**Prediabetes Social Copy 2018**

|  |
| --- |
| **Social Copy for Partner Posts** |
| **Post Description** | **Copy** | **Characters** |
| Supporter Video Share Post 1  | 1 in 3 American adults has prediabetes. Learn about your #prediabetes risk with new PSAs from @AdCouncil @CDCDiabetes @AmerMedicalAssn  | 135 |
| Supporter Video Share Post 2  | This #WorldDiabetesDay, know where you stand by taking the 1-minute prediabetes risk test at DoIHavePrediabetes.org. | 116 |
| Sponsor Launch Post 1 | 1 in 3 American adults has prediabetes, but 90% of them don't know they have it. Find out where you stand at DoIHavePrediabetes.org. | 132 |
| Sponsor Launch Post 2 | 1 in 3 American adults has prediabetes. That could be you, your boss, or your boss's boss. Learn your risk at DoIHavePrediabetes.org. | 133 |
| Sponsor Launch Post 3 | 1 in 3 American adults has prediabetes, so chances are you or someone you know may be at risk. Find out where you stand at DoIHavePrediabetes.org. | 146 |
| Sponsor Launch Post 4 | Whether it's you, your favorite brother or your…other brother, someone you know likely has prediabetes. The good news is that with early diagnosis, prediabetes can be reversed. | 176 |
| Sponsor Launch Post 5 | There's no better time than #WorldDiabetesDay to find out your prediabetes risk. Take the 1-minute risk test at DoIHavePrediabetes.org. | 135 |
| Sponsor Launch Post 5 | There's no better time than November - National Diabetes Month - to find out if you may be among the 1 in 3 American adults with prediabetes. Take the 1-minute risk test at DoIHavePrediabetes.org. | 196 |

# **English Copy for Social Graphics**

|  |
| --- |
| **Creative** |
| **Graphics** | **Copy** |
| Barber | **FB:** It's better to know than wonder. Take this risk test in one minute, to find out if you're one of the 1 in 3 American adults with prediabetes. Visit [www.DoIHavePrediabetes.org/take-the-risk-test](http://www.DoIHavePrediabetes.org/take-the-risk-test) |
| Cat Jogger | **FB:** It's better to know than wonder. Take this risk test in one minute, to find out if you're one of the 1 in 3 American adults with prediabetes. Visit [www.DoIHavePrediabetes.org/take-the-risk-test](http://www.DoIHavePrediabetes.org/take-the-risk-test) |

|  |
| --- |
| **Statistics** |
| **Graphics** | **Copy**  |
| C:\Users\swilliams\Desktop\FacebookStat4-150x150.jpgHigher Risk | **FB:** Reversing prediabetes will lower your risk for significant health complications like heart disease and stroke. Visit DoIHavePrediabetes.org to learn more.**Twitter:** #Prediabetes increases risk for heart disease and stroke. But taking action will decrease your risk. Learn more at DoIHavePrediabetes.org. |
| C:\Users\swilliams\Desktop\FacebookStat5-150x150.jpgReversed | **FB:** It’s not too late. Fortunately, prediabetes can be reversed. To maintain a healthy future, take a minute to visit DoIHavePrediabetes.org and learn more. **Twitter:** It's not too late to act because #prediabetes can often be reversed. Visit DoIHavePrediabetes.org to learn more. |
| C:\Users\swilliams\Desktop\FacebookStat6-150x150.jpgNo Symptoms | **FB:** #Prediabetes often has no symptoms, but it's important to know where you stand. Visit DoIHavePrediabetes.org to find out if you're at risk. **Twitter:** #Prediabetes often has no symptoms, but it's important to know where you stand. Visit DoIHavePrediabetes.org to find out if you're at risk. |

|  |
| --- |
| **Lifestyle** |
| **Graphics** | **Copy**  |
| T:\Campaigns_cloud\Type 2 Diabetes Prevention\PR and Social\2017 Campaign Launch\Situation\Lifestyle Graphics\Facebook\FacebookMoveMoreEachDay.jpgMove More Each Day | **FB:** Finding time to stay active every day can help reverse prediabetes. Take a one-minute risk test at DoIHavePrediabetes.org to find out where you stand.Staying active every day can help reverse #prediabetes. Find out if you're at risk at DoIHavePrediabetes.org. |
| T:\Campaigns_cloud\Type 2 Diabetes Prevention\PR and Social\2017 Campaign Launch\Situation\Lifestyle Graphics\Facebook\FacebookGetMoving.jpgGet Moving | **FB:** Find the exercise routine that works for you...and have fun with it! Simple lifestyle changes like adding exercise to your busy schedule can help reverse prediabetes. To learn where you stand with prediabetes, visit DoIHavePrediabetes.org.**Twitter:** Exercise can be fun when you're making lifestyle changes to reverse #prediabetes. Learn if you're at risk at DoIHavePrediabetes.org. |
| T:\Campaigns_cloud\Type 2 Diabetes Prevention\PR and Social\2017 Campaign Launch\Situation\Lifestyle Graphics\Facebook\FacebookCutDownOnCalories.jpgCut Down | **FB:** Eating healthier can help reverse prediabetes, but you don't have to sacrifice flavor while you're cutting down on fat and calories. Find out if you're at risk for prediabetes by heading to DoIHavePrediabetes.org.**Twitter:** Cutting calories doesn't mean cutting flavor if you have #prediabetes. Find out if you're at risk at DoIHavePrediabetes.org. |
| T:\Campaigns_cloud\Type 2 Diabetes Prevention\PR and Social\2017 Campaign Launch\Situation\Lifestyle Graphics\Facebook\FacebookDiningOut.jpgWhen Dining Out | **FB:** Dining out isn't off the table if you have prediabetes. You can enjoy your favorite restaurants by managing your calories. Take a minute to visit DoIHavePrediabetes.org and find out if you're at risk.**Twitter:** Dining out isn't off the table if you have #prediabetes. Make healthy choices to manage calories. Learn your risk at DoIHavePrediabetes.org. |
| T:\Campaigns_cloud\Type 2 Diabetes Prevention\PR and Social\2016 Campaign Launch\Social Graphics\Summer Social Graphics\Health on Vacation FB.jpgVacation | **FB:** 1 in 3 Americans are at risk for significant health complications like type 2 diabetes, heart disease and stroke. Visit DoIHavePrediabetes.org to learn your risk.**Twitter:** 1 in 3 Americans are at risk for significant health complications like type 2 diabetes, heart disease and stroke. Learn your risk at DoIHavePrediabetes.org. |

# **Spanish Copy for Social Graphics**

|  |
| --- |
| **Creative** |
| **Graphics** | **Copy** |
| Barbero | **FB:** Nadie está exento de la prediabetes, tome una pequeña prueba en línea en PodriaTenerPrediabetes.org para saber si usted tiene prediabetes |
| La Que Pasea Su Gato | **FB:** Nadie está exento de la prediabetes, tome una pequeña prueba en línea en PodriaTenerPrediabetes.org para saber si usted tiene prediabetes |

|  |
| --- |
| **Statistics** |
| **Graphics** | **Copy** |
| \\Nyfiles\share$\Campaigns_cloud\Type 2 Diabetes Prevention\PR and Social\2017 Campaign Launch\Situation\Spanish-language Graphics\Facebook\FacebookReverse_Spanish.jpgLa Prediabetes Puede Revertirse | **FB:** Más de 1 de cada 3 estadounidenses tienen prediabetes. Pero con un poco de ejercicio y un cambio en su dieta, se puede revertir. Tome una pequeña prueba en línea visitando PodriaTenerPrediabetes.org para ver si usted puede estar en riesgo.**Twitter:** ¿Sabía usted que 84 millones de estadounidenses tienen prediabetes? Pero se puede revertir. Visite PodriaTenerPrediabetes.org. |
| C:\Users\swilliams\Desktop\ADA_Diabetes_Facebook_NATIONAL_6A-150x150.jpgEn Riesgo | **FB:** Nadie está exento de la prediabetes, tome una pequeña prueba en línea en PodriaTenerPrediabetes.org para saber si usted tiene prediabetes |

|  |
| --- |
| **Lifestyle** |
| **Graphics** | **Copy** |
| C:\Users\swilliams\Desktop\ADA_Prediabetes_Facebook_Summer_SPA_Image-150x150.jpgNo Vacaciones  | **FB:** 1 de cada 3 estadounidenses tienen un mayor riesgo de desarrollar problemas de salud graves como la diabetes tipo 2, accidentes cerebrovasculares y cardíacas. Tome una pequeña prueba en línea visitando PodriaTenerPrediabetes.org para ver si usted puede estar en riesgo.**Twitter:** Toma menos de un minuto saber si usted tiene #prediabetes. Visite PodriaTenerPrediabetes.org para saber en qué nivel está. |