**Diabetes**

**Social media content calendar**

***Note: Markets to localise based on in-country medical guidelines and product offering***

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|  | **Proposed copy**  |
| 1 | Tuesday, 14 November marks World Diabetes Day, and as part of generating awareness around this condition, we’ve brought together a panel of Vitality experts to discuss the future of diabetes care. Here’s what we explored: **LINK TO ARTICLE: HABITS + HEALTHCARE: A HOLLISTIC APPROACH TO THE GLOBAL DIABETES CRISIS** #LiveLifeWithVitality\_\_*Ref creative image: World Diabetes Day awareness*  |
| 2 | #HackYourSnack! All snacks are NOT created equal. Try these tasty, diabetes-friendly options approved by the Centers for Disease Control and Prevention to keep your blood sugar in control. #LiveLifeWithVitality\_\_*Ref creative GIF: Hack your snack*  |
| 3 | Fruit = the original fast food. Your challenge this week is to choose a fruit you’ve never tried before as a snack to keep your energy up, the healthy way 🍓 Share your favourites with us below!#LiveLifeWithVitality |
| 4 | 1 in 2 people living with diabetes don’t know that they have this condition. Left undiagnosed, diabetes can lead to a range of health complications, which can be life-threating: **LINK TO ARTICLE: MY BLOOD SUGAR LEVEL IS … DO YOU KNOW YOURS?**#LiveLifeWithVitality |
| 5 | Have you or a loved one been diagnosed with diabetes? If so, we’ve got the answers and support you need. Although it is a serious condition, it is also a manageable one: **LINK TO ARTICLE: NO SUGARCOATING IT – NEXT STEPS AFTER A DIABETES DIAGNOSIS** #LiveLifeWithVitality  |
| 6 | WHAT TO LOOK OUT FOR:Diabetes symptoms can occur suddenly, or they can take years to develop. Here are some red flags to look out for: **LINK TO ARTICLE: DO YOU HAVE ANY OF THESE DIABETES SYMPTOMS?**#LiveLifeWithVitality*\_\_**Ref creative image: Symptoms of diabetes* |
| 7 | DID YOU KNOW that Nordic countries like Sweden, Norway and Denmark have some of the lowest rates of diabetes globally? Experts link this to their active lifestyles: **LINK TO ARTICLE: MOVE MORE TO MANAGE DIABETES** #LiveLifeWithVitality |
| 8 | The good news? Type 2 diabetes is largely preventable and manageable through healthy habits and lifestyle changes like eating healthily 🍴#LiveLifeWithVitality\_\_*Ref creative image: Prevent Type 2 diabetes*  |
| 9 | WORDS MATTER: the language we use to refer to diabetes is important. Use person-first language: “people living with diabetes” and NOT “diabetics.” We are not our illness.#LiveLifeWithVitality |
| 10 | Diabetes treatment depends on the type that you are living with: type 1 or 2. Although different, the treatment of both types = exercise, medication and healthy eating.#LiveLifeWithVitality |
| 11 | One of the best ways to protect yourself from type 2 diabetes? Make sure you prioritise regular health checks. Our Vitality Health Check is a quick and easy way to do this. Book yours TODAY ♥#LiveLifeWithVitality |
| 12 | Your (diabetes) exercise checklist – sorted!#LiveLifeWithVitality\_\_*Ref creative image: Your (diabetes) exercise checklist*  |
| 13 | The American Diabetes Association recommends getting moving with at least 150 minutes of moderate-intensity exercise per week (that’s just 25 minutes each day). Try these ‘exercise snacks’:10 min yoga5 min stretch5 min push ups 5 min air squats 10 min walking #LiveLifeWithVitality |