The #BringBackCondoms(!) project is a direct response to the concerning rise in STIs among individuals under 25 that coincides with reports of reductions in condom use. It is known that peer norms strongly influence the practice of (un)safe sex among young individuals, but it is unclear whether the content they are currently exposed to on social media aligns with their needs regarding safe sex messaging and is even effective to promote behavior change. We aim to directly translate such theoretical insights to practical tools for organizations dedicated to sexual health which will help them to refine their messaging and reinstate a strong social norm for STI prevention. Amongst other things, we will identify stakeholders (organizations and influencers), identify existing effective social media strategies and interventions and their “active ingredients” and engage in co-creation sessions with young individuals to further develop such messaging and finally develop a ready-to-implement plan with stakeholders.