



Marketing and Recruitment for the National DPP: Annual Holiday Social Media Calendar [as of 2025/09/30]

<https://nationaldppcsc.cdc.gov/s/article/Annual-Holiday-Social-Media-Calendar>

Resource Summary: Social media is a great resource to spread awareness for type 2 diabetes prevention. Holidays provide an opportunity to share targeted messaging for diabetes prevention. Take a look at the resources below when building your program's annual social media calendar.

[Cataloger's Note: The images named and linked below, and described on the pages following these tables, are all available in the attached Zip folder, found in the Supporting Files section of this record. Accessed and downloaded on 2026/01/27. These tables are copied exactly as they are found on <https://nationaldppcsc.cdc.gov/s/article/Annual-Holiday-Social-Media-Calendar> . Minor table formatting has occurred below, but no intellectual content has been altered. Some, but not all, resources are available in English and in Spanish.]

Resource Type	Resource Description	English	Spanish
Annual Social Media Holiday Calendar	Annual Social Media Holiday Calendar with a chronological list of suggested holiday social media images and copy	• Annual Holiday Calendar	• Annual Holiday Calendar

PDF Fillable	Shareable social media images with fillable logo and URL placeholders for your organization's logo and URL	• 4th of July Fillable (Customizable) • April Fools Day Fillable (Customizable) • Chinese New Year Fillable (Customizable) • Christmas Fillable (Customizable) • Easter Fillable (Customizable) • Eid Al Adha Fillable (Customizable) • Eid Al Fitr Fillable (Customizable) • Fathers Day Fillable (Customizable) • Grandparents Day 1 Fillable (Customizable) • Grandparents Day 2 Fillable (Customizable) • Grandparents Day 3 Fillable (Customizable) • Halloween Fillable (Customizable) • Hanukkah Fillable (Customizable) • Kwanzaa Fillable (Customizable) • Labor Day Fillable (Customizable) • Memorial Day Fillable (Customizable) • Mother's Day Fillable (Customizable) • Navaratri Fillable (Customizable) • New Years Fillable (Customizable)	• 4th of July Fillable (Customizable) • Christmas Fillable (Customizable) • Easter Fillable (Customizable) • Fathers Day Fillable (Customizable) • Grandparents Day Fillable (Customizable) • Halloween Fillable (Customizable) • Hanukkah Fillable (Customizable) • Labor Day Fillable (Customizable) • Memorial Day Fillable (Customizable) • Mothers Day Fillable (Customizable) • New Years Day Fillable (Customizable) • Noche Buena Fillable (Customizable) • Rev. Dr. Martin Luther King Jr. Day Fillable (Customizable) • Thanksgiving Fillable (Customizable) • Three Kings Day Fillable (Customizable) • Valentine's Day Fillable (Customizable) • Veteran's Day Fillable 1 (Customizable) • Veteran's Day Fillable 2 (Customizable)
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Images	Can be used as a static image on social media profiles	• <u>4th of July Image</u> • <u>April Fools Day Image</u> • <u>Chinese New Year Image</u> • <u>Christmas Image</u> • <u>Easter Image</u> • <u>Eid Al Adha Image</u> • <u>Eid Al Fitr Image</u> • <u>Fathers Day Image</u> • <u>Grandparents Day 1 Image</u> • <u>Grandparents Day 2 Image</u> • <u>Grandparents Day 3 Image</u> • <u>Halloween Image</u> • <u>Hanukkah Image</u> • <u>Kwanzaa Image</u> • <u>Labor Day Image</u> • <u>Memorial Day Image</u> • <u>Mother's Day Image</u> • <u>Navaratri Image</u> • <u>New Years Image</u> • <u>Noche Buena Image</u> • <u>Rev. Dr. Martin Luther King Jr. Day Image</u> • <u>Rosh Hashanah Image</u> • <u>St. Patrick's Day Image</u> • <u>Thanksgiving Image</u> • <u>Three Kings Day Image</u> • <u>Valentine's Day 1 Image</u> • <u>Valentine's Day 2 Image</u> • <u>Valentine's Day 3 Image</u> • <u>Veterans Day 1 Image</u> • <u>Veterans Day 2 Image</u>	• <u>4th of July Image</u> • <u>Christmas Image</u> • <u>Easter Image</u> • <u>Fathers Day Image</u> • <u>Grandparents Day Image</u> • <u>Halloween Image</u> • <u>Hanukkah Image</u> • <u>Labor Day Image</u> • <u>Memorial Day Image</u> • <u>Mothers Day Image</u> • <u>New Years Day Image</u> • <u>Noche Buena Image</u> • <u>Rev. Dr. Martin Luther King Jr. Day Image</u> • <u>Thanksgiving Image</u> • <u>Three Kings Day Image</u> • <u>Valentine's Day Image</u> • <u>Veteran's Day Image 1</u> • <u>Veteran's Day Image 2</u>
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Annual Social Media Holiday Calendar

Overview and Instructions

Preventing type 2 diabetes and reversing prediabetes by enrolling participants in a lifestyle change program (LCP) through the Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program is a part of many organizations' missions. As you begin to plan your LCP promotion strategy, we suggest including social media outreach in your marketing mix.

Social media is one of the most efficient ways you can reach potential participants and encourage them to enroll in your LCP. Social media platforms allow you to reach diverse audiences through organic and/or paid postings. Regardless of whether you have a large budget for paid social media ads or are focusing on free posts, leveraging social media is critical to any LCP promotional plan.

The content calendar below features a sample list of holidays and observances throughout the year that you may consider using in your social media promotional efforts. As you plan your promotion strategy, consider which celebrations will resonate most with your audiences. You can also tailor the post copy, where appropriate, so that the messages will resonate with the local communities you are engaging with your content.

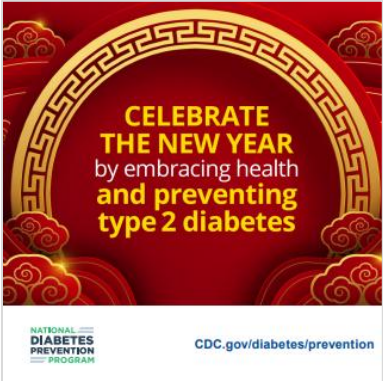
There is one graphic and suggested post copy for each observance in the calendar. Holidays are listed in chronological order for the holiday/observance calendar. It may be helpful for you to plan at the beginning of the year for which holidays and observances you wish to feature, confirm the dates of each, create a content schedule, and set internal reminders so you know when to publish posts.

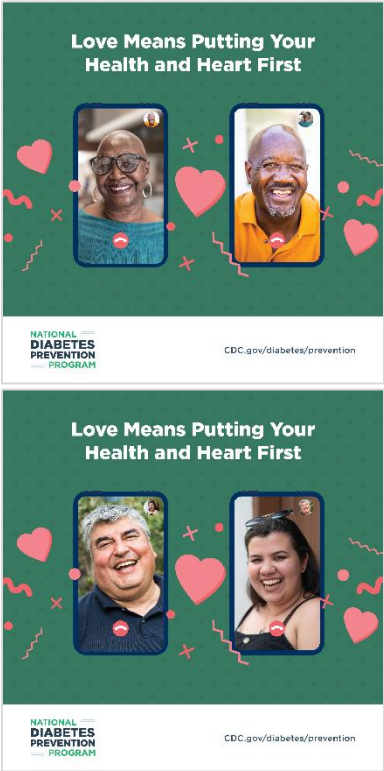


Social Media Copy and Images

To use: You can use the following social media post copy and graphics on Facebook, Instagram, and X (formerly Twitter).

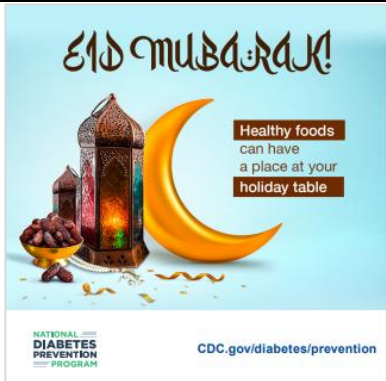
Observance	Post Copy	Recommended Image
January		
New Year's	To-Do List for the New Year: Get screened for prediabetes. Millions of Americans have this condition – could you be one of them? Take the prediabetes risk test today: https://www.cdc.gov/prediabetes/takethetest/	 A teal-colored graphic with a clipboard icon at the top. Below the icon, the text reads 'NEW YEAR'S TO DO LIST:' followed by a bulleted list: 'Take better care of my health', 'Get screened for prediabetes', and 'Prevent type 2 diabetes'. At the bottom, it says 'MAKE THIS YOUR YEAR.' and the 'NATIONAL DIABETES PREVENTION PROGRAM' logo.
Three Kings Day/Día de los Reyes	Some gifts, like health, have no price. Celebrate Three Kings Day by signing up for CDC's National Diabetes Prevention Program lifestyle change program. You'll get support to prevent type 2 diabetes. Learn more at insert link to program website.	 A graphic with a dark blue background featuring a star and silhouettes of three kings on camels. The text reads 'For Three Kings Day, Give Yourself the Best Gift: HEALTH'. At the bottom, it includes the 'NATIONAL DIABETES PREVENTION PROGRAM' logo and the URL 'CDC.gov/diabetes/prevention'.
Martin Luther King Jr. Day	Many things that are worthwhile require dedication to change. With CDC's National Diabetes Prevention Program lifestyle change program, you'll find that healthy living isn't always easy, but it's worth it. Learn more at insert link to program website.	 A graphic featuring a silhouette of Martin Luther King Jr. looking upwards. The text reads: 'IF YOU CAN'T FLY, THEN RUN. IF YOU CAN'T RUN, THEN WALK. IF YOU CAN'T WALK, THEN CRAWL. BUT BY ALL MEANS KEEP MOVING.' followed by '- Martin Luther King Jr.'. At the bottom, it includes the 'NATIONAL DIABETES PREVENTION PROGRAM' logo and the URL 'CDC.gov/diabetes/prevention'.

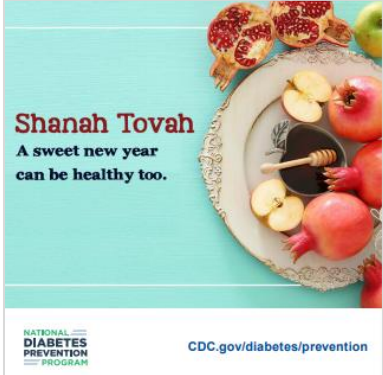
Observance	Post Copy	Recommended Image
February		
Chinese New Year	As you wish loved ones health, wealth and good fortune in the year of the Tiger, don't forget your well-being too. CDC's National Diabetes Prevention Program lifestyle change program gives you the support and tools to achieve the healthy lifestyle you desire. Learn more at [insert link to program website] .	
Valentine's Day	How do you say "I love you"? One way is by taking care of your health and your heart. Find out if you're at risk for developing type 2 diabetes today: https://www.cdc.gov/prediabetes/takethetest/	

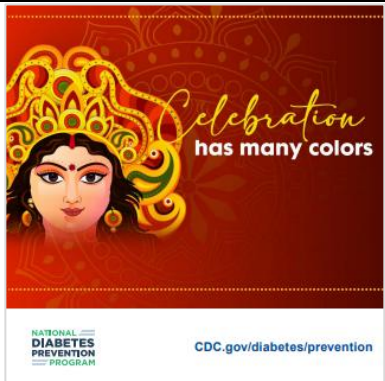
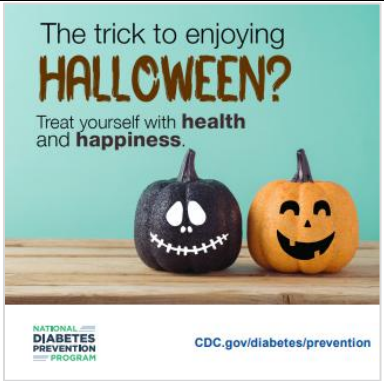
Observance	Post Copy	Recommended Image
		
March		
St. Patrick's Day	You don't need the luck of the Irish to improve your health. With nutrition tips from CDC's National Diabetes Prevention Program lifestyle change program, you can start living healthier and prevent type 2 diabetes. Learn more at [insert link to program website].	
April		

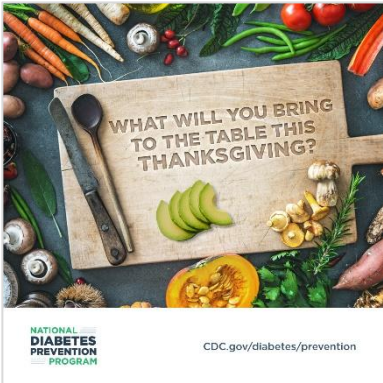
Observance	Post Copy	Recommended Image
April Fool's Day	No joke: humor is a great way to manage stress. CDC's National Diabetes Prevention Program lifestyle change program is all about finding fun and supportive ways to prevent type 2 diabetes. Learn more at [insert link to program website] .	
Easter	A basket filled with fruits and vegetables is healthy eating for every-bunny. Learn more ways to add nutritious ingredients to holiday celebrations. Visit [insert link to program website] .	
May		
Eid al-Fitr	There's nothing like fasting to make us appreciate the power of food to nourish us. At CDC's National Diabetes Prevention Program lifestyle change program, our coaches support you all year long, in times festive and quiet, so that you can achieve your health goals. Learn more at [insert link to program website] .	
Mother's Day	Your family wants to celebrate you for years to come. This Mother's Day, put your well-being first by signing up for CDC's National Diabetes Prevention Program lifestyle change program and live more healthfully. Learn more at [insert link to program website] .	

Observance	Post Copy	Recommended Image
Memorial Day	Longer days and warmer temps mean more opportunities for outdoor physical activity and enjoying seasonal fruits and crisp, flavorful veggies. Now is the time to prevent type 2 diabetes. Learn more at [insert link to program website] .	 BRING ON SUMMER! NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention
June		
Father's Day	Fathers have every reason to be healthy. Your family looks up to you for all that you are. CDC's National Diabetes Prevention Program lifestyle change program offers support from trained coaches to help you be a healthier dad. Learn more at [insert link to program website] .	 TO THE WORLD, YOU ARE A DAD. TO YOUR FAMILY, YOU ARE THE WORLD. NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention
July		
Fourth of July	You value your independence—being healthy can help you enjoy it to the fullest. CDC's National Diabetes Prevention Program lifestyle change program offers healthy tips to prevent type 2 diabetes so you can keep living and loving the independent life. Learn more at [insert link to program website] .	 ADD SOME GREEN TO YOUR RED, WHITE AND BLUE NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention

Observance	Post Copy	Recommended Image
Eid al-Adha	Eid Mubarak! On Eid al-Adha, you don't have to pass on your favorite holiday dishes! Learn how to make traditional dishes healthier for you and your family by signing up for CDC's National Diabetes Prevention Program: [insert link to program website] .	
September		
Labor Day	Being physically active helps you manage weight, improve your mood, and sleep better. Get active with CDC's National Diabetes Prevention Program lifestyle change program. Learn more at [insert link to program website] .	
Grandparents' Day	English 1: Being healthy means getting to do more with your grandkids. With CDC's National Diabetes Prevention Program lifestyle change program, you can learn skills to prevent or delay type 2 diabetes. Find out more at [insert link to program website]. English 2: Being a grandfather takes a lot of energy. It means eating right and staying active. With CDC's National Diabetes Prevention Program lifestyle change program, you can make healthy changes to help you keep up	

Observance	Post Copy	Recommended Image
	with those (little ones) you love. Learn more at [insert link to program website]. English 3: Being a grandmother takes a lot of energy. It means eating right and staying active. With CDC's National Diabetes Prevention Program lifestyle change program, you can make healthy changes to help you keep up with those (little ones) you love. Learn more at [insert link to program website].	 The recommended images are two versions of a poster for the National Diabetes Prevention Program. The top poster features a smiling Black man with glasses holding a young child. The bottom poster features a smiling woman holding a young child. Both posters include the text "Grandparents make memories that the HEART HOLDS FOREVER" and the CDC logo.
Rosh Hashanah	Give yourself a fresh start this year by replacing unhealthy habits with new, healthy ones. Get support and motivation to make changes in your lifestyle that help prevent type 2 diabetes. Learn more at [insert link to program website].	 The recommended image is a poster for the National Diabetes Prevention Program. It features a plate of fruit (apples, pomegranates) and a honey dipper. The text reads "Shanah Tovah A sweet new year can be healthy too." and includes the CDC logo.

Observance	Post Copy	Recommended Image
Navaratri	Navaratri is a terrific opportunity to enjoy colorful superfoods such as buckwheat (kuttu), water chestnuts (singhadha), amaranth, cranberries, blueberries, almonds, chia and pumpkin seeds, and many others. Get more healthy eating tips when you join CDC's National Diabetes Prevention Program lifestyle change program. Learn more at [insert link to program website] .	 A poster for Navaratri featuring a woman's face with a large, ornate, multi-colored crown. The text 'Celebration has many colors' is written in a cursive font. At the bottom, it says 'NATIONAL DIABETES PREVENTION PROGRAM' and 'CDC.gov/diabetes/prevention'.
October		
Halloween	Sweet treats are delicious, but too much candy on Halloween can give your health a scare! Learn how to keep healthy habits and still enjoy the holidays you love with CDC's National Diabetes Prevention Program lifestyle change program. [insert link to program website]	 A poster for Halloween featuring two pumpkins on a wooden surface. One pumpkin is carved with a scary face, and the other is carved with a happy face. The text 'The trick to enjoying HALLOWEEN?' is written in a large, bold font. Below it, it says 'Treat yourself with health and happiness.' At the bottom, it says 'NATIONAL DIABETES PREVENTION PROGRAM' and 'CDC.gov/diabetes/prevention'.
November		

Observance	Post Copy	Recommended Image
Veteran's Day	It's our turn to serve. CDC's National Diabetes Prevention Program lifestyle change program is here to help you develop healthy habits to keep type 2 diabetes away. See how at [insert link to program site].	
Thanksgiving	English: Bring your favorite dishes to the table and ideas on how you and your family can stay active. For tips on how to be active and prevent or delay type 2 diabetes, join CDC's National Diabetes Prevention Program lifestyle change program. Learn more at [insert program link].	
December		

Observance	Post Copy	Recommended Image
Hanukkah	For this Hanukkah, make a commitment to healthy living. If you're looking to prevent type 2 diabetes, get support from CDC's National Diabetes Prevention Program lifestyle change program. Learn more [insert link to program site] .	
Christmas Eve/Nochebuena	The holidays are best enjoyed with good health. If you want help eating better now and all year long, CDC's National Diabetes Prevention Program lifestyle change program can give you the support you need. Learn more [insert link to program site] .	
Christmas	Put preventing type 2 diabetes at the top of your wish list. Let CDC's National Diabetes Prevention Program lifestyle change program Lifestyle Coaches give you a hand. Learn more [insert link to program site] .	
Kwanzaa	As you celebrate unity and community, understand that when it comes to making healthy lifestyle choices, you're not alone. If you want help preventing type 2 diabetes, find out about CDC's National Diabetes Prevention Program lifestyle change program at [insert link to program site] .	

Annual Holiday Calendar - Spanish

Overview and Instructions

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Social media is one of the most efficient ways you can reach potential participants and encourage them to enroll in your LCP. Social media platforms allow you to reach diverse audiences through organic and/or paid postings. Regardless of whether you have a large budget for paid social media ads or are focusing on free posts, leveraging social media is critical to any LCP promotional plan.

The content calendar below features a sample list of holidays and observances throughout the year that you may consider using in your social media promotional efforts. As you plan your promotion strategy, consider which celebrations will resonate most with your audiences. You can also tailor the post copy, where appropriate, so that the messages will resonate with the local communities you are engaging with your content.

There is one graphic and suggested post copy for each observance in the calendar. Holidays are listed in chronological order for the holiday/observance calendar. It may be helpful for you to make a plan at the beginning of the year for which holidays and observances you wish to feature, confirm the dates of each, create a content schedule, and set internal reminders so you know when to publish posts.

Note: If you plan to use a Spanish-language graphic, keep in mind the capacity of your program to support Spanish speakers. For example, do you have classes offered in Spanish? Are your websites and resources available in Spanish as well? Do you have Lifestyle Coaches and staff fluent in Spanish who can support potential participants? If you do not yet have these elements in place to support participants, we suggest that you focus on promotional efforts in English.



Social Media Copy and Images

To use: You can use the following social media post copy and graphics on Facebook, Instagram, and X (formerly Twitter).

Observance	Translated Post Copy	Recommended Image
January		
New Year's	Lista de quehaceres para el año nuevo: hacerte una prueba de detección de prediabetes. Millones de personas tienen esta afección, ¿podrías ser una de ellas? Hazte la prueba de riesgo hoy mismo: https://www.cdc.gov/prediabetes/spanish/risktest.	
Three Kings Day/Día de los Reyes	Algunos regalos, como la salud, no tienen precio. Celebra el Día de los Reyes e inscríbete en el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC. Recibirás apoyo para prevenir la diabetes tipo 2. [enlace al sitio web del programa].	

Observance	Translated Post Copy	Recommended Image
Martin Luther King Jr. Day	Muchas cosas que valen la pena requieren dedicación para cambiar. Con el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC, descubrirás que vivir una vida saludable no siempre es fácil, pero merece el esfuerzo. [enlace al sitio web del programa].	 SI NO PUEDES VOLAR, CORRE. SI NO PUEDES CORRER, CAMINA. SI NO PUEDES CAMINAR, GATEA. PERO DESDE YA SIGUE AVANZANDO. - Martin Luther King Jr. NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
February		
Valentine's Day	¿Cómo muestras tu amor? Una forma es cuidando tu salud y tu corazón. Averigua hoy si estás en riesgo de tener diabetes tipo 2 en www.cdc.gov/diabetes/spanish/risktest	 Amar es poner tu salud y tu corazón primero NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
April		

Observance	Translated Post Copy	Recommended Image
Easter	Una canasta llena de frutas y verduras nos permite comer en forma saludable. Aprende más formas de incluir ingredientes nutritivos en las celebraciones. Visita [enlace al sitio web del programa] .	 ESTATE SALTA AL CAMINO SALUDABLE NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
May		
Mother's Day	Tu familia quiere celebrarte por muchos años más. Este Día de la Madre, pon tu bienestar primero. Inscríbete en el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC y vive de manera más saludable. [enlace al sitio web del programa] .	 ESTE Día de la Madre QUEREMOS QUE SEPAS QUE ERES IRREMPLAZABLE. NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
Memorial Day	Los días más largos y las temperaturas más cálidas significan más oportunidades para hacer actividad física al aire libre y disfrutar frutas de temporada y verduras crujientes y sabrosas. Ahora es el momento de prevenir la diabetes tipo 2. Obtén más información en [enlace al sitio web del programa] .	 ¡QUE VENGA EL VERANO! NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
June		

Observance	Translated Post Copy	Recommended Image
Father's Day	Los padres tienen muchas razones para estar sanos. Tu familia te admira por todo lo que eres. El programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC ofrece el apoyo de instructores para ayudarte a ser un padre más saludable. [enlace al sitio web del programa]	
July		
Fourth of July	Valoras tu independencia. Estar sano puede ayudarte a disfrutarla al máximo. El programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC ofrece consejos saludables para prevenir la diabetes tipo 2, para que puedas seguir viviendo y amando tu vida independiente. [enlace al sitio web del programa]	
September		
Labor Day	Estar físicamente activo te ayuda a controlar tu peso, mejorar tu estado de ánimo y dormir mejor. Mantente activo con el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC. Obtén más información en [enlace al sitio web del programa] .	

Observance	Translated Post Copy	Recommended Image
Grandparents' Day	Estar saludable significa poder hacer más con tus nietos. Con el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC, puedes aprender habilidades para prevenir o retrasar la diabetes tipo 2. Obtén más información en [enlace al sitio web del programa].	
October		
Halloween	Los dulces son deliciosos, ¡pero demasiados dulces en Halloween pueden darle un susto a tu salud! Aprende cómo mantener hábitos saludables y aun así disfrutar los días festivos que amas con el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC. [enlace al sitio web del programa]	
November		

Observance	Translated Post Copy	Recommended Image
Veteran's Day	Es nuestro turno de servir. El programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC está aquí para ayudarte a desarrollar hábitos saludables para prevenir la diabetes tipo 2. Obtén más información en [enlace al sitio web del programa].	
Thanksgiving	Además de tus platos favoritos, lleva ideas de cómo mantenerse activos. Obtén ideas para la actividad y cómo prevenir o retrasar la diabetes tipo 2 uniéndote al programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC. [enlace al sitio web del programa]	
December		

Observance	Translated Post Copy	Recommended Image
Hanukkah	Para esta Janucá, comprométete a vivir una vida saludable. Si estás tratando de prevenir la diabetes tipo 2, obtén apoyo del programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC. [enlace al sitio web del programa]	 Feliz Janucá NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
Christmas Eve/Nochebuena	Las celebraciones navideñas se disfrutan mejor con buena salud. Si buscas ayuda para comer mejor ahora y durante todo el año, el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC puede darte el apoyo que necesitas. [enlace al sitio web del programa]	 Feliz Noche Buena NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
Christmas	Pon la prevención de la diabetes tipo 2 primero en tu lista de deseos. Deja que el programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC te eche una mano. Obtén más información en [enlace al sitio web del programa].	 AGRADECE EL MEJOR REGALO: LA SALUD. NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention