

Prediabetes Social Copy 2021

Social Copy for Partner Posts – Shark PSA		
Post Description	Copy	Characters
Supporter Video Share Post 1	1 in 3 American adults has prediabetes. Learn about your #prediabetes risk with PSAs from @AdCouncil @CDCDiabetes @AmerMedicalAssn	130
Supporter Video Share Post 2	This #NationalDiabetesMonth, know where you stand by taking the 1-minute prediabetes risk test at DolHavePrediabetes.org .	121
Supporter Video Share Post 3	In a world where so much feels outside of our control, PSAs from @AdCouncil @CDCDiabetes @AmerMedicalAssn are reminding people that #prediabetes can be reversed.	161

Social Copy for Sponsor Posts – Shark PSA		
Post Description	Copy	Characters
Sponsor Launch Post 1	1 in 3 American adults has prediabetes and you could be one of them. Take this 1-minute risk test today to learn your risk for prediabetes at DolHavePrediabetes.org	164
Sponsor Launch Post 2	Prediabetes can be reversed. Take the #prediabetes 1-minute test today and learn your risk at DolHavePrediabetes.org .	117
Sponsor Launch Post 3	In a world where so much feels outside of our control, PSAs from @AdCouncil @CDCDiabetes @AmerMedicalAssn are reminding people that #prediabetes can be reversed.	161

Social Copy for Partner Posts – Risk Test Video		
Post Description	Copy	Characters
Risk Test Video Post 1	Know where you stand. Take the #prediabetes risk test at DolHavePrediabetes.org today.	86
Risk Test Video Post 2	Research shows that healthy lifestyle changes, such as being active, eating healthier and managing your weight, can help prevent or delay the onset type 2 diabetes. Take the #prediabetes risk test today.	203
Risk Text Video Post 3	1 in 3 American adults has prediabetes, but more than 80% of them don't know they have it. Find out your risk for prediabetes at DolHavePrediabetes.org .	152