Diabetes Awareness Month
QUICK-GUIDE

This is one of 50+ “Quick-Guides” created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people’s attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

American Diabetes Association
Awareness Programs
Advocacy Toolkit

Sample Tweets/Posts
9% of pregnant women experience gestationaldiabetes, which can lead to premature or still birth. Know the sign & symptoms!

About Gestational Diabetes
Treatment and Care

Nutrition plays a huge role in families—especially when a family member lives with diabetes. Find recipe ideas at @AmDiabetesAssn!

Hashtag
#ThisIsDiabetes
#PreventDiabetes
#DiabetesAwareness
#NDAM

Social Media

Twitter
@AmDiabetesAssn
@ADA_Journals
@ADA_DiabetesPro
@CDCDiabetes

Instagram
@AmDiabetesAssn

YouTube
American Diabetes Association

Print, Post, or Share

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