

**The DiabetesManagementNC.com Toolkit provides promotional material to increase awareness of diabetes self-management education and support (DSMES) services in North Carolina, the benefits of DSMES services to participants, and DiabetesManagementNC.com where providers can go to find a DSMES service for their patients.**

# Sample Social Media Posts

Included in this document are sample social media posts for you to use on your own platforms to promote awareness of DiabetesManagementNC.com and diabetes self-management education and support (DSMES) services in North Carolina.

* The icons at the end of each post indicate the social media platforms that the post, as currently written, is formatted to fit.
* Share and promote all images and messages or choose the ones that are the most relevant to your work and audience.
* You have the option to choose between messages for a general audience or messages specifically designed for health care providers.

Suggested hashtag: #DiabetesManagementNC   
#DiabetesAwarenessMonth (if posting in November)

# Only 5 in 10…

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|  | **ENGLISH** | **SPANISH** |
| --- | --- | --- |
| **Provider Specific** | People with type 2 diabetes who receive DSMES services achieve clinical improvements in lipid profiles, weight, and blood pressure. Visit [DiabetesManagementNC.com](https://diabetesmanagementnc.com/) to help your patients find a class near them. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Las personas con diabetes tipo 2 que reciben los servicios de EAAMD logran mejoras clínicas en los perfiles de lípidos, peso y presión arterial. Visite [DiabetesManagementNC.com](https://diabetesmanagementnc.com/) para ayudar a sus pacientes a encontrar una clase cerca de ellos. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| **General** | Diabetes self-management education and support (DSMES) services facilitate the knowledge, skill, and ability necessary for diabetes self-care. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) facilitan el conocimiento, la habilidad y la capacidad necesarios para el autocuidado de la diabetes. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| Diabetes self-management education and support (DSMES) services improve quality of life and promote lifestyle behaviors including healthful meal planning and engagement in regular physical activity. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) mejoran la calidad de vida y promueven comportamientos de estilo de vida, incluida la planificación de comidas saludables y la participación en la actividad física regular. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| Diabetes self-management education and support (DSMES) services are individualized and tailored to the needs of the participant. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) son personalizados y adaptados a las necesidades del participante. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |

# 1 in 4 healthcare dollars…

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|  | **ENGLISH** | **SPANISH** |
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| **Provider Specific** | Diabetes self-management education and support (DSMES) services reduce hospital admissions and readmissions for diabetes related complications. Help your patients live healthier and reduce their healthcare costs by visiting [DiabetesManagementNC.com](https://diabetesmanagementnc.com/). #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) reducen los ingresos hospitalarios y los reingresos por complicaciones relacionadas con la diabetes. Ayude a sus pacientes a vivir de manera más saludable y a reducir sus costos de atención médica visitando [DiabetesManagementNC.com](https://diabetesmanagementnc.com/). #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence |
| **General** | Diabetes self-management education and support (DSMES) services have been proven to reduce the estimated lifetime healthcare costs due to a lower risk for complications. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Se ha demostrado que los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) reducen los costos de atención médica estimados de por vida debido a un menor riesgo de complicaciones. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| Research shows that those who participate in diabetes self-management education and support (DSMES) services are more likely to use best practices and have lower health care costs. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Las investigaciones muestran que quienes participan en la educación y apoyo para el automanejo de la diabetes (EAAMD) tienen más probabilidades de utilizar prácticas recomendadas y tienen menores costos de atención médica. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |

# 0.57% average reduction in A1c

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|  | **ENGLISH** | **SPANISH** |
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| **Provider Specific** | DSMES results in an average A1c reduction of 0.57% when compared with usual care for people with type 2 diabetes. Help your patients live healthier and reduce their A1c by visiting [DiabetesManagementNC.com](https://diabetesmanagementnc.com/) to find a DSMES service for your patients. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | La EAAMD da como resultado una reducción promedio de A1c de 0.57% en comparación con la atención habitual para personas con diabetes tipo 2. Ayude a sus pacientes a vivir más saludables y a reducir su A1c visitando [DiabetesManagementNC.com](https://diabetesmanagementnc.com/) para encontrar un servicio EAAMD para sus pacientes. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| **General** | Considerable evidence exists linking DSMES participation to positive changes in health behaviors and improved diabetes-related outcomes including improved A1c, blood pressure, and cholesterol levels. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Existe evidencia considerable que vincula la participación del EAAMD con cambios positivos en los comportamientos de salud y mejores resultados relacionados con la diabetes, incluida la mejora de los niveles de A1c, presión arterial y colesterol. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| Engaging adults with type 2 diabetes in DSMES results in statistically significant and clinically meaningful improvements in A1c. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Involucrar a los adultos con diabetes tipo 2 en la EAAMD da como resultado mejoras estadísticamente importantes y clínicamente significativas en la A1c. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |

# Empower your patients

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|  | **ENGLISH** | **SPANISH** |
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| **Provider Specific** | Providers should initiate referral to and facilitate participation in diabetes self-management education and support (DSMES) services at diagnosis, annually, when complicating factors occur, and during transitions in care. Visit [DiabetesManagementNC.com](https://diabetesmanagementnc.com/) to find a DSMES service for your patients. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence | Los proveedores deben iniciar la derivación y facilitar la participación en los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) en el diagnóstico, anualmente, cuando ocurren factores que complican y durante las transiciones en la atención. Visite [DiabetesManagementNC.com](https://diabetesmanagementnc.com/) para encontrar un servicio EAAMD para sus pacientes. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence |
| **General** | To team up with a diabetes care and education specialist near you, visit DiabetesManagementNC.com. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | Para trabajar en equipo con un especialista en educación y cuidado de la diabetes cerca de usted, visite DiabetesManagementNC.com #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| Participation in diabetes self-management education and support (DSMES) services shows enhancement of self-efficacy and empowerment, increased healthy coping, and decreased diabetes-related distress. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated | La participación en los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) muestra una mejora de la autoeficacia y el empoderamiento, un mayor afrontamiento saludable y una disminución de la angustia relacionada con la diabetes. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence Logo  Description automatically generated |
| Diabetes self-management education and support (DSMES) services provide the foundation to help people with diabetes navigate the complex decisions and activities of diabetes self-management and improve health outcomes. Visit DiabetesManagementNC.com to find a DSMES sit near you. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence | Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) proporcionan la base para ayudar a las personas con diabetes a navegar por las complejas decisiones y actividades del automanejo de la diabetes y mejorar los resultados de salud. Visite DiabetesManagementNC.com para encontrar un EAAMD cerca de usted. #DiabetesManagementNC  A blue rectangle with a white cross on it  Description automatically generated with low confidence Shape  Description automatically generated with low confidence |