**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/> | Cartoon Checklist  New Year's To Do List: take better care of my health, get screened for prediabetes, and prevent type 2 diabetes. Make this your year.  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]. | Three kings on camels under the night sky approaching a city.   For Three Kings Day, Give Yourself the Best Gift: Health  The National Diabetes Prevention Program logo. 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]. | Outline of Martin Luther King Jr.   "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." - Martin Luther King Jr.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| **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]. | Red and gold shapes.  Celebrate the new year by embracing health and preventing type 2 diabetes.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| 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/> | Two phone outlines showing family facetiming grandmother.  Love means putting your health and heart first.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention  Two phone outlines showing man and woman facetiming.  Love means putting your health and heart first.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/preventionTwo phone outlines showing man and woman facetiming.  Love means putting your health and heart first.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| **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]. | Four leaf clovers and a green hat.  Think green. Wear green. Eat your greens.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| **April** | | |
| 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]. | Spectacles with eyebrows, nose, and mustache.  Don't be an April fool. Take your health seriously!  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| 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]. | Lettuce and bunny shaped carrots.  Hop on down the Healthy Trail.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| **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]. | Yellow, orange, and red geometric shapes.  Happy Eid Al-Fitr.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| 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]. | Pink flower on blue background.  This Mother's Day we want you to know that you are irreplaceable.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| 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]. | Pitcher of red and blue fruits next to vegetables.  Bring on Summer!  The National Diabetes Prevention Program logo. 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]. | A father with a child on their shoulders and a globe.   To the world, you are a dad. To your family, you are the world.  The National Diabetes Prevention Program logo. 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]. | American flag next to green vegetables.  Add some green to your red, white, and blue.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| 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]. | Lantern and moon shape.  Eid al-Adha! Healthy foods can have a place at your holiday table.  The National Diabetes Prevention Program logo. CDC.gov/diabetes/prevention |
| **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]. | Man and woman walking with towels around their necks.  Put physical activity to work for you.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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 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]. | Grandfather with small child on shoulders.  Grandparents make memories that the heart holds forever.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention  Grandfather with small child on shoulders.  Grandparents make memories that the heart holds forever.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention  Grandmother with small child on shoulders.  Grandparents make memories that the heart holds forever.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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]. | Plate with fruit and honey.   Shanah Tovah A sweet new year can be healthy too.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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]. | Red background with Hindu woman.  Celebration has many colors.  The National Diabetes Prevention Program logo.  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] | Two pumpkins sitting on a table.   The trick to enjoying Halloween? Treat yourself with health and happiness.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| **November** | | |
| 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]. | Woman saluting in front of American flag.  Saluting your service. Supporting your health.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/preventionMan saluting in front of sunset.   Saluting your service. Supporting your health.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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]. | Vegetables around a cutting board.   What will you bring to the table this thanksgiving?  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| **December** | | |
| 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]. | Family lighting a menorah.   Happy Hanukkah.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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]. | Young woman hugging older woman in front of red background with lights.  Feliz Noche Buena.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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]. | Family in front of a fireplace with greenery.   Be grateful for the greatest gift: Health.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |
| 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]. | Woman with eyes closed in front of candles.  Celebrating ancestry, strength and unity. Happy Kwanzaa.  The National Diabetes Prevention Program logo.  CDC.gov/diabetes/prevention |