



## SAMPLE SOCIAL MEDIA POSTS

Social Channel	Copy	Visual/Link Suggestion
Facebook	<p>This flu season, we're ready to help close the gap in #flu vaccination rates, particularly among older adults and those with diabetes that put them at risk in the [Insert city]-area.</p> <p>Let's help protect all community members from the serious dangers of diabetes complications. #DONTWAITVACCINATE</p> <p>Learn More: [Link to Press Release]</p>	Use photo from clinic (w/ permission to use from any patients included) OR use stock image
Facebook	<p>In [community], not enough of us are managing our type 2 diabetes, putting us at greater risk for serious diabetes-related complications or even death. [Call XXX-XXXX or visit www.] to make your appointment to properly manage your type 2 diabetes at [organization name] today.</p>	Stock Image
Facebook	<p>Did you know that type 2 diabetes incidence rates are much higher among African American, Hispanic, and other people of color? Change is needed. Communities of color are also more impacted by #asthma, #heartdisease and #obesity – putting them at higher risk for serious diabetes-related health complications or even death.</p>	Stock Image
Facebook	<p>"People with poorly controlled type 2 diabetes are more at risk for complications if they contract influenza or COVID-19, and are at higher risk of developing complications such as kidney disease, nerve damage, hearing and vision loss, among a host of others. Thus, disease management is vital to preventing these complications." - [Insert organization spokesperson]</p>	Include video message from key leadership or include their photo
Twitter	<p>We're ready to help close the gap in type 2 diabetes outcomes, particularly among people of color in our community in the [Insert city]-area. Learn More: [Link to Press Release]</p>	Stock Image

Twitter	[Insert city]'s older residents live with chronic health conditions and are at greater risk for diabetes-related death. We're working to help boost #flu and #COVID-19 vaccinations for older people in our community. They need it to protect their health. Learn More: [Link to Press Release]	Potentially include older patient from clinic (w/permission)
Twitter	#HeartDisease & #LungDisease put underserved, older Americans at greater risk for serious #diabetes complications. Working closely with our communities can help us overcome barriers across underserved groups. [Link to Press Release]	Stock Image
Twitter	Higher hospitalization rates for people of color may be due to the higher rates of #diabetes that affect them. Hospitalizations increase the rate of diabetes-related complications, including death. Learn more: [Link to Press Release]	Stock Image
Twitter	Are you living with type 2 diabetes? Have you had your #flu and COVID-19 shot? It's not too late! [Contact information – Call XXX-XXXX or visit www.] to make your appointment at [Organization Name] today.	Stock Image
Twitter	Think type 2 diabetes isn't that serious? Think again. Contact your doctor today to help protect yourself from hospitalization, loss of independence, or even death. [Contact information – Call XXXXXXXX or visit www.] to make your appointment at [Organization Name] today.	Stock Image
Twitter	People of color are at higher risk for developing type 2 diabetes and experiencing complications. Learn why here: <a href="https://www.cdc.gov/diabetes/disparities.html">https://www.cdc.gov/diabetes/disparities.html</a>	Use infographic to highlight barriers for underserved populations