

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.

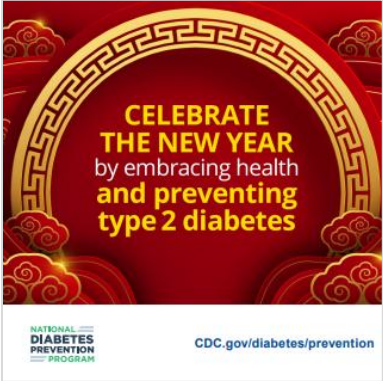

There is one graphic and suggested post copy for each observance in the calendar. Holidays are listed in chronological order for the holiday/observance calendar. It may be helpful for you to plan at the beginning of the year for which holidays and observances you wish to feature, confirm the dates of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

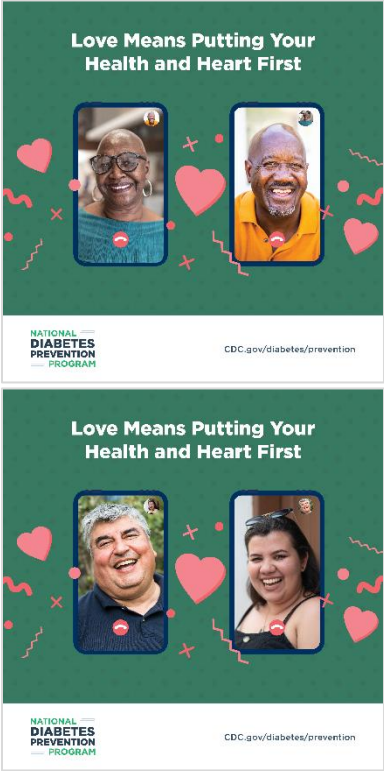



Social Media Copy and Images




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	<p>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:</p> <p>https://www.cdc.gov/prediabetes/takethetest/</p>	 <p>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 checklist: '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.</p>
Three Kings Day/Día de los Reyes	<p>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.</p>	 <p>A graphic with a dark blue background featuring a star and silhouettes of three 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'.</p>
Martin Luther King Jr. Day	<p>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.</p>	 <p>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'.</p>


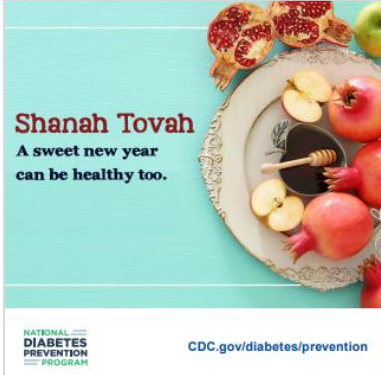
Observance	Post Copy	Recommended Image
February		
Chinese New Year	As you wish loved ones health, wealth and good fortune in the year of the Tiger, don't forget your well-being too. CDC's National Diabetes Prevention Program lifestyle change program gives you the support and tools to achieve the healthy 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/	

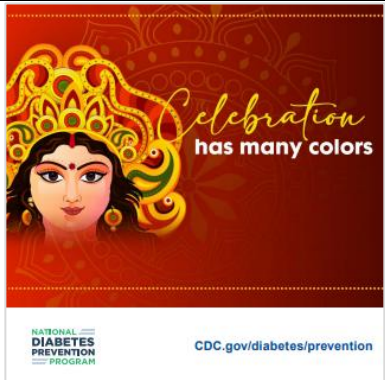

Observance	Post Copy	Recommended Image
		
March		
St. Patrick's Day	<p>You don't need the luck of the Irish to improve your health. With nutrition tips from CDC's National Diabetes Prevention Program lifestyle change program, you can start living healthier and prevent type 2 diabetes. Learn more at [insert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


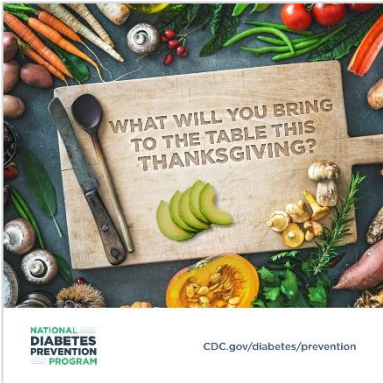
Observance	Post Copy	Recommended Image
April Fool's Day	No joke: humor is a great way to manage stress. CDC's National Diabetes Prevention Program lifestyle change program is all about finding fun and supportive ways to prevent type 2 diabetes. Learn more at [insert link to program website] .	
Easter	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] .	




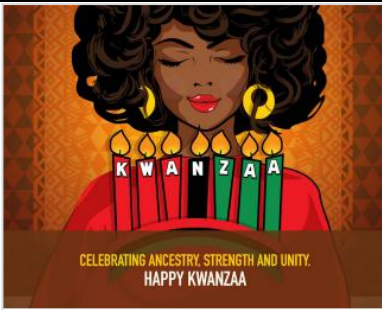
Observance	Post Copy	Recommended Image
Memorial Day	Longer days and warmer temps mean more opportunities for outdoor physical activity and enjoying seasonal fruits and crisp, flavorful veggies. Now is the time to prevent type 2 diabetes. Learn more at [insert link to program website] .	
June		
Father's 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] .	
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] .	

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] .	<p>The image is a promotional graphic for Eid Mubarak. It features a large, glowing yellow crescent moon on the right. To the left of the moon is a small, ornate lantern with a warm light emanating from it. Below the lantern is a bowl of dates. The background is a light blue gradient. The text 'EID MUBARAK!' is written in a stylized, dark brown font at the top. Below the moon, a text box says 'Healthy foods can have a place at your holiday table'. At the bottom left is the 'NATIONAL DIABETES PREVENTION PROGRAM' logo, and at the bottom right is the URL 'CDC.gov/diabetes/prevention'.</p>
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] .	<p>The image shows an older man and woman walking and smiling. The man is wearing a blue t-shirt and the woman is wearing a yellow t-shirt. The background is a dark, solid color. The text 'PUT PHYSICAL ACTIVITY' is in large, bold, yellow letters, with 'to work for you' in smaller white letters below it. At the bottom left is the 'NATIONAL DIABETES PREVENTION PROGRAM' logo, and at the bottom right is the URL 'CDC.gov/diabetes/prevention'.</p>
Grandparents' Day	<p>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].</p> <p>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</p>	<p>The image shows a young girl with pigtails hugging an older man from behind. They are both smiling. The background is a soft, out-of-focus outdoor setting. The text 'Grandparents make memories that the HEART HOLDS FOREVER' is written in a mix of black and pink fonts. At the bottom left is the 'NATIONAL DIABETES PREVENTION PROGRAM' logo, and at the bottom right is the URL 'CDC.gov/diabetes/prevention'.</p>

Observance	Post Copy	Recommended Image
	<p>with those (little ones) you love. Learn more at [insert link to program website].</p> <p>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].</p>	 <p>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 white woman holding a young child. Both posters include the text "Grandparents make memories that the HEART HOLDS FOREVER" and the CDC logo.</p>
Rosh Hashanah	<p>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].</p>	 <p>The recommended image is a poster for the National Diabetes Prevention Program. It features a plate of fruit (pomegranate, apple, honey) and the text "Shanah Tovah A sweet new year can be healthy too.".</p>

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] .	 <p>A poster for Navaratri featuring a woman's face with a large, ornate, colorful 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'.</p>
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]	 <p>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'.</p>
November		

Observance	Post Copy	Recommended Image
Veteran's Day	<p>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].</p>	
Thanksgiving	<p>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].</p>	
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] .	 <p>A graphic for Hanukkah featuring a family of four (father, mother, and two children) smiling and lighting Hanukkah candles. The text "Happy Hanukkah" is prominently displayed. At the bottom, it says "NATIONAL DIABETES PREVENTION PROGRAM" and "CDC.gov/diabetes/prevention".</p>
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] .	 <p>A graphic for Noche Buena featuring a pregnant woman and a young child embracing. The text "Feliz Noche Buena" is written in a stylized font. At the bottom, it says "NATIONAL DIABETES PREVENTION PROGRAM" and "CDC.gov/diabetes/prevention".</p>
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] .	 <p>A graphic with the text "BE GRATEFUL FOR THE GREATEST GIFT: HEALTH." featuring an illustration of a family (two adults and two children) gathered around a fireplace. At the bottom, it says "NATIONAL DIABETES PREVENTION PROGRAM" and "CDC.gov/diabetes/prevention".</p>
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] .	 <p>A graphic for Kwanzaa featuring a close-up of a woman's face with lit candles in front of her. The candles spell out "KWANZAA". Below the candles, it says "CELEBRATING ANCESTRY, STRENGTH AND UNITY. HAPPY KWANZAA". At the bottom, it says "NATIONAL DIABETES PREVENTION PROGRAM" and "CDC.gov/diabetes/prevention".</p>

