

DIABETES MANAGEMENT NC

DSMES Updates

October 29, 2021

Corissa Payton

DSMES Quality Coordinator

NC Division of Public Health

Social Media Marketing Toolkit

- Goal is to promote awareness of DSMES services in NC
- Get providers and participants to DiabetesManagementNC.com
- Toolkit with graphics and social media ready messages for partners and sites
- Can be used anytime and/or Diabetes Awareness Month
 - One post per week each week of the month

Social Media Marketing Toolkit

- Created social media graphics with 4 different messages
- Facebook, Twitter, Instagram
- Available in English and Spanish
- Multiple content options for posts for each graphic
 - General audience messaging
 - Provider specific messaging
- Going to track hashtag use and website visits

Social Media Marketing Toolkit



Only **5 OUT OF 10**

adults with diabetes have taken a class to learn how to self-manage their diabetes.

Help your patient find a class near them.

DiabetesManagementNC.com

Diabetes self-management education and support (**DSMES**) results in an **average A1c reduction** of

0.57%

DiabetesManagementNC.com

Social Media Marketing Toolkit



1 IN 4

health care dollars spent
in the US is on diabetes.

Help your patients reduce
their diabetes healthcare costs at

DiabetesManagementNC.com



EMPOWER
your patients with diabetes

DiabetesManagementNC.com

Social Media Marketing Toolkit

- [DiabetesManagementNC.com Social Media Marketing Toolkit Link](#)
- Also under [Resources page of DiabetesManagementNC.com](#)

Social Media Marketing Toolkit

DiabetesManagementNC.com

Social Media Marketing Toolkit

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)

Social Media Marketing Toolkit

Only 5 in 10...



[Click here to select and download image files](#)

	ENGLISH	SPANISH
Provider Specific	<p>People with type 2 diabetes who receive DSMES services achieve clinical improvements in lipid profiles, weight, and blood pressure. Visit DiabetesManagementNC.com to help your patients find a class near them.</p> <p>#DiabetesManagementNC</p> <p>  </p>	<p>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 para ayudar a sus pacientes a encontrar una clase cerca de ellos.</p> <p>#DiabetesManagementNC</p> <p>  </p>
General	<p>Diabetes self-management education and support (DSMES) services facilitate the knowledge, skill, and ability necessary for diabetes self-care.</p> <p>#DiabetesManagementNC</p> <p>  </p>	<p>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.</p> <p>#DiabetesManagementNC</p> <p>  </p>
	<p>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.</p> <p>#DiabetesManagementNC</p> <p>  </p>	<p>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</p> <p>  </p>
	<p>Diabetes self-management education and support (DSMES) services are individualized and tailored to the needs of the participant. #DiabetesManagementNC</p> <p>  </p>	<p>Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) son personalizados y adaptados a las necesidades del participante. #DiabetesManagementNC</p> <p>  </p>

Social Media Marketing Toolkit

Only 5 in 10...

 <p>Only 5 OUT OF 10 adults with diabetes have taken a class to learn how to self-manage their diabetes.</p> <p>Help your patient find a class near them. DiabetesManagementNC.com</p>	 <p>Only 5 OUT OF 10 adults with diabetes have taken a class to learn how to self-manage their diabetes.</p> <p>Help your patient find a class near them. DiabetesManagementNC.com</p>	 <p>Solo 5 DE CADA 10 adultos con diabetes han tomado una clase para aprender a manejar su diabetes.</p> <p>Ayude a su paciente a encontrar una clase cercana. DiabetesManagementNC.com</p>
--	---	--

 [Click here to select and download image files](#)

Social Media Marketing Toolkit

The screenshot shows a web browser window with the following elements:

























- Browser Tab:** Social Media Toolkit Images - Diabetes Management NC
- Address Bar:** <https://diabetesmanagementnc.com/social-media-toolkit-images/>
- Page Header:** DIABETES MANAGEMENT NC. Navigation links: Learn about DSMES, Find a class, Resources, DiabetesSmart. A PORTAL button and search icon are also present.
- Section Title:** Social Media Toolkit Images
- Text:**

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.

Use the images below in your social media posts to promote awareness of diabetes self-management education and support (DSMES) services.

Sample suggested posts are available here.
- Image Gallery:** A grid of four social media post templates. The first two are in English, and the last two are in Spanish. Each template features a row of 10 human silhouettes, with the first 5 highlighted in purple. The text in each template reads: "Only 5 OUT OF 10 adults with diabetes have taken a class to learn how to self-manage their diabetes." and "Help your patient find a class near them. DiabetesManagementNC.com".
 - Top Left (English):** Facebook and Twitter – English
 - Top Right (English):** Instagram – English
 - Bottom Left (Spanish):** Facebook and Twitter – Spanish
 - Bottom Right (Spanish):** Instagram – Spanish

Social Media Marketing Toolkit

	ENGLISH	SPANISH
Provider Specific	<p>People with type 2 diabetes who receive DSMES services achieve clinical improvements in lipid profiles, weight, and blood pressure. Visit DiabetesManagementNC.com to help your patients find a class near them. #DiabetesManagementNC</p> <p>  </p>	<p>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 para ayudar a sus pacientes a encontrar una clase cerca de ellos. #DiabetesManagementNC</p> <p>  </p>
General	<p>Diabetes self-management education and support (DSMES) services facilitate the knowledge, skill, and ability necessary for diabetes self-care. #DiabetesManagementNC</p> <p>  </p>	<p>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</p> <p>  </p>
	<p>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</p> <p>  </p>	<p>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</p> <p>  </p>
	<p>Diabetes self-management education and support (DSMES) services are individualized and tailored to the needs of the participant. #DiabetesManagementNC</p> <p>  </p>	<p>Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) son personalizados y adaptados a las necesidades del participante. #DiabetesManagementNC</p> <p>  </p>

A-Z Diabetes Educator Bootcamp

- Greenville, North Carolina
- March 21 – 25, 2022
- [Registration coming soon](#)

Contact Information

Corissa Payton, MA, CHES, EP-C
DSMES Quality Coordinator
NC Division of Public Health

Community and Clinical Connections for Prevention and Health Branch

919.707.5436

Corissa.Payton@dhhs.nc.gov

DiabetesManagementNC.com