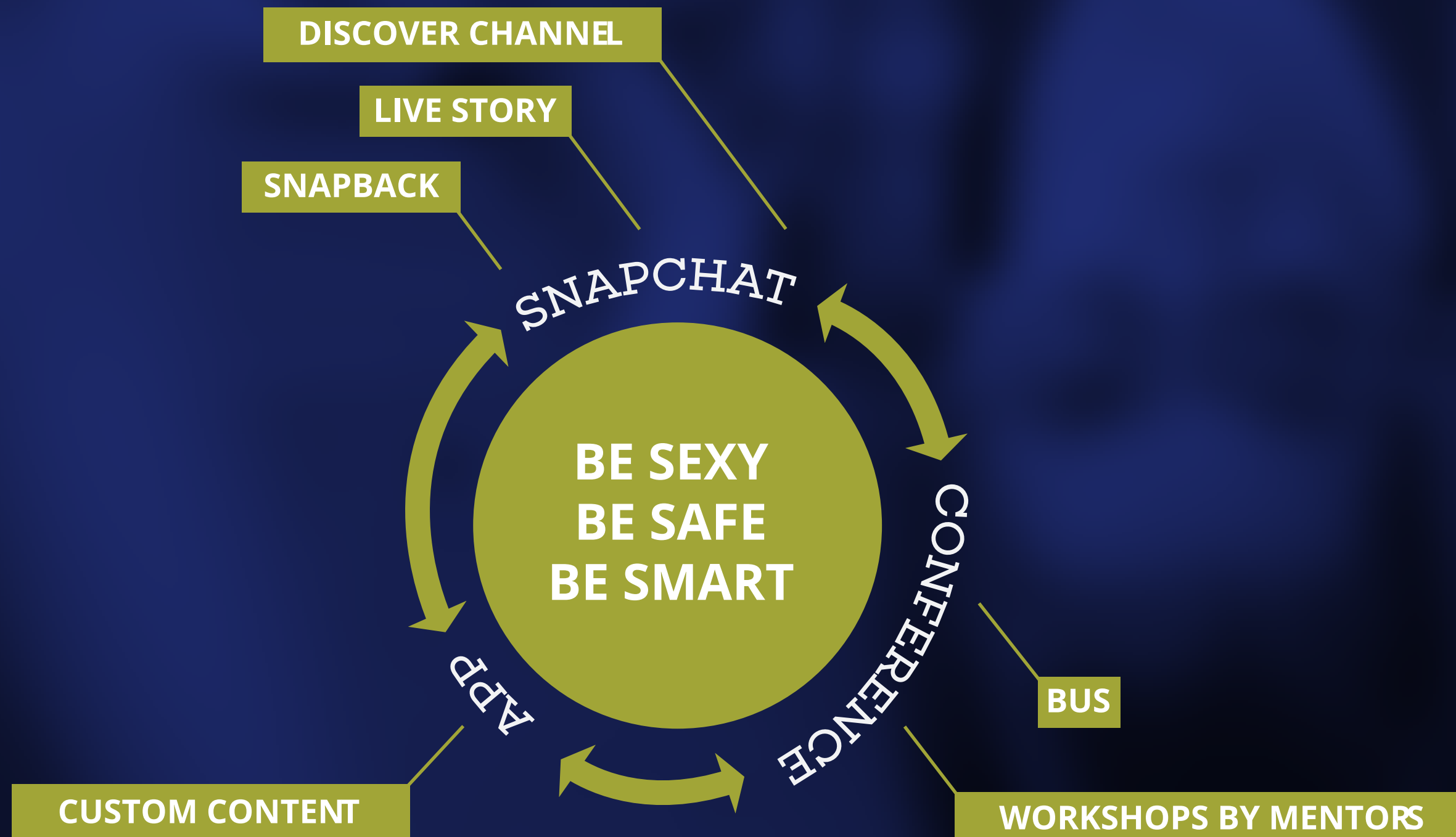
FRANKLY DAY

Frankly, Inc provides a traveling conference year round via bus. The Frankly, bus visits high schools nationwide offering workshops for teen girls to learn more actively about sexual health. While attending the traveling conferences, teen girls are able to come together and participate in mentor lead talks and workshops. Girls attending these conferences will gain credible knowledge and learn to feel more comfortable sharing information about sexual health with their peers and their communities.



MENTORS

For any girl interested in continuing involvement with Frankly, Inc, they are encouraged to seek information about our mentor program for adults. The mentor program is an opportunity to help explore and expand the conversations of Be Sexy, Be Safe, Be Smart within sexual health as well as many other topics relative to the teen girl community.



LEVELS OF ENGAGEMENT CHART

Frankly, recognizes that each girl has individual interests in regards to sexual health. The range of engagement levels offers girls the chance to involve themselves however they chose. From simply viewing our Discover channel to downloading the App and attending the conferences, girls have the opportunity to gain valuable knowledge about the current conversations relevant to sexual health.

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<p>PASSIVE INVOLVEMENT</p>		<p>Users following solely the Snapchat account only have access to the snapchat Discover Channel and the Live Story</p>
<p>MODERATE INVOLVEMENT</p>		<p>Users who have a deeper interest in the content of both the Snapchat and the App</p>
<p>TOTAL INVOLVEMENT</p>		<p>Users who see lasting value in the quality of total content offered through the Snapchat account, the app, as well as the experience of the conferences</p>
<p>MENTOR INVOLVEMENT</p>		<p>Mentors work for Frankly, to curate and manage content for all Frankly, platforms. They are often women involved in the reproductive health profession as well girls that have been interested in the program from the beginning.</p>

THE FRANKLY BRAND

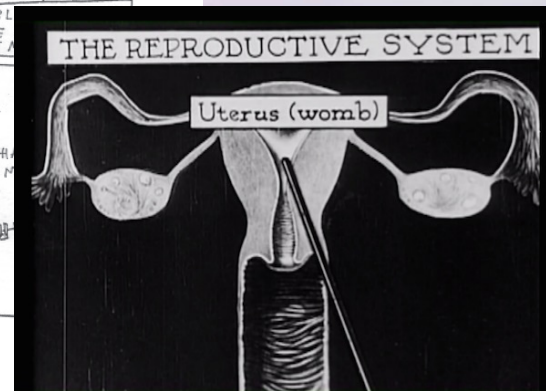
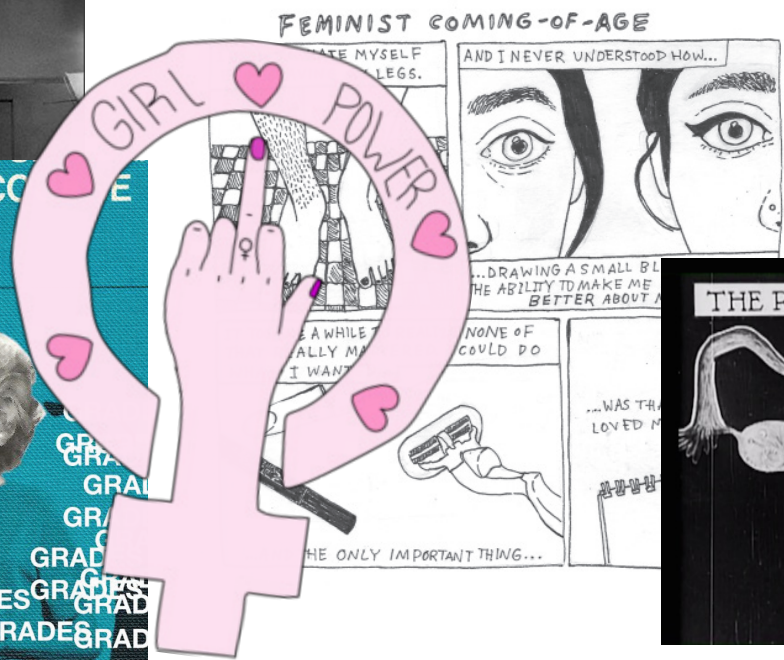
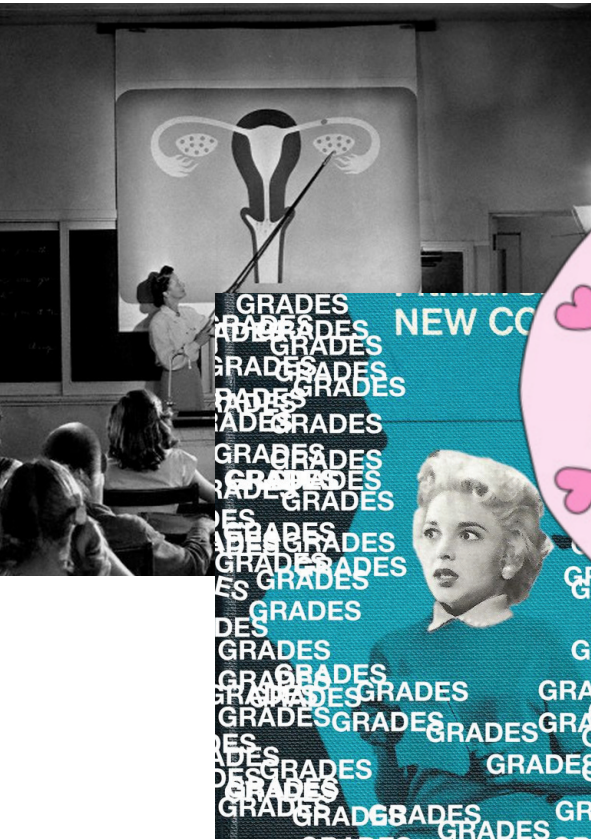
The visual identity is approachable and fun, reclaiming vernacular tropes in both an intentional and ironic way. The brand is founded on raw authenticity and unapologetic honesty. The Frankly brand is the big sister that girls always wanted.

Constantly bombarded with contradictory messages about their own bodies and sexual health, weeding out what's true and what's not can be nearly impossible. The formal clinical approach is effective to some degree, but we have found that teens are much more responsive to brands and initiatives that meet them where they are and that understands their own aesthetic and point of view.

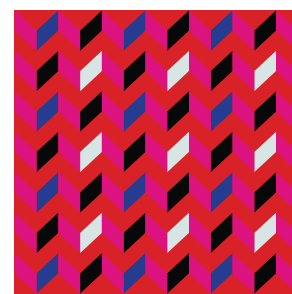


FRANKLY, inc.

ART DIRECTION



Inspired by nostalgic doodles and collaged feminist art, the style direction for the brand is a mix of bold pop art, amateur-style illustration, bright colors and patterns and raw, honest visuals. The use of vintage photography is a playful commentary on how far we've come in talking about sexual health, but also that even in 1950, teen girls were still just as curious as they are now.



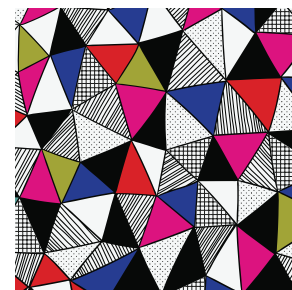
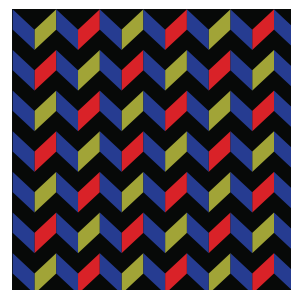
BOLD

RAW

EDGY

HONEST

MOD



TYPOGRAPHIC STYLE

OPEN SANS used in all body text both in digital and print

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

CHOPLIN used in headers, pull quotes and highlights

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

JEAN LUC logo font

FRANKLY

VULGAR

REAL

HIP

HONEST

“
**Consent
is sexy.**
”

“
No more
BULLSHIT.
”

tone + voice

In our research, we uncovered that a majority of teens receive information about sex either online or from their peers, both of which are responsible for many alarming mythologies surrounding sexual health and intimacy. To combat these unreliable platforms, our organization must come across as informed, authentic, reliable and a little bit edgy.

Like the older sister or that friend, teens are searching for these so-called influencers; individuals who have the confidence and experience to tell it like it is. This is the voice we seek to have. Teens want to know about these facts; they have questions about their bodies, about what is “normal” and about sex and sexual health. The curiosity is already there. Our challenge is to get their attention and make a real and lasting impact in the course of their sexual journey.

MEET KIMBERLY

Kimberly is 14 years old, a freshman in high school, and an avid sports enthusiast. Now that she has entered high school, where she continues to be involved with sports, she is beginning to shift her focus to boys and possibly having a boyfriend. While a few of her friends are still single and mostly focusing on school work, many of her friends are already starting to talk about boys, sex, and the different “facts” they think are true. Although she is curious about these topics, she is slightly shy to talk about them in public because she feels she doesn’t really know much and does not want to seem totally incompetent. She has struggled to find a source that she can feel comfortable with trusting due to the vast amount of information catered to those individuals who are already sexually active in some ways. She wants to learn more about sexual health and what it means to be sexually involved with a boy in a way that helps her feel informed, safe, and ready.



FRANKLY JOURNEY



SNAPCHAT

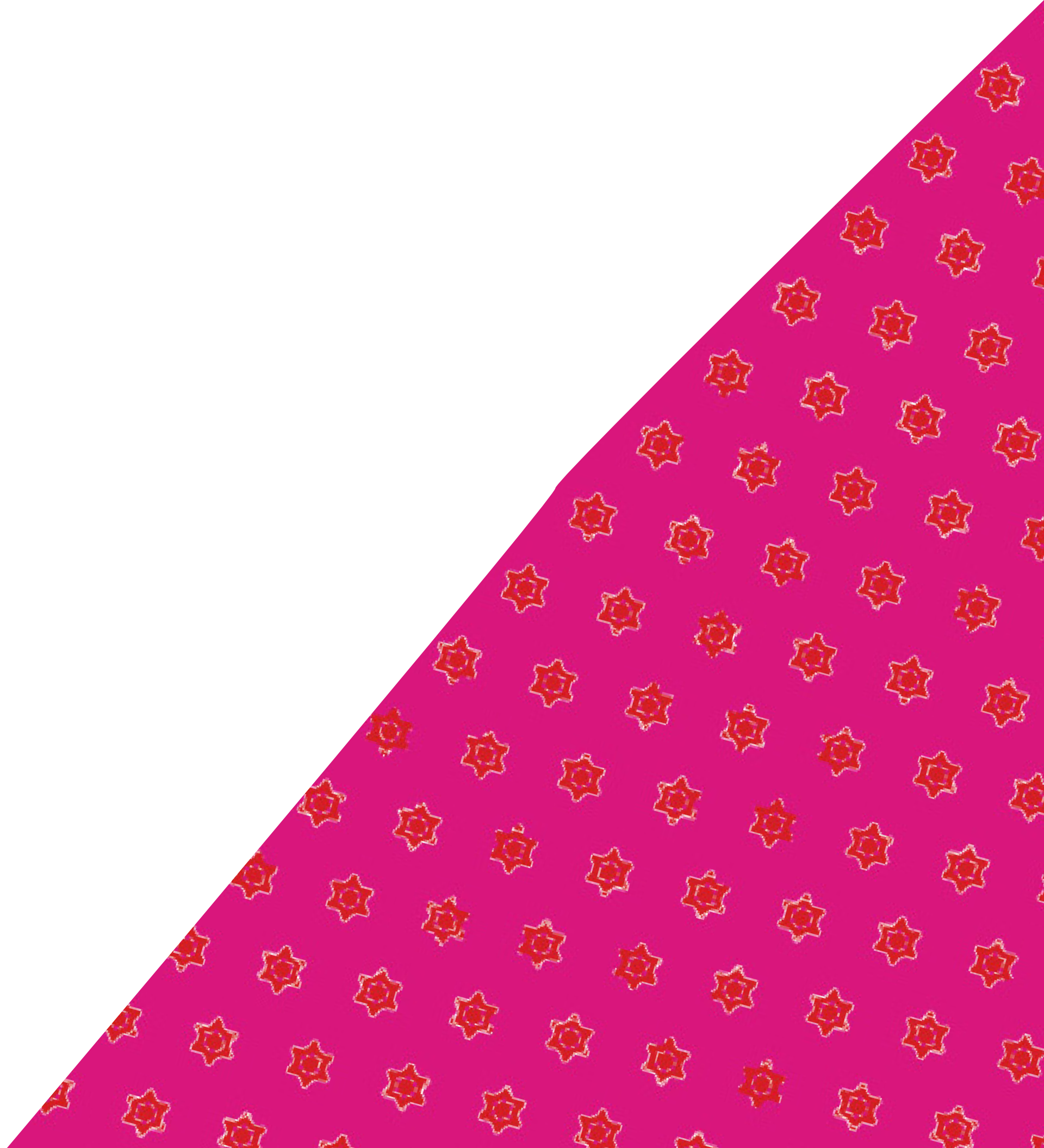
Utilizing the Discover Feature on Snapchat, *Frankly, Inc.* becomes widely accessible to an enormous social media audience. The Snapchat Story will likely be the girl's first encounter with the brand.

SNAPBACK

FRANKLY APP

FLTR SOFTWARE

FRANKLY DAY





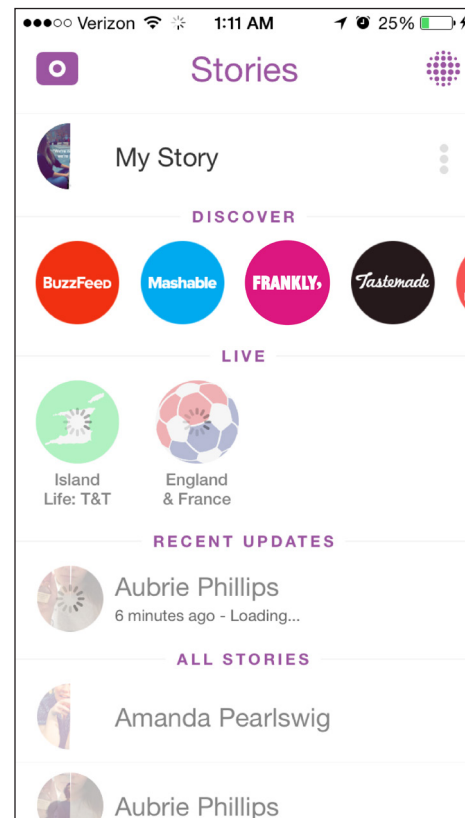
SQUAD GOALS

Tap and hold to share with your squad!

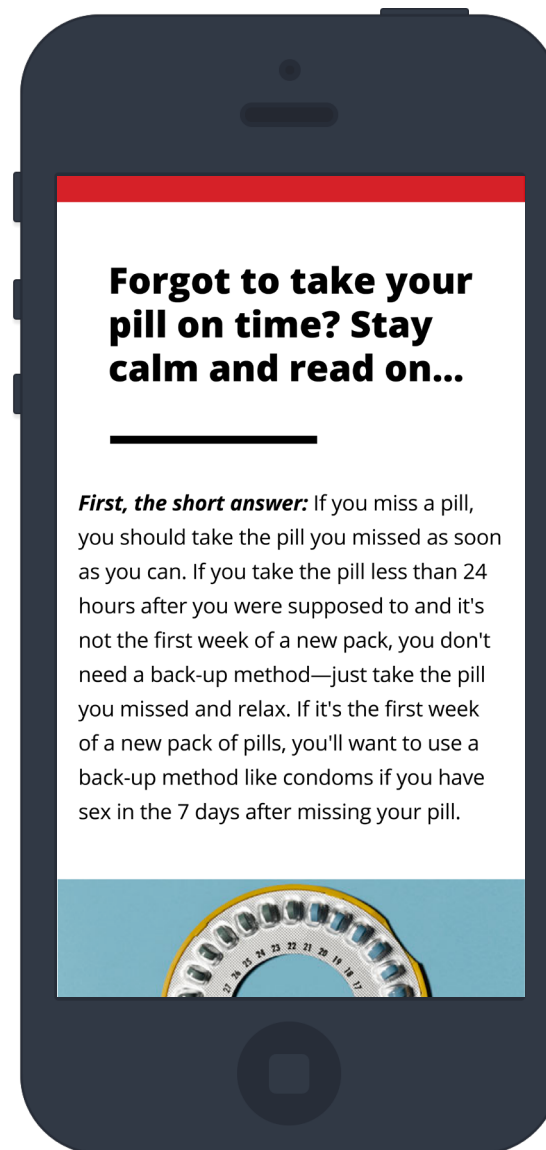
SNAPCHAT

GET TO KNOW US (WE'RE COOL, WE PROMISE)

The *Frankly, Inc.* snapstory features articles from each of the three organization conversations: Be Safe, Be Smart and Be Sexy. Teens see new content each day and can share it with friends and also with the organization via the snapback feature. The articles on the snapstory are aggregated from outside sources such as Everyday Feminism, Rookie Magazine and Bedsider.



Example of an article within the snapstory.



INTRODUCTION

Kimberly is swiping through the *Frankly* Discover Channel and reads through the article on the left. Even though she's not on the pill, her friend Lauren has told her lots about it.

DELIGHT

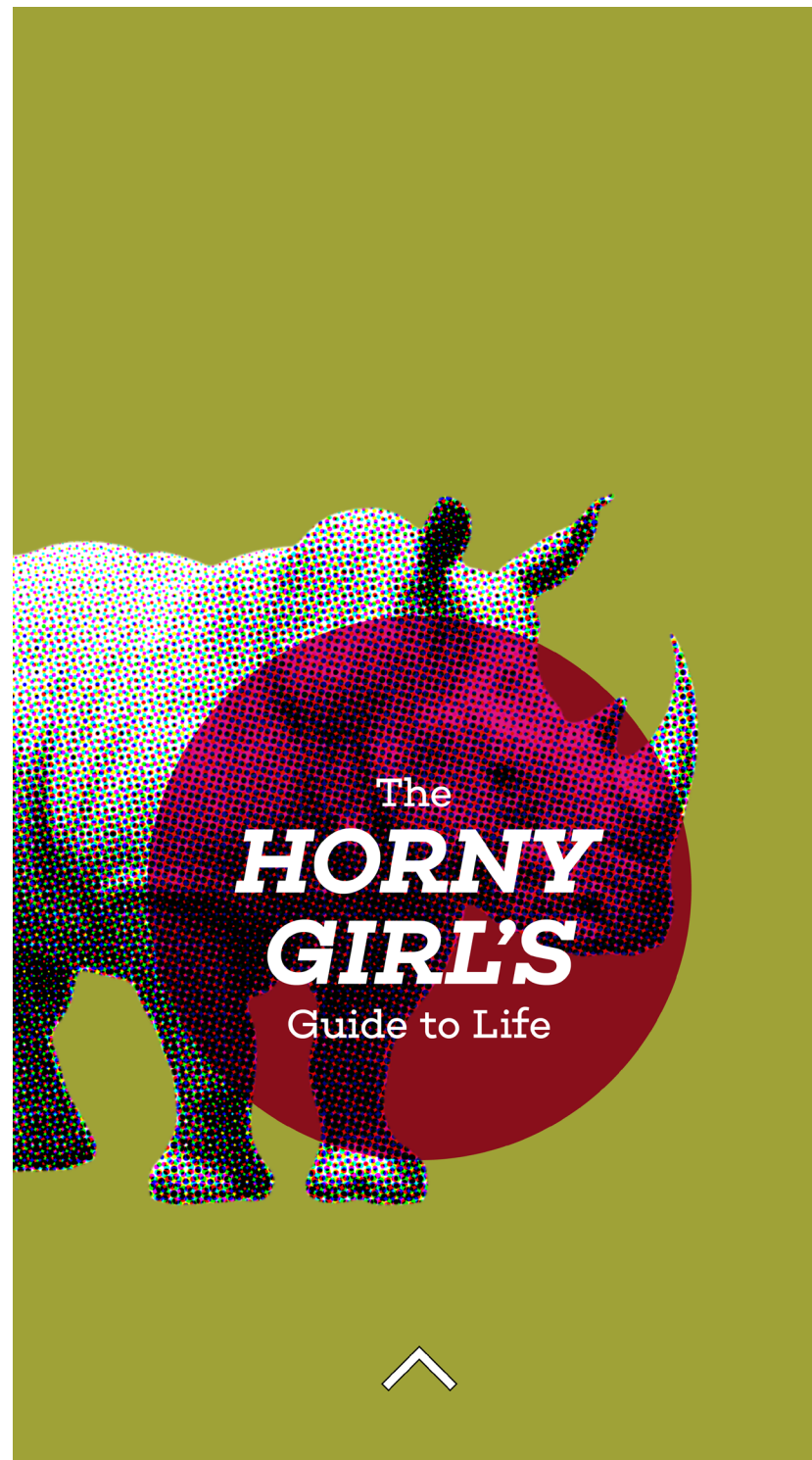
Kimberly continues to check back every morning on her way to school for more *Frankly* content.

SHARING

Over the course of the next week, Kimberly sends and edits tons of hilarious snaps to her friends.

TELLING

At lunch Kimberly asks her friends if they read the article about horny girls on the *Frankly* story that morning. The girls laugh and giggle about it.



Are you ready to party with your hormones?

As your body goes through its wondrous changes, horniness (aka sexual arousal) can show up unannounced and ready to party with your hormones. What exactly ARE these horny feelings, you ask? Arousal varies from person to person. Your cheeks could get flushed. Tingles may rush through your bod. An achy, throbbing sensation might occur in your genital area. These are some of the ways the Horn—a presence that I imagine as the embodiment of horniness—basically knocks on your door to say, “Hello? I’m heeere!” (At the same time, it’s also OK if the Horn passes you by: Some people don’t experience feelings of sexual attraction until after puberty, or at all.)

Where does the Horn lurk?



There are times when sexual arousal isn’t really a surprise. Let’s say you’re at the movies with the object of your affection, sharing a bucket of popcorn. As they reach down for a buttery kernel, their hand gently brushes against yours. Chills run down your spine and right to your sexy area, and you suddenly feel like a cartoon wolf with its eyes bugging out: AWOOOGA!



Herpes is common. *Really common.* According to the U.S. Centers for Disease Control and Prevention (CDC), about one in six adults has genital herpes, a sexually transmitted infection (STI) caused by herpes simplex virus. While it may be super-common, there are still a lot of myths out there about it—here are five I hear a lot.

Myth 1:

If I don't have any sores, I don't have herpes.

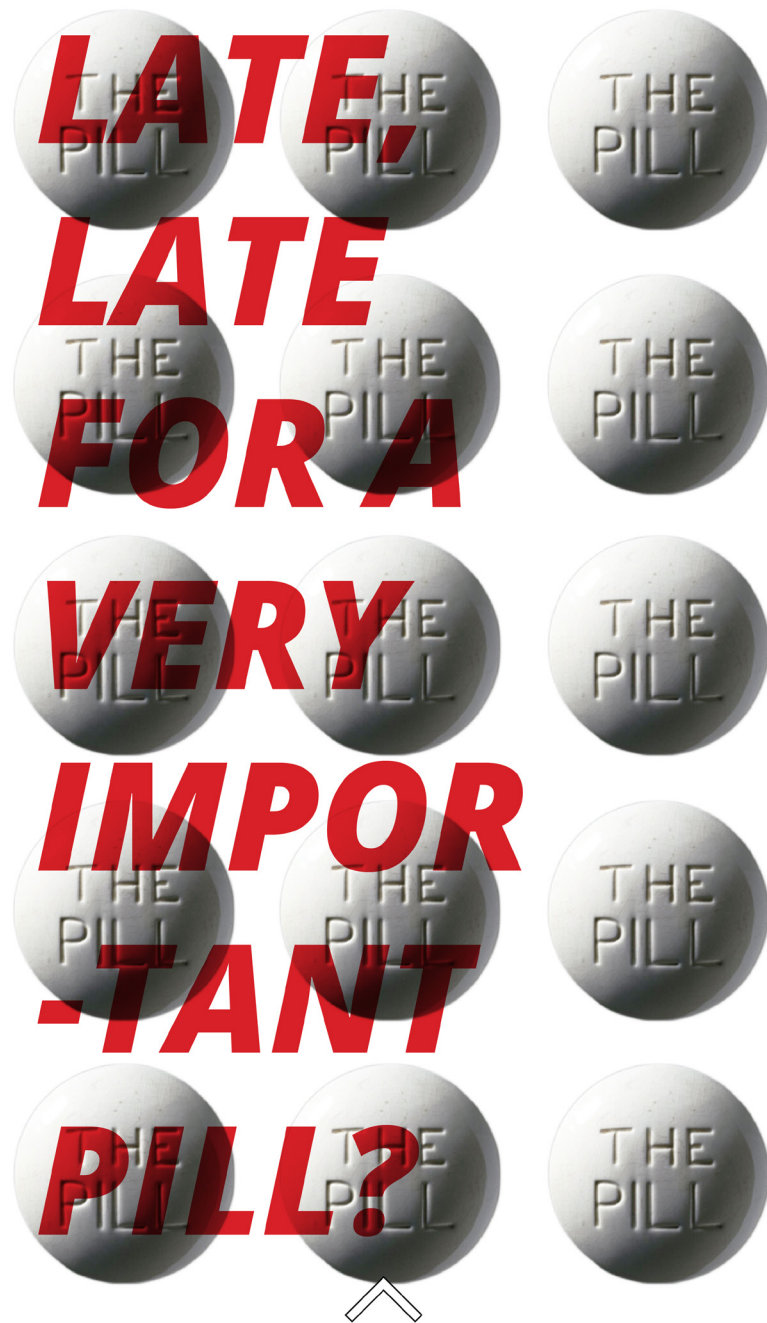
Herpes can lay dormant (sort of like it’s in hibernation) for years without causing any noticeable symptoms. Because of this, many people don’t know they have it and may have trouble figuring out how or when they got it. When symptoms do occur, they often appear as small blisters on or around the genitals. The blisters may look like pimples with clear fluid in them, and they may be painful or have a burning sensation. The best way to find out if you have herpes is to see a health care provider if you have pain, blisters, or a sore.

Myth 2:

We didn't have sex, so there's no way I have genital herpes.

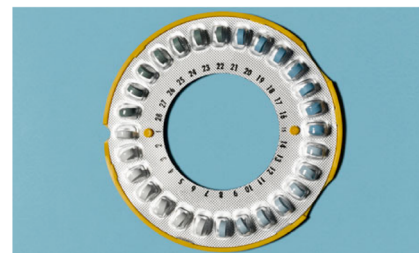
Herpes is spread by skin-to-skin contact with someone who carries the virus. That means you can get herpes by touching, kissing, and oral, vaginal, or anal sex. People who carry herpes don’t always know they have the virus, and they may not have any visible sores on their skin.

That said, your risk of getting the virus is higher if you’ve had contact with a partner who does have a visible sore. Using condoms can majorly decrease the risk of spreading the virus, but doesn’t eliminate it completely. Unfortunately, no other type of birth control reduces the



Forgot to take your pill on time? Stay calm and read on...

First, the short answer: If you miss a pill, you should take the pill you missed as soon as you can. If you take the pill less than 24 hours after you were supposed to and it's not the first week of a new pack, you don't need a back-up method—just take the pill you missed and relax. If it's the first week of a new pack of pills, you'll want to use a back-up method like condoms if you have sex in the 7 days after missing your pill.



Now, some more detail.

The pill works best if you take it every single day. You may have seen information about "perfect use" stating that the pill is 99.7% effective, but the reality is that with typical use it's 91% effective. (That means that of 11 women taking the pill for a year, one will become pregnant.)

In the real world, it's a challenge for anyone with a daily medication to take it perfectly. Even people with serious medical conditions like high blood pressure have a hard time taking medicine every day. The World Health Organization estimates that about half of people with chronic medical conditions take their medication late or skip it completely on some days. In a study of young women using the pill, the majority...



Just talking about sex and birth control can be seriously awkward.

But what about the awkward things that happen when you're actually getting it on? To get past that awkwardness, you've got to do three things.

1. Believe that you are completely fabulous in any situation.
2. Know that you don't ever have to feel uncomfortable or embarrassed about anything. Ever.
3. Trust that the following tips can make things a little more fun and less awkward when you need them.

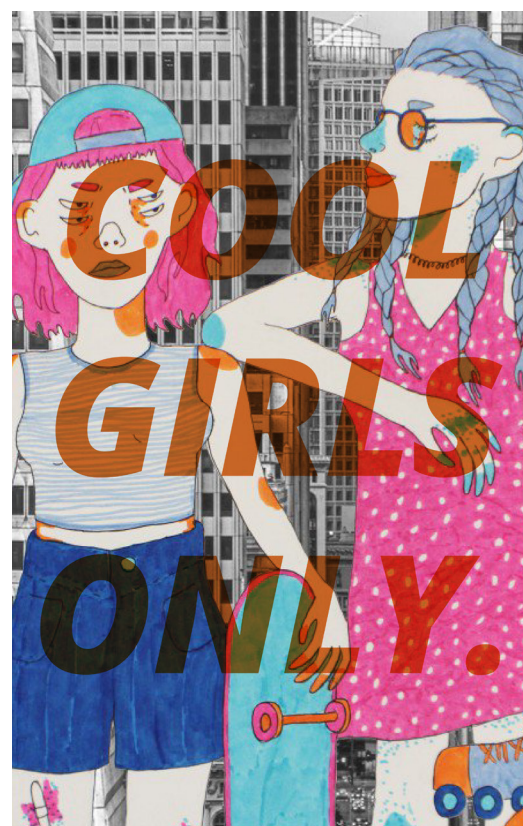


Putting on a Condom

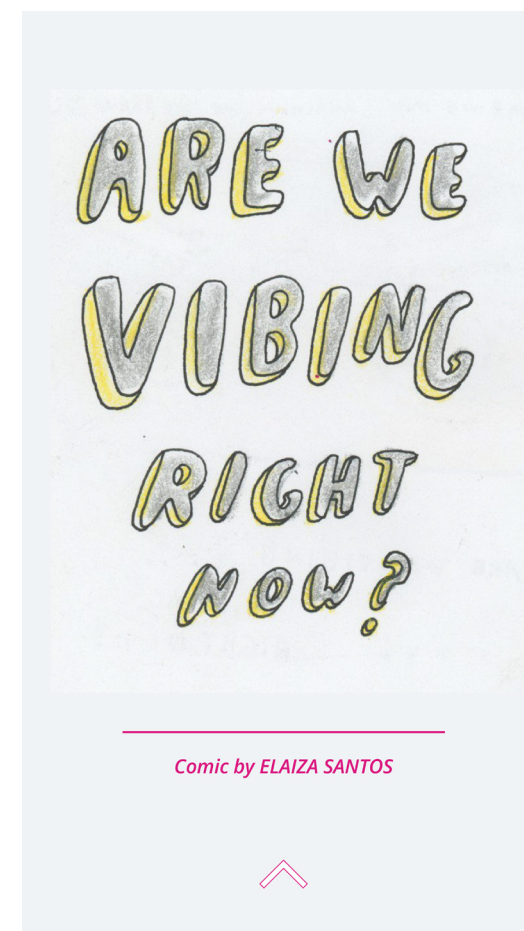
Keep a stash next to the bed so there's no pause mid-action. Then have him put it on (for speed) or make it part of the act (for pleasure).

Undressing when you feel shy

Sure, we want you to feel comfortable naked, but shy moments happen. Some ways around it: Blindfold your partner, then take your clothes off or wear lingerie. (It's visually alluring and feels like you're almost naked.)



Anna White is an artist from Seattle. She likes to hike, pet dogs, drink Thai iced tea, and play tunes with her punk band, **Hardly Boys**.



Snapstory also features fun sharables and art from teen girls that associate with the brand.

SNAPCHAT STORY

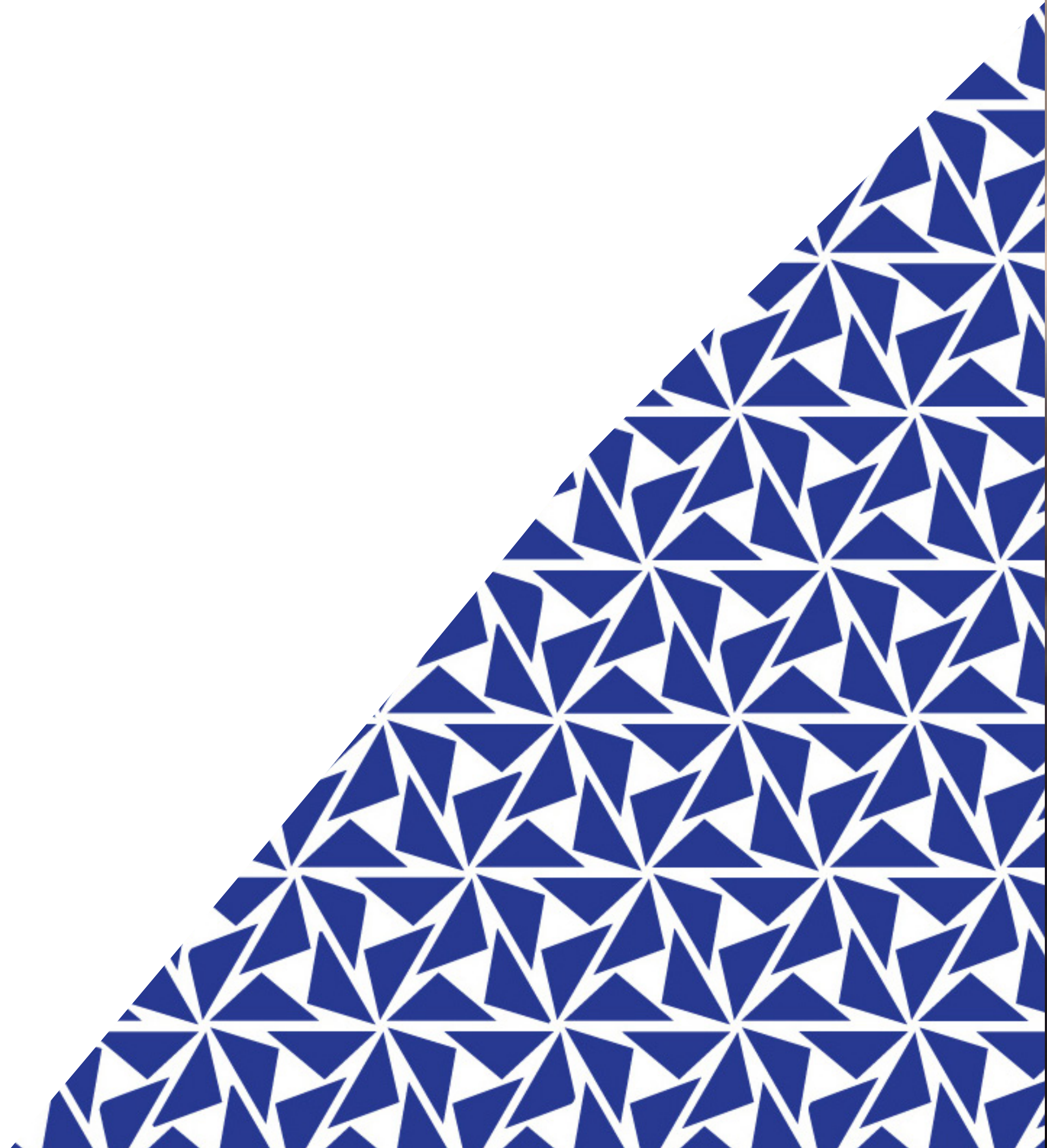
SNAPBACK

The snapback program is a way in which users are able to interact more intimately with the FRANKLY brand, while allowing mentors the ability to provide more curated content.

FRANKLY APP

FLTR SOFTWARE

FRANKLY DAY





SNAPBACK

OUR SECRET SOCIETY OF MADE-TO-ORDER FEMME AWESOMENESS

In this touchpoint, users follow a simple three-step process to register for the club and grant us the permission to save any snapchats they choose to send to the @Frankly account. Each registered user's snaps are then archived in a database where advanced analytics can be applied to help *Frankly* mentors determine which topics the user is most interested in.

Locally based, trained Frankly mentors take the interest profiles stored within the database and generate personalized content to send to users. This would include links to relevant articles and sexual health tips intermixed with more light-hearted messages of encouragement or humorous cartoons .

Example of filled-out snap
from Discover Channel



INTRODUCTION

Kimberly is swiping through the *Frankly* Discover Channel and sees the screen on the right. She swipes up and after reading more about the benefits decides she wants to join the club. She reads the privacy policy, then taps and holds to send the snap to the @Frankly account.

CONFIRMATION

Kimberly immediately receives a snap back from @Frankly which lists the privacy policy again and instructs her to take a screenshot to approve.

INTERACTION

Over the course of the next week, Kimberly sends back three of the @Frankly Discover Channel's "fillable snaps" (example screen on the left). These are special snaps that encourage her to reflect on a topic and record a response using Snapchat's built in emoji, paintbrush and text caption tools.

SNAPBACK

The Frankly database has detected that Kimberly sent three snaps back with the words "first-time", "losing it" and the confused emoji. As a result her assigned Frankly mentor snaps Kimberly the link to an article from the online magazine Rookie that talks about virginity and knowing when is the right time.

PSSSSST
DID YOU HEAR ABOUT
THE NEW FRANKLY
SNAPBACK CLUB?

I'M HUNGRY

SWIPE UP TO LEARN MORE





SNAPCHAT STORY



SNAPBACK



FRANKLY APP

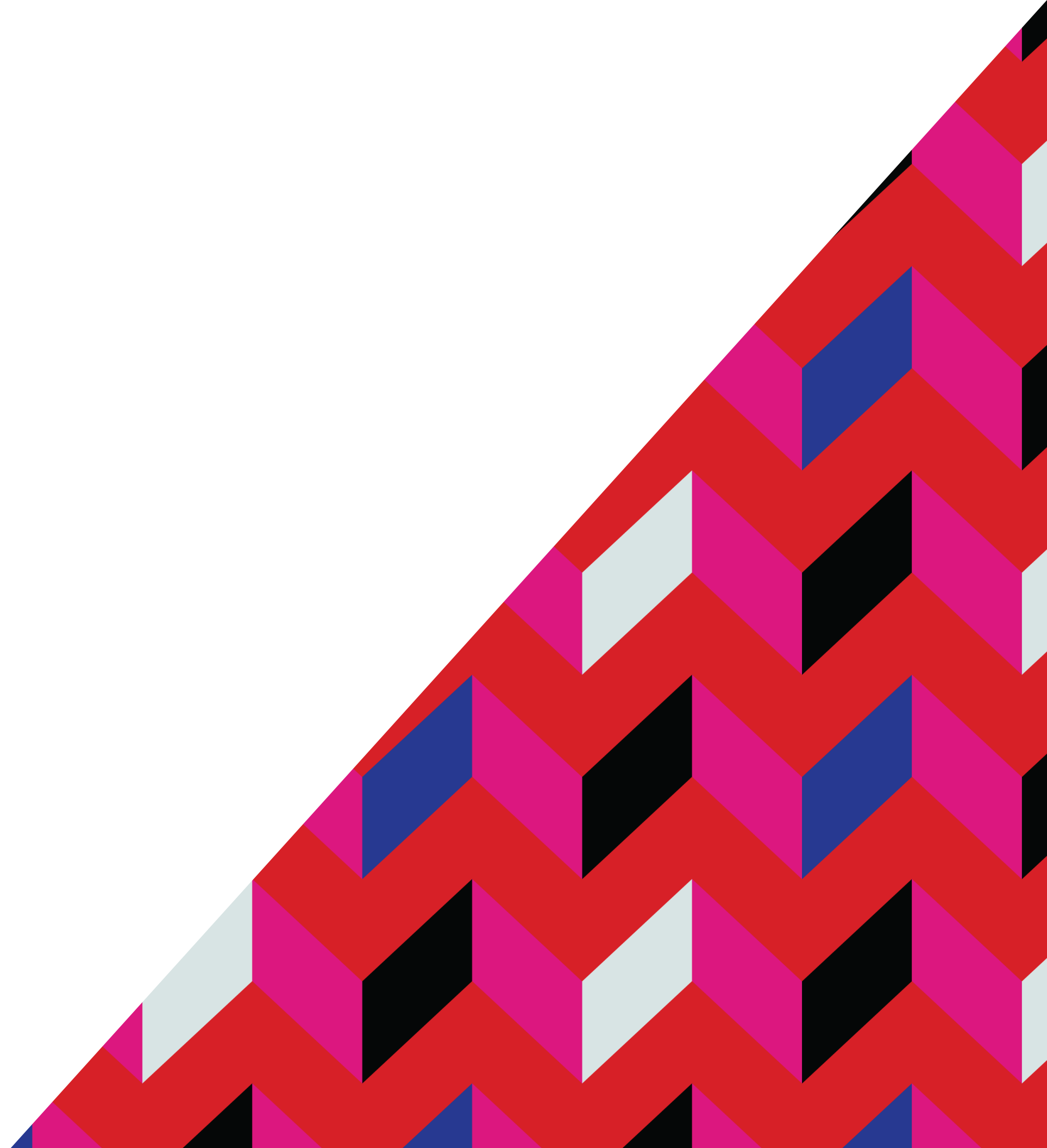
The app provides teens with an on-demand hub of expertly curated sexual health information in a fun and engaging interface that is constantly adapting to better fit their interests



FLTR SOFTWARE



FRANKLY DAY





FRANKLY,

Sign up

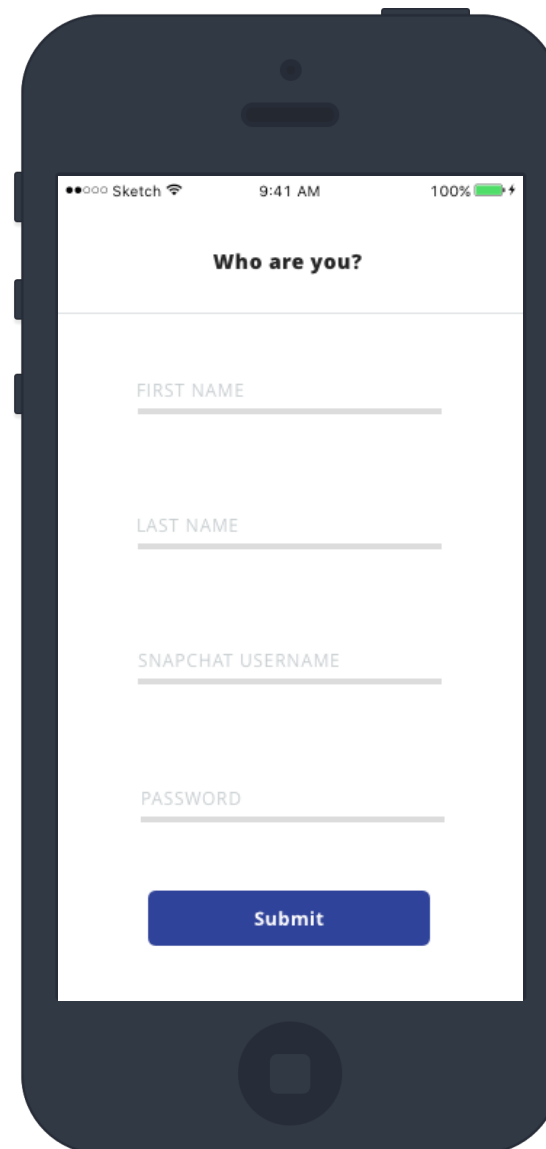
Sign in

FRANKLY APP

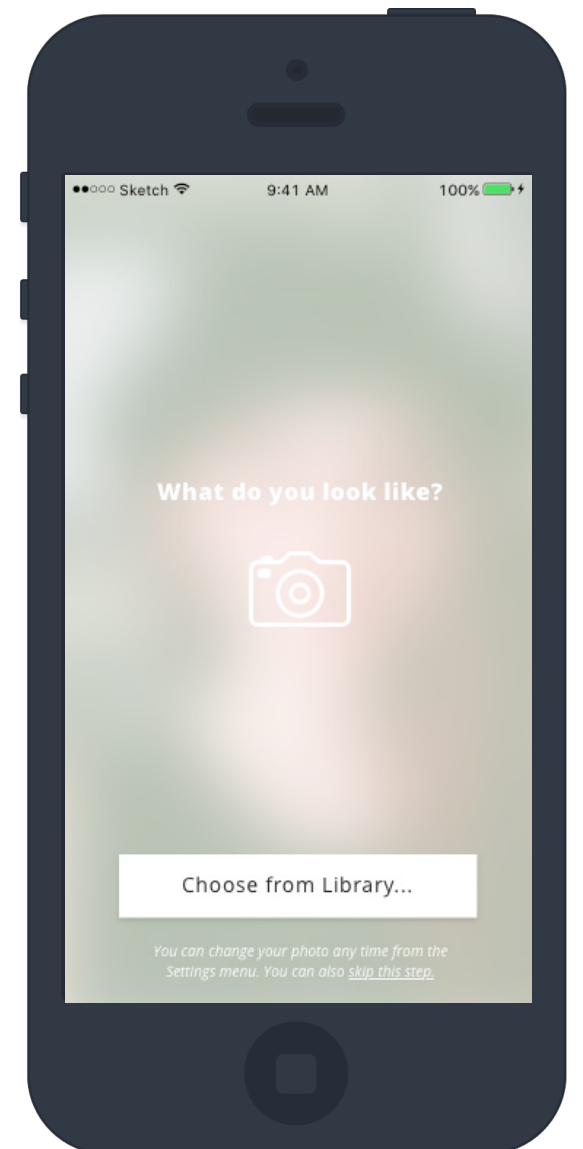
CURATED & CUSTOMIZED

In an engaging and customizable interface, the Frankly app provides teens with instant access to the most important sexual health tips, reflections and articles. When a teen is in need of answers they often turn to Google and sift through dozens of articles until they find an answer that best suits them. The Frankly app's primary goal is to eliminate this unreliable searching process by providing teens with trusted content from a variety of positive, woman-run organizations and online publications. The articles are grouped based on the 3BS system to allow for easy filtering and navigation. The flexibility of the main feed allows for girls with different interests to dynamically cater content to their needs.

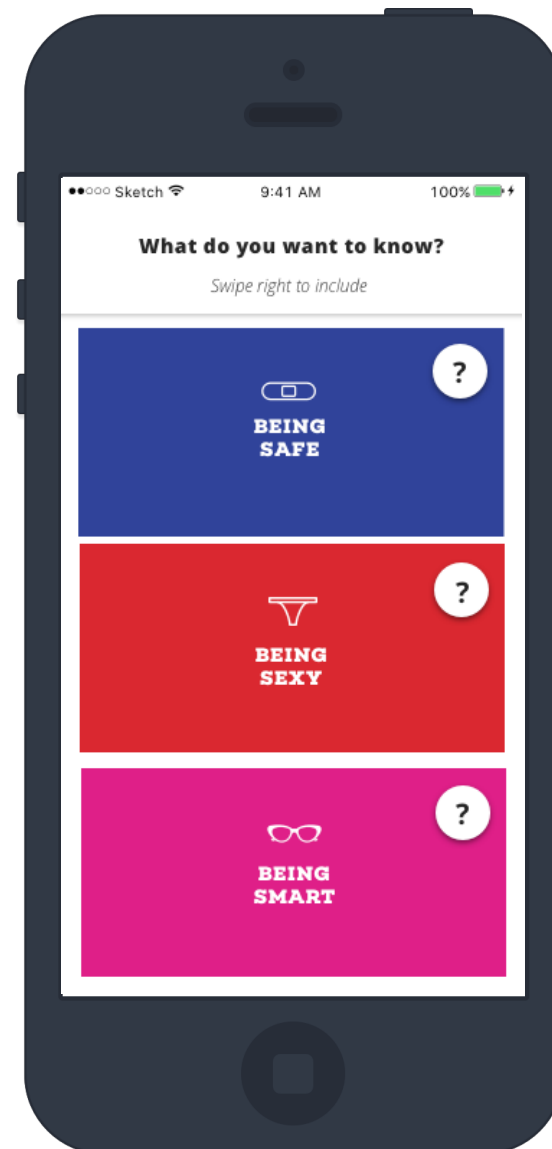
LOGIN



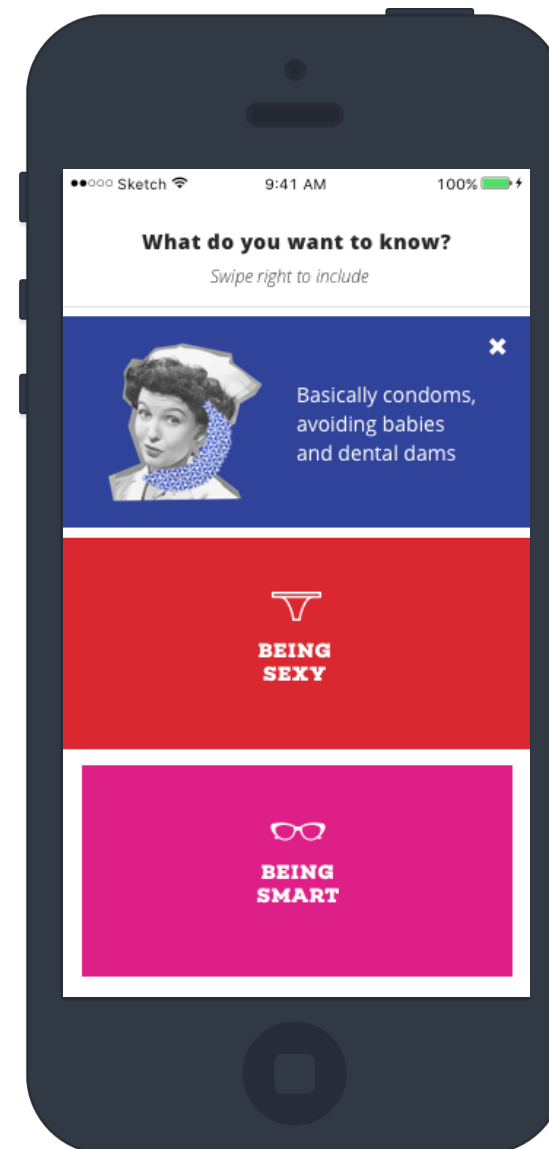
Kimberly is asked to provide her Snapchat username to check if she is the Snapback database. If so the app can use that data to generate better content once she gets to the main article feed.



CUSTOMIZATION

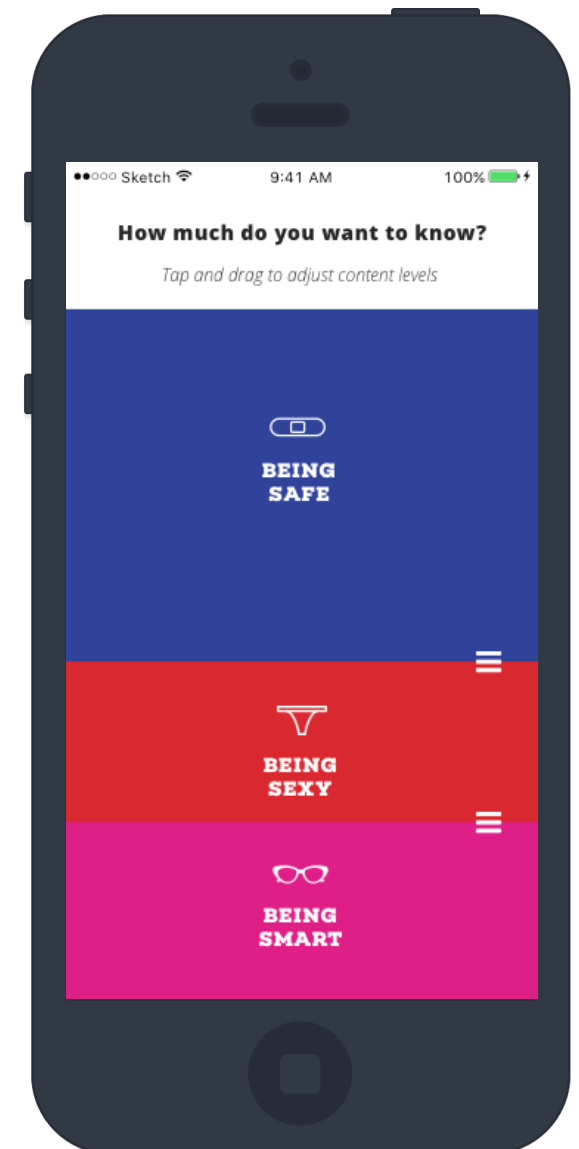


Here Kimberly is presented with the three conversation categories that the articles are grouped into.



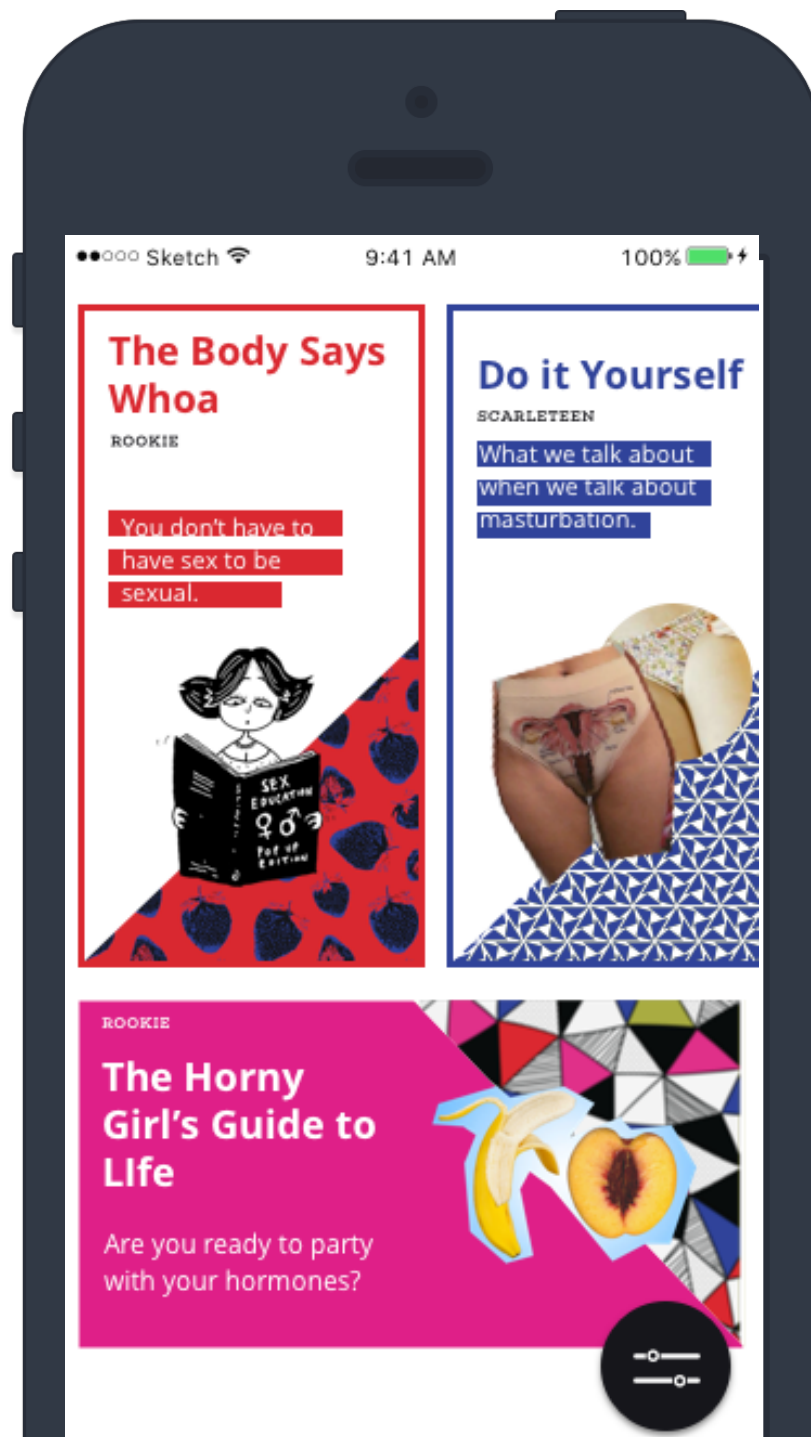
By clicking the question mark icon Kimberly can get a brief, witty description of what that category means.

After selecting her preferred categories, Kim then taps and drag to adjust the levels of each category in her feed.



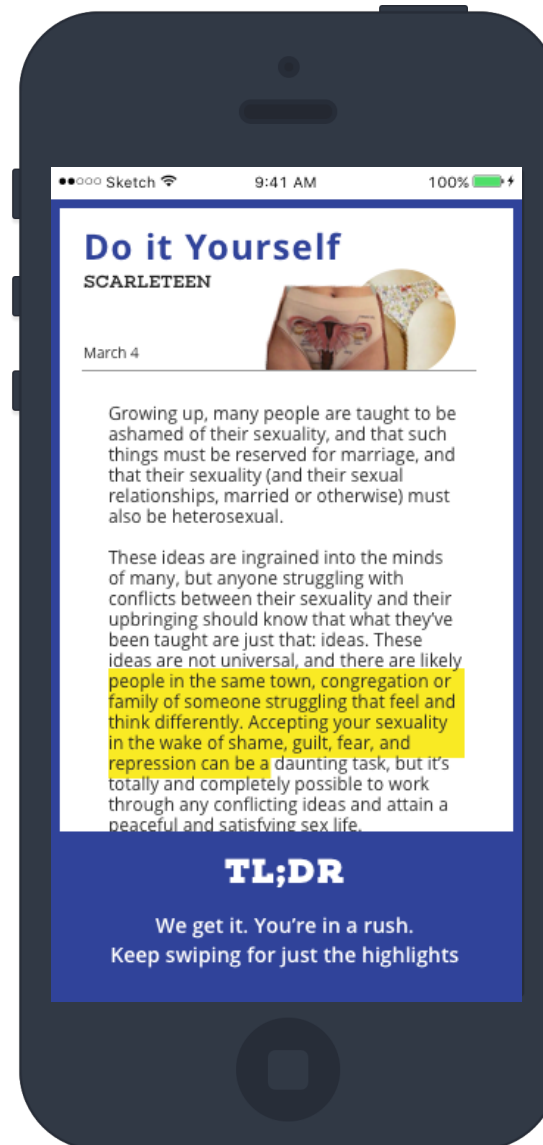
FRANKLY APP

A HUB FOR SEXUAL HEALTH INFORMATION

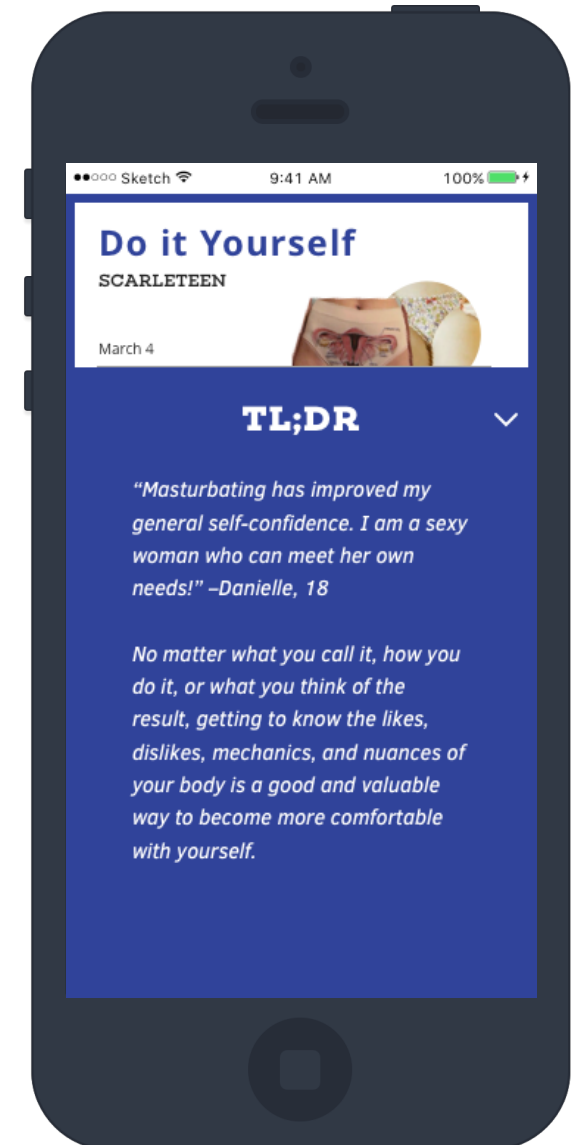


The article feed can be scrolled horizontally and vertically. This allows Kimberly to browse organically through the content.

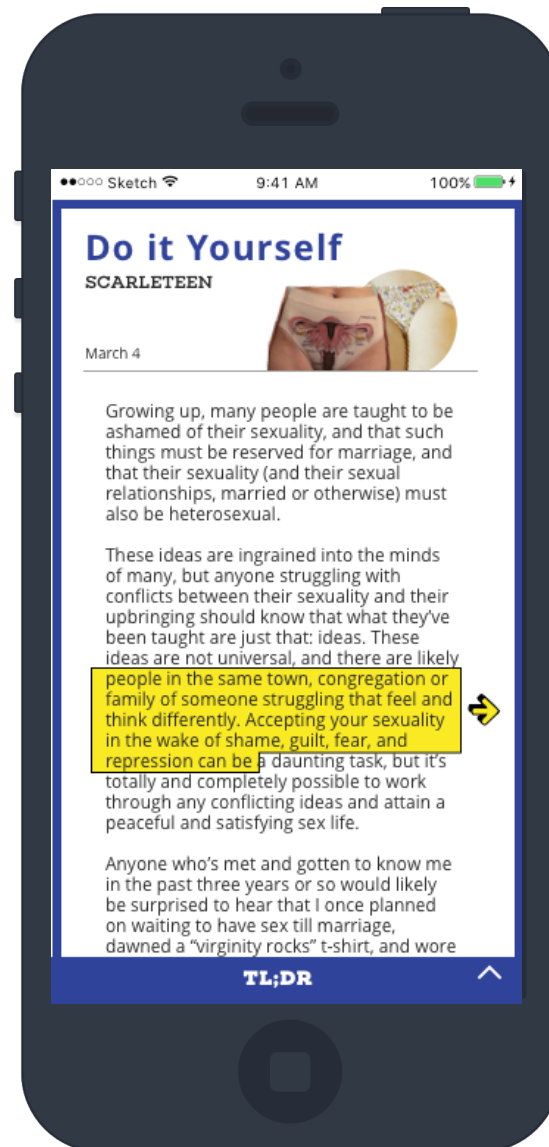
TL;DR = TOO LONG DIDN'T READ



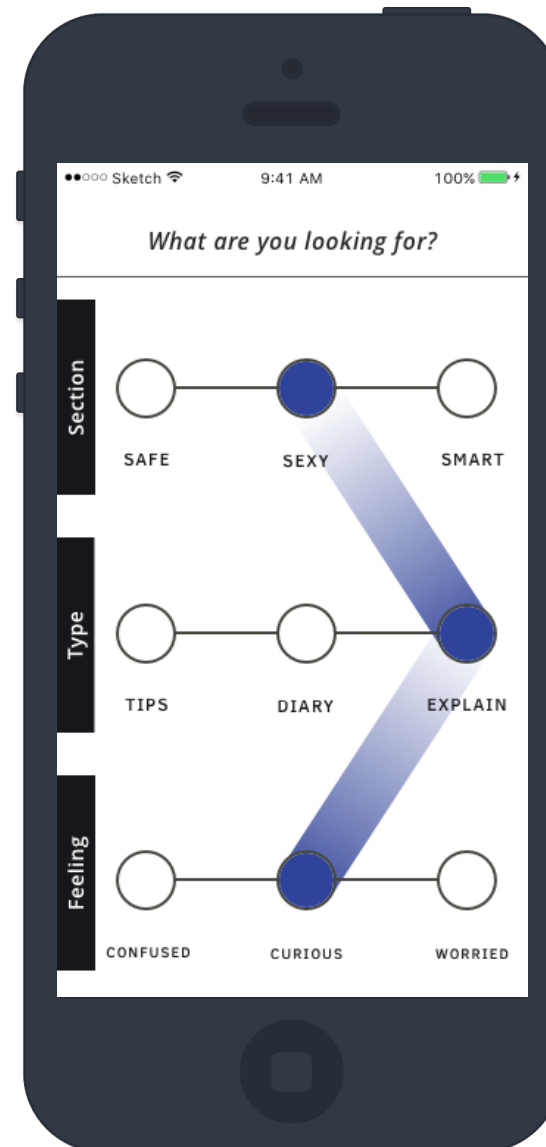
After clicking an article if Kimberly swipes up too quickly the app will sense that she is in a rush and prompt her with the TL;DR screen.



CUSTOMIZED SUGGESTED READING

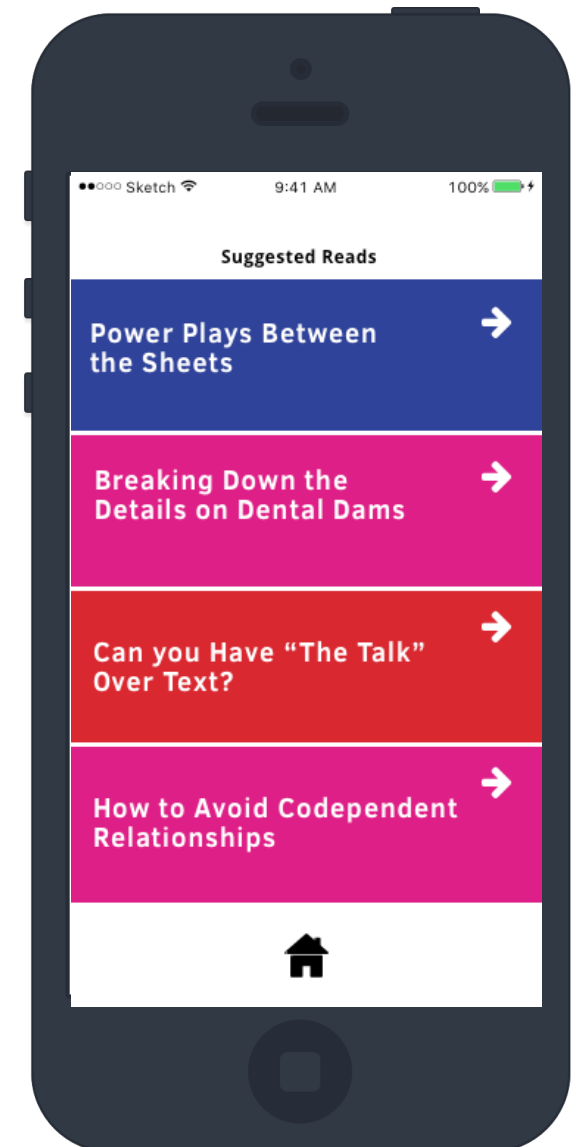


Once in the article, Kimberly notices one of the highlighted quotes, indicating key content, and is curious to learn more about it.



The app then prompts Kimberly to further clarify what type of information she is seeking in relation to the previous highlighted quote. She does this by dragging her finger and highlighting the category, type of article and mood.

The app calculates Kimberly's response and intelligently suggests related articles for her to read.



SNAPCHAT STORY

SNAPBACK

FRANKLY APP

■ FLTR SOFTWARE

The FLTR desktop application is the tool that curators use behind the scenes in order to shape content for the Frankly app that is in line with brand guidelines

FRANKLY DAY





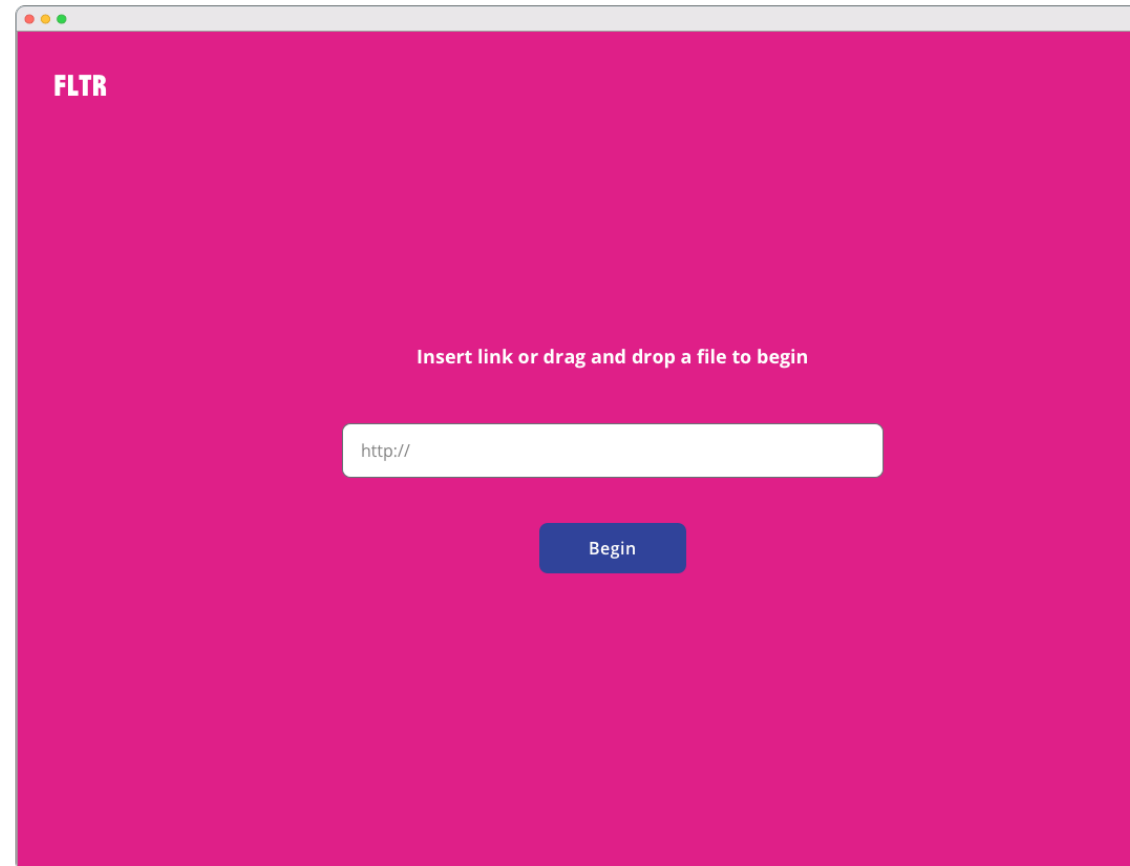
FLTR

MacBook Air

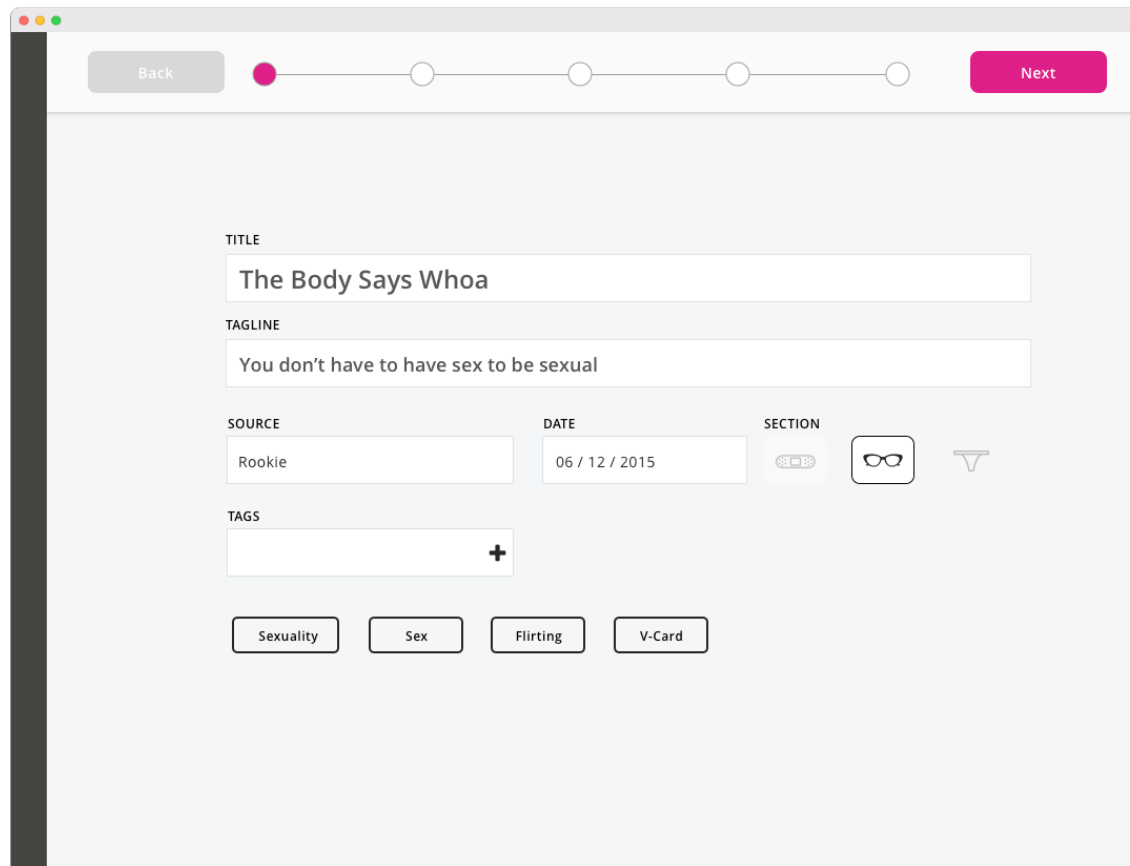
FLTR SOFTWARE

MENTOR'S GO-TO CURATION TOOL

In order to populate the Frankly app with an abundance of fresh, relevant content we have also developed a simple desktop application for our mentors. The data-driven, intuitive application allows mentors at any skill level the ability to curate and refine articles to fit within the brand guidelines.



To begin the process, a mentor would insert an link on the main screen.



Then, the mentor must verify the title, identify the section and topic tags.

KEY FUNCTIONALITIES

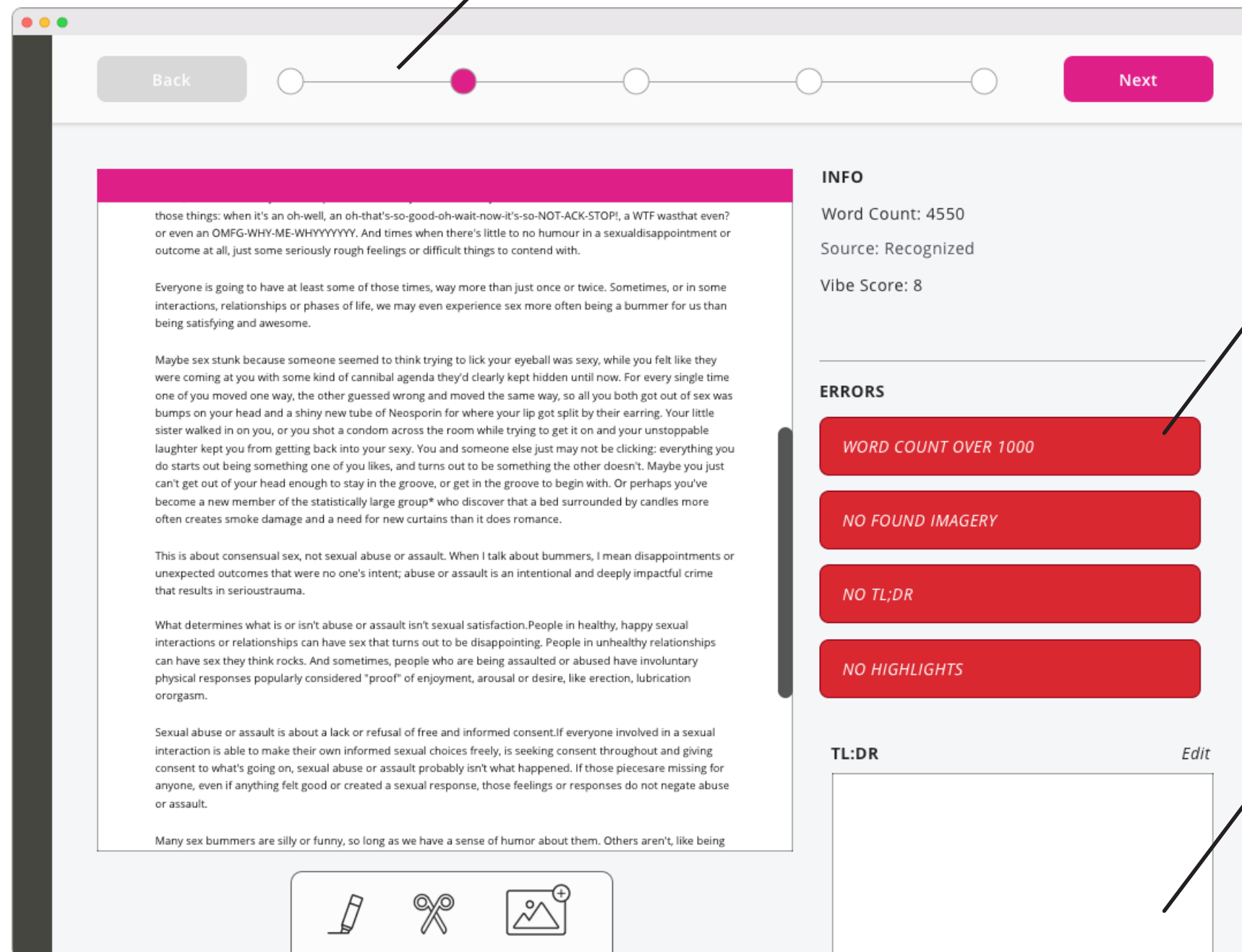
PROJECT PROGRESS BAR

ERROR NOTIFICATIONS

These errors let the mentor know what required elements are left to completed before the article can be exported.

TL;DR

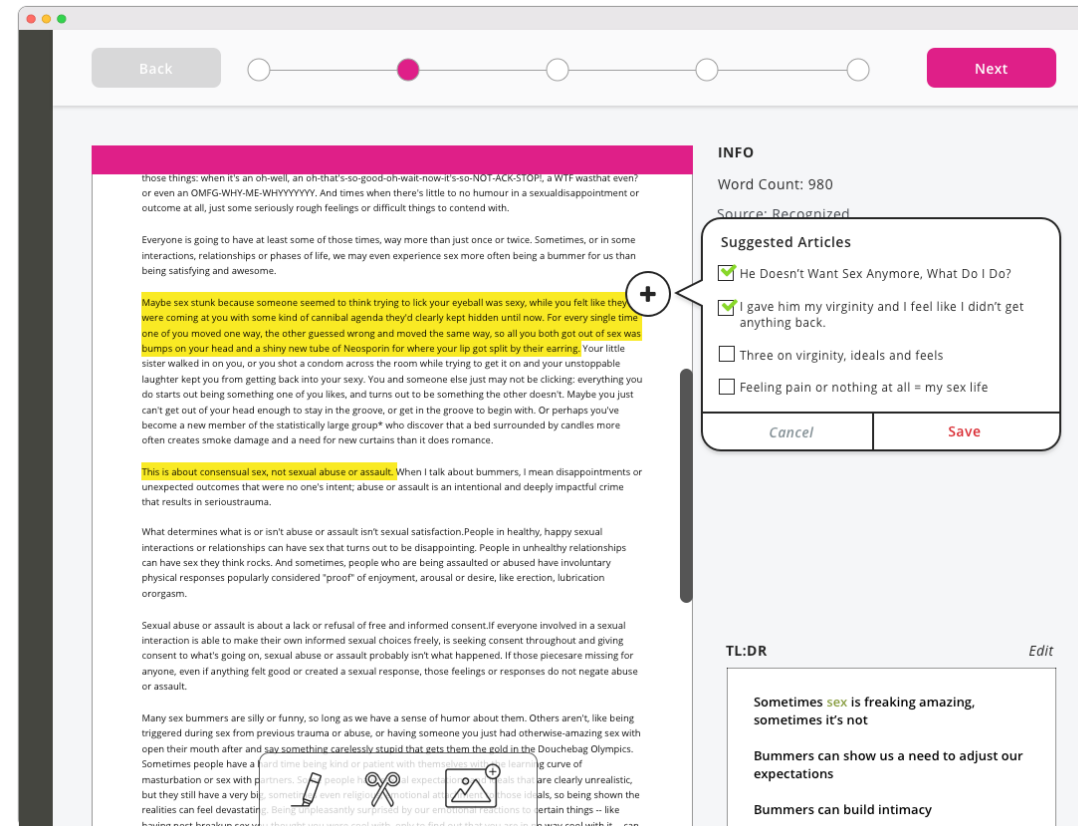
This is the area where the mentor can input the main points of the article that will appear in the TL;DR pop-ups within each article.



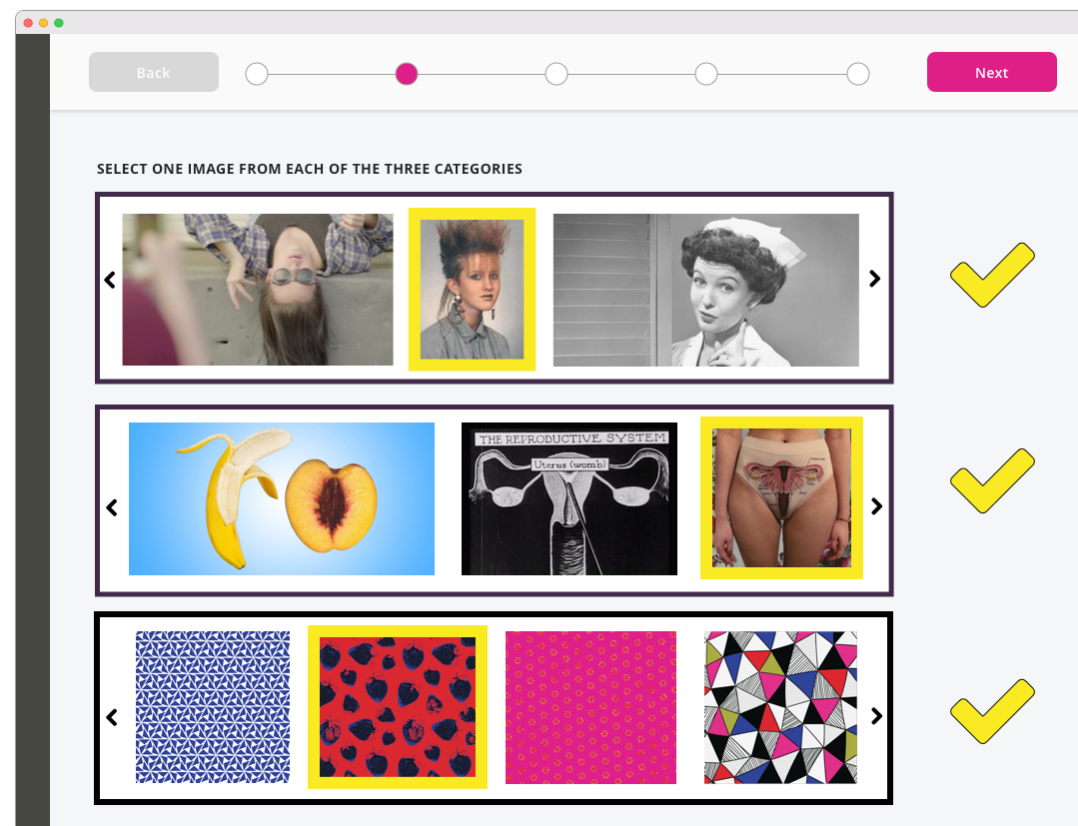
FLTR SOFTWARE

KEEPING THE BRAND HAPPY

One of the key features of the application is the image library which suggests relevant images to pair with the article and automatically cuts and collages the imagery to be included in the final packaged article element within the mobile app.



Once the mentor has highlighted a section of the text she is prompted to approve related articles



At this screen the mentor selects images for the article suggested by the system.

FINAL PREVIEW

those things: when it's an oh-well, an oh-that's-so-good-oh-wait-now-it's-so-NOT-ACK-STOPI, a WTF wasthat even? or even an OMFG-WHY-ME-WHYYYYYYY. And times when there's little to no humour in a sexualdisappointment or outcome at all, just some seriously rough feelings or difficult things to contend with.

Everyone is going to have at least some of those times, way more than just once or twice. Sometimes, or in some interactions, relationships or phases of life, we may even experience sex more often being a bummer for us than being satisfying and awesome.

Maybe sex stunk because someone seemed to think trying to lick your eyeball was sexy, while you felt like they were coming at you with some kind of cannibal agenda they'd clearly kept hidden until now. For every single time one of you moved one way, the other guessed wrong and moved the same way, so all you both got out of sex was bumps on your head and a shiny new tube of Neosporin for where your lip got split by their earring. Your little sister walked in on you, or you shot a condom across the room while trying to get it on and your unstoppable laughter kept you from getting back into your sexy. You and someone else just may not be clicking: everything you do starts out being something one of you likes, and turns out to be something the other doesn't. Maybe you just can't get out of your head enough to stay in the groove, or get in the groove to begin with. Or perhaps you've become a new member of the statistically large group* who discover that a bed surrounded by candles more often creates smoke damage and a need for new curtains than it does romance.

This is about consensual sex, not sexual abuse or assault. When I talk about bummer, I mean disappointments or unexpected outcomes that were no one's intent; abuse or assault is an intentional and deeply impactful crime that results in serioustrauma.

What determines what is or isn't abuse or assault isn't sexual satisfaction. People in healthy, happy sexual interactions or relationships can have sex that turns out to be disappointing. People in unhealthy relationships can have sex they think rocks. And sometimes, people who are being assaulted or abused have involuntary physical responses popularly considered "proof" of enjoyment, arousal or desire, like erection, lubrication or orgasm.

Sexual abuse or assault is about a lack or refusal of free and informed consent. If everyone involved in a sexual interaction is able to make their own informed sexual choices freely, is seeking consent throughout and giving consent to what's going on, sexual abuse or assault probably isn't what happened. If those pieces are missing for anyone, even if anything felt good or created a sexual response, those feelings or responses do not negate abuse or assault.

Many sex bummer are silly or funny, so long as we have a sense of humor about them. Others aren't, like being triggered during sex from previous trauma or abuse, or having someone you just had otherwise-amazing sex with open their mouth after and say something carelessly stupid that gets them the gold in the Douchebag Olympics. Sometimes people have a hard time being kind or patient with themselves with the learning curve of masturbation or sex with partners. Some people have sexual expectations and ideals that are clearly unrealistic,

T

TITLE
The Body Says Whoa

SOURCE
Rookie

DATE
06 / 12 / 2015

Body Positivity Multiple sex partners

Condoms - Safe Sex

IMAGERY

Preview

The Body Says Whoa

ROOKIE

You don't have to
have sex to be
sexual.



Before exporting the mentor is able to preview how the edited content will look in the app.



SNAPCHAT STORY



SNAPBACK



FRANKLY APP

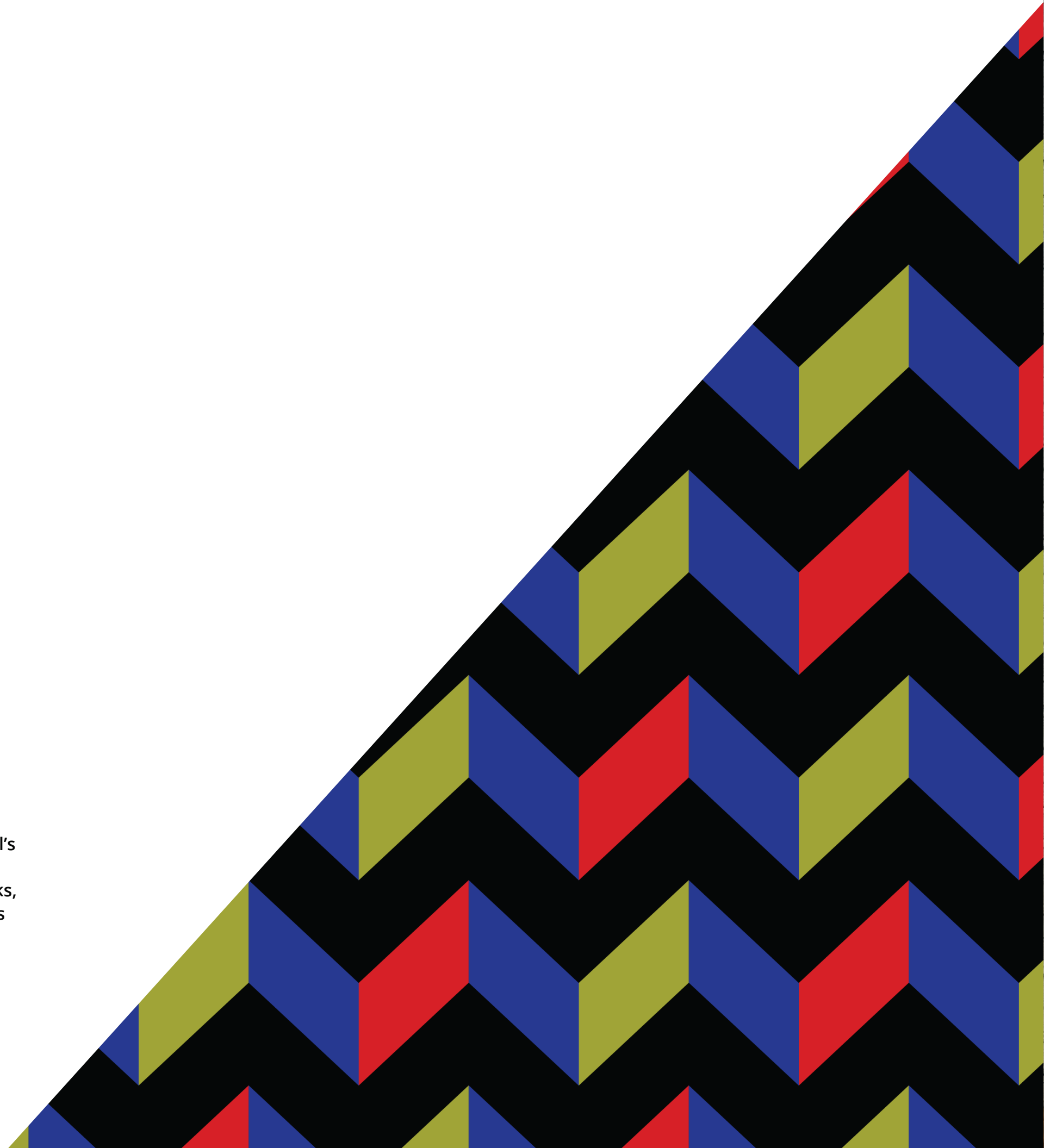


FLTR

Frankly, Inc organizes a traveling conference that gathers at high school's across the nations to expand the conversation about sexual health and what that means for every girl. These conferences are comprised of talks, workshops, and activities that help establish opportunities for teen girls to actively participate in the Be Safe, Be Sexy, Be Smart conversation.



FRANKLY DAY



FRANKLY,
DROPS
SOME
KNOW
LEDGE

THURS, SEPT. 24

FRANKLY, BUS

The Frankly, Bus signifies a major presence within the Frankly, Inc organization. Visiting high schools nationwide, the bus is able to connect mentors with the teen girl population while tackling major questions related to sexual health. Acting as major transportation for much of the Frankly, collateral, the bus is a visual staple at every Frankly, event.





**FRANKLY,
DROPS
SOME
KNOW
LEDGE**

THURS. SEPT. 24

FRANKLY, WORKSHOPS

Frankly, workshops are effective in expanding the conversation of sexual health in an innovative and engaging manner. Working with teen girls to raise questions about topics they would not normally ask about is helping to spread valid knowledge regarding all facets of sexual health. These workshops lend themselves for participants to give their honest opinions about what they currently know. They can then exchange ideas based off of this knowledge to gain a better understanding of what they know collectively. This helps Frankly, mentors speak in depth about these topics as well as answer any and all questions relating to any confusion and misinformation.

MENTORS WILL UNDERSTAND THE IMPORTANCE OF:

- Remaining sensitive to common problems and issues*
- Listening and providing positive advice without judgment*
- Learning how to handle special cases individually*
- Working as a team to collaborate & strengthen conversations*

WORKSHOPS WILL FOCUS ON:

- Distinguishing the three overarching conversation topics*
- Extrapolating the meaning of sexual health*
- Addressing common curiosities and issues*
- Providing knowledge based activities for active learning*

STUDENT JOURNEY MAP





FRANKLY, WORKSHOPS

BE SAFE

Vag' on Fleek

Ever wondered what's going on "down there?" We'll give you all the ins and outs. It's your vag, own it!

9:00-10:00

Uhh, Mom...

Talking with parents about sex can be super awkward, especially if you're not on the same page. We'll teach you how to take on that convo like a champ.

10:05-11:00

Plan B? What about Plan A?!

Condoms, IUDs and pills, oh my! Whether you're planning ahead or ready to go, we'll give you the whole story on birth control options.

11:05-12:00

BE SMART

Power Up

What does it mean to be a teen feminist? Join us as we break down the stereotypes and power up the girl power.

9:00-10:00

CTRL+Z Your Life

The Frankly Girls spill their most cringe-worthy moments and offer advice on love, lust, sex, dating and more.

10:05-11:00

#Selfie

Leave your duck faces at home and get ready for a new twist on the #selfie. Come prepared to cut, paste and craft in this body positive workshop!

11:05-12:00

BE SEXY

10 Things I Hate About Cosmo

Join us as we debunk the sex myths in the articles we all love to hate.

9:00-10:00

DIY

Sure, sex is great...but no one does you like you. Join us for a Frankly-style discussion about ---self satisfaction---

10:05-11:00

When Sex is a F*ckin' Bummer

Here's the truth: not every time will be great. Whether it's your first or your fiftieth, we have some tips on how to make the most of a bummed sex-tuation.

11:05-12:00

The day before the event, teen girls at the selected school will receive a brochure where they can pick out which workshops they would like to attend

BE SAFE WORKSHOP

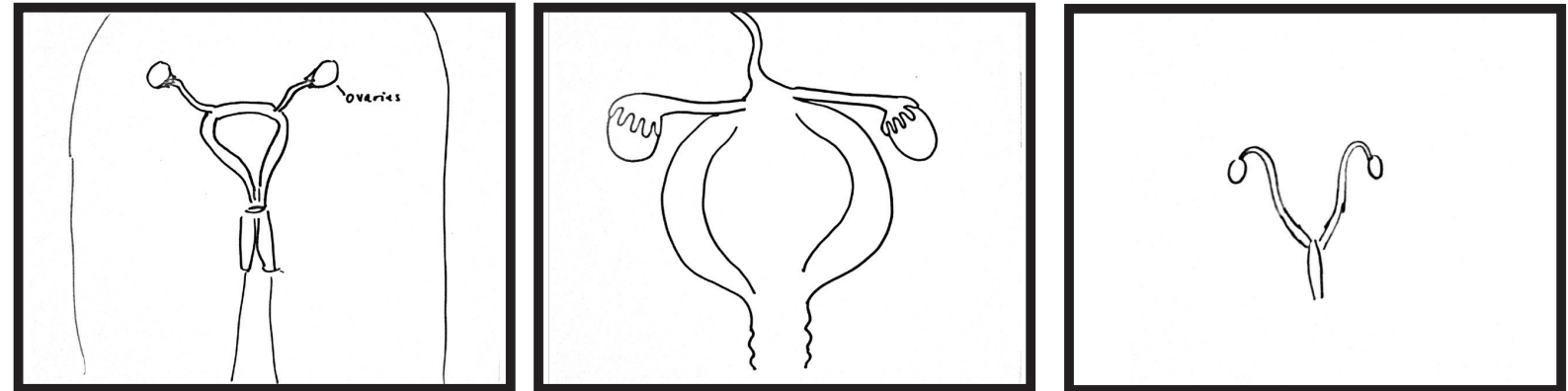
Uhh, Mom

Plan B? What about Plan A?, or Plan C?

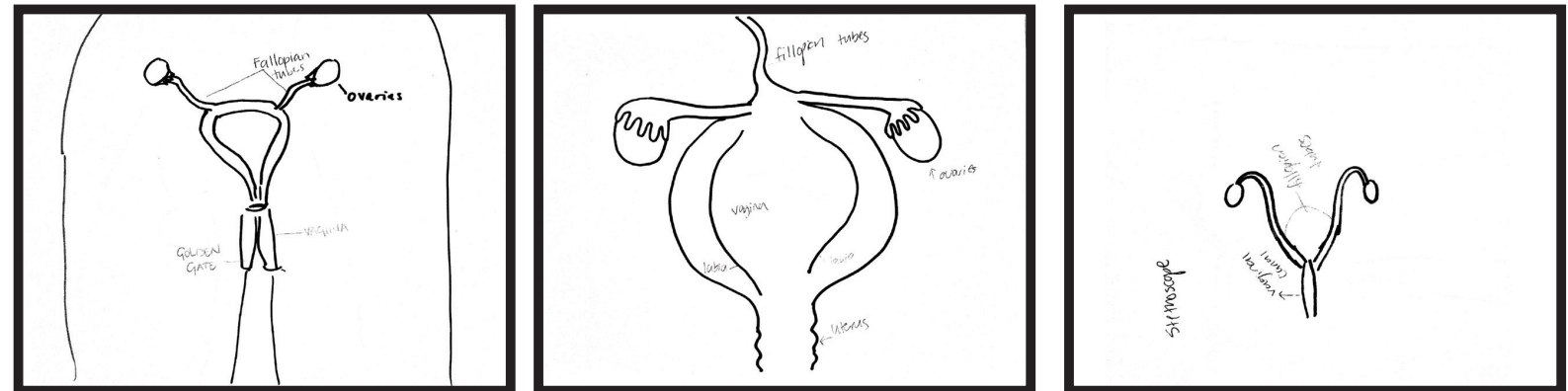
VAG ON FLEEK

During the “Vag on Fleek” workshop, participants are asked to illustrate the female reproductive system. They will have the opportunity to illustrate their idea of the reproductive system, which will all be shuffled together. After dispersing the drawings randomly, the girls will attempt to label the main areas within the system. Mentors will serve to clear up any discrepancies as well as answer any questions. This exercise is designed to help the girls understand how the reproductive system looks and functions.

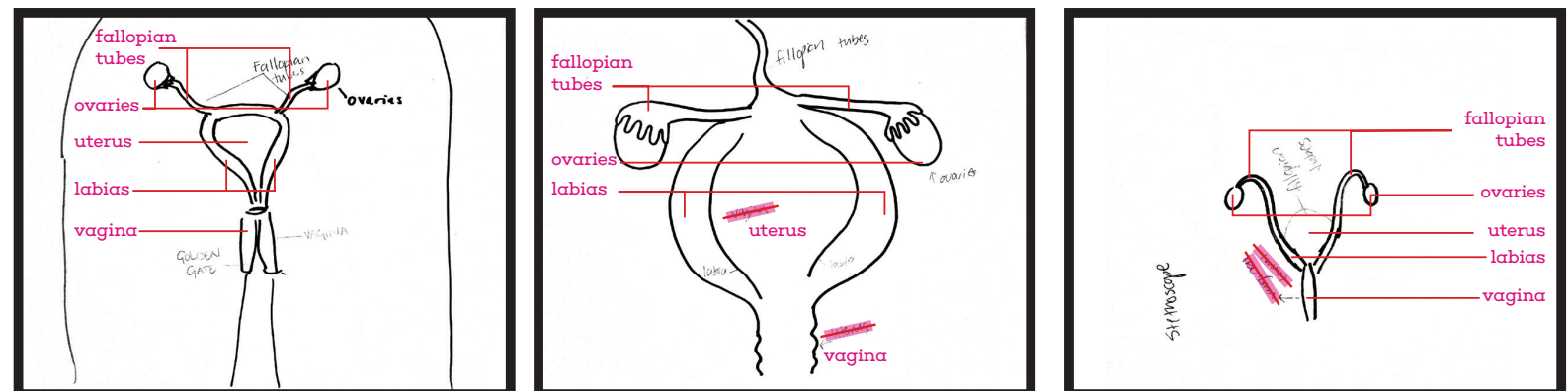
STEP ONE:
The girls attempt to draw the female reproductive system in as much detail as possible.



STEP TWO:
After swapping the drawings, the girls attempt to label the parts familiar to them.



STEP THREE:
Mentors have a chance to look over the drawings and correct any mistakes. They have an opportunity to talk more in depth about the functions and proper management of the reproductive system.



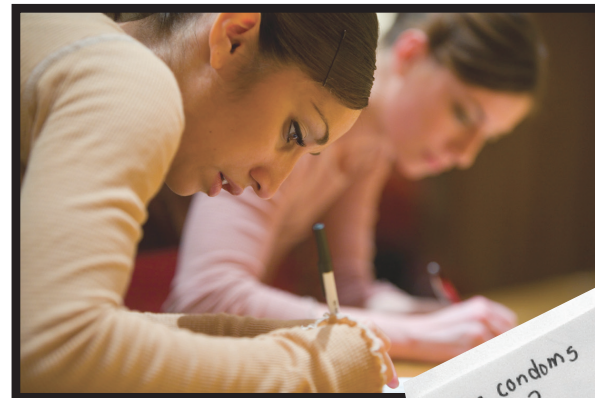
BE SEXY WORKSHOP:

DIY

When sex is a fu*k\$n\$ bumper

THE DIRTY BITS

“The Dirty Bits” workshop is designed for girls who are curious about the reality of sexual activity and health. This workshop will ask the participants to search for articles they find interesting, write questions about anything they feel confused about, and switch with other participants in order for their questions to be asked and answered. While the girls get a chance to share opinions and ideas, the mentors will take charge in answering these questions honestly and in depth.



BE SMART WORKSHOP:

Power Up

Ctrl Z your life

#SELFIE

“#Selfie” is a workshop challenging girls to craft variations of collages that help formulate an image of themselves using magazines that focus on conversations about a set standard of beauty and sexual activity. Through introspection, they will be able to understand what they value most about themselves and what they want out of relationships with others. This exercise will help participants realize that sometimes certain forms of media represent females in ways that are not relative to the average girl. We hope to create some frustration with this workshop in order to further expand on the conversation of self love, respect, and emotional maturity.





THE FRANKLY LADIES:

MORGAN MCDONNELL

MELANIE LOFF-BIRD

DAJANA NEDIC