

DIABETES AWARENESS WEEK

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	What was your last blood pressure reading? Are you due a foot check? What programmes are available to me? Register for your personalised Know Diabetes account today. #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 1 graphic for Facebook</i> https://rebrand.ly/kdregister	What was your last blood pressure reading? Are you due a foot check? What programmes are available to me? Register for your personalised Know Diabetes account today. #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 1 graphic for Instagram</i> https://rebrand.ly/kdregister	What was your last blood pressure reading? Are you due a foot check? What programmes are available to me? Register for your personalised Know Diabetes account today. #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 1 graphic</i> https://rebrand.ly/kdregister
DAY 2	Our specialist NHS dietitian has created various 7-day meal plans for people who eat an Arabic, Caribbean, West African, South Asian vegetarian and non-vegetarian diets. These meal plans will give you plenty of ideas on how to get started. #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 4 graphic for Facebook</i> https://rebrand.ly/kd-meals	Our specialist NHS dietitian has created various 7-day meal plans for people who eat an Arabic, Caribbean, West African, South Asian vegetarian and non-vegetarian diets. These meal plans will give you plenty of ideas on how to get started. #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 4 graphic for Instagram</i> https://rebrand.ly/kd-meals	Our specialist NHS dietitian has created various 7-day meal plans for people who eat an Arabic, Caribbean, West African, South Asian vegetarian and non-vegetarian diets. These meal plans will give you plenty of ideas on how to get started. #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 4 graphic for Twitter</i> https://rebrand.ly/kd-meals
DAY 3	Remission is possible... There are lots of weight management programmes out there that can help you lose weight and even get help you put type 2 diabetes into remission... #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 6 graphic for Facebook</i> https://rebrand.ly/KD-WLP	Remission is possible... There are lots of weight management programmes out there that can help you lose weight and even get help you put type 2 diabetes into remission... #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 6 graphic for Instagram</i> https://rebrand.ly/KD-WLP	Remission is possible... There are lots of weight management programmes out there that can help you lose weight and even get help you put type 2 diabetes into remission... #DiabetesAwarenessWeek #KnowDiabetes #DiabetesNWLondon <i>Use any post 6 graphic</i> https://rebrand.ly/KD-WLP