



WORLD DIABETES DAY

3-DAY SOCIAL MEDIA CALENDAR

This is a sample guide for social media posts. It lays out examples of copy & hashtags, accompanying images, and links to be used where possible. Please post at times of highest engagement.

	FACEBOOK	INSTAGRAM	TWITTER
DAY 1	It's World Diabetes Day tomorrow! The NHS Know Diabetes team are here for everyone with diabetes in North West London. Join thousands of others and register for your personalised Know Diabetes account today. #WDD #WorldDiabetesDay #Diabetesnwl #KnowDiabetes <i>Use any post 1 graphic for Facebook</i> https://rebrand.ly/kdregister	It's World Diabetes Day tomorrow! The NHS Know Diabetes team are here for everyone with diabetes in North West London. Join thousands of others and register for your personalised Know Diabetes account today. #WDD #WorldDiabetesDay #DiabetesNWL #KnowDiabetes <i>Use any post 1 graphic for Facebook</i> https://rebrand.ly/kdregister	It's World Diabetes Day tomorrow! The NHS Know Diabetes team are here for everyone with diabetes in North West London. Join thousands of others and register for your personalised Know Diabetes account today. #WDD #WorldDiabetesDay #DiabetesNWL #KnowDiabetes <i>KD-WDD-Post2-OptionA.jpg</i> https://rebrand.ly/kdregister
DAY 2	It's World Diabetes Day today! You can quickly and easily register for your NHS Know Diabetes account with your NHS login. Access the exclusive features of an account with just a few clicks. #WDD #WorldDiabetesDay #DiabetesNWL #KnowDiabetes <i>Use any post 2 graphic for Facebook</i> https://rebrand.ly/kdregister	It's World Diabetes Day today! Go at your own speed, stop and start when you like, do it from the sofa or on the commute, and discover our range of eLearning courses that will help increase your confidence. Knowledge is power! #WDD #WorldDiabetesDay #DiabetesNWL #DiabetesEducation <i>Use any post 3 graphic for Facebook</i> https://rebrand.ly/kd-elearning	It's World Diabetes Day today! Our NHS diabetes dietitian has created various 7-day meal plans for people who eat Arabic, Caribbean, West African, and South Asian vegetarian & non-vegetarian diets. These meal plans will give you plenty of ideas on how to get started. #WDD #WorldDiabetesDay #DiabetesNWL #EatLowCarb <i>KD-WDD-Post4-OptionA.jpg</i> https://rebrand.ly/kd-meals
DAY 3	The NHS Know Diabetes platform has over 250 self-management resources available on the website, including blogs, podcasts, videos, quizzes, eLearning courses, and 7-day meal plans. Discover something that suits you today. #WDD #DiabetesEducation #DiabetesNWL #KnowDiabetes <i>Use any post 6 graphic for Facebook</i> https://rebrand.ly/kdregister	"I had never tried Total Diet Replacement (TDR), but when I heard people had lost 12kg in three months, I thought, I need to ask my doctor for a referral. If I can do it, anyone can. It has changed my life. No more diabetes medicine, better sleep, and I am feeling less anxious." Bal, Ealing #WDD #REWINDdiabetes #DiabetesNWL #KnowDiabetes <i>Use any post 7 graphic for Instagram</i> https://rebrand.ly/REWIND	The NHS Know Diabetes platform has over 250 self-management resources available on the website, including blogs, podcasts, videos, quizzes, eLearning courses, and 7-day meal plans. Discover something that suits you today. #WDD #DiabetesEducation #DiabetesNWL #KnowDiabetes <i>Use any post 6 graphic for Twitter</i> https://rebrand.ly/kdregister