



HOW TO USE THE PreventT2 CONSUMER MATERIALS

Overview of the PreventT2 Consumer Materials

The Centers for Disease Control and Prevention (CDC) has developed a consumer-facing brand — PreventT2 — and a suite of branded materials to help your organization recruit participants for your local PreventT2 program. You will need to customize and print some of these materials; others are intended for use online.

Included in this suite of materials are:

- Fact sheet
- Brochure
- Posters
- Postcards
- Newspaper ads
- Newspaper/newsletter articles
- News release
- Live announcer radio public service announcement (PSA) scripts
- Web content
- Web banners
- Social media content

NOTE: The consumer marketing materials provided by CDC refer specifically to the PreventT2 lifestyle change program. Organizations in the Diabetes Prevention Recognition Program (DPRP) that choose to use another name for their lifestyle change program may adapt the content of these materials for use in their marketing efforts without mentioning PreventT2. However, we do ask that your materials acknowledge that your program is “part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention.”

These materials are intended to be used together, so that potential participants hear and see messages about your program through several channels, including person-to-person communication, the media, your organization’s website, and social media. Some materials have limited information and are intended to spark interest, while others provide a more complete picture of the program and offer details potential participants want to know before deciding to enroll. You will use some materials throughout your enrollment period, while you may use others for shorter, more targeted recruitment pushes (for example, to increase enrollment of particular consumer groups).

During enrollment periods, be sure your program has plenty of staff ready to respond to a potential increased volume of calls or walk-in inquiries. Also be sure your website includes up-to-date information about your program.

How to Use the PreventT2 Consumer Materials (continued)

Target audiences

The primary target audience for these materials is adults who have been diagnosed with prediabetes and/or know they are at risk for type 2 diabetes. A secondary audience is adults at high risk who may not be aware of their prediabetes and type 2 diabetes risk.

The materials and messages they contain are based on formative research, including focus group discussions with members of the primary target audience as well as in-depth interviews with grantees and lifestyle coaches working with this audience. Key findings include:

- The audience prefers messages that are serious but hopeful and empowering. At the same time, messages that emphasize the negative consequences of type 2 diabetes are not motivating.
- The trained lifestyle coach and group support are appealing to many audience members.
- Audience members want to know details about the program, including cost and time commitment.
- Making modest changes seems achievable, and the idea of cutting type 2 diabetes risk in half is compelling.
- “Proven” (evidence-based) and CDC approval or involvement are seen as positive attributes.

Several of the materials are available in multiple versions with photos featuring members of different racial and ethnic groups. When selecting materials to use, consider versions that will communicate most effectively with the groups you wish to reach in your community.

Creative approach

Many of the PreventT2 materials are based on the creative concept “Why Do I PreventT2?” This concept focuses on a motivation, or perceived benefit, for preventing type 2 diabetes through the PreventT2 lifestyle change program, providing a solid emotional appeal.

Across the materials, varying motivations or benefits are shown, which allows you to select messages and images that resonate with groups in your community. For example, some people may be motivated to join the PreventT2 program for a child or another family member, while other people may join PreventT2 so they can continue working or pursuing a favorite hobby. The concept is based on research findings that suggest audience members are motivated by a range of perceived benefits. Use PreventT2 materials that depict a range of motivations/benefits to appeal to as many individuals as possible.

Customization with local program information

The materials provided allow for some customization, such as inserting a local phone number or website URL. However, many elements of the materials cannot be changed, such as photographs, text, and the PreventT2 visual element. Sections that may be customized appear as prompts in brackets and are highlighted in yellow.

To add your program’s information, simply delete the highlighted text and brackets and replace with pertinent local details. The prompts will direct you to add local PreventT2 location(s), meeting times, costs, and contact information along with quotes from local program staff or participants.

How to Use the PreventT2 Consumer Materials (continued)

You may also wish to add particular enrollment criteria if you need help meeting the participant eligibility standards for CDC's Diabetes Prevention Recognition Program (see accompanying box). Possible enrollment language includes:

Participants must meet the following criteria to enroll in [Organization]'s PreventT2 program:

- Age 18 or older and have a body mass index greater than or equal to 24 (22, if Asian); and
 - A diagnosis of prediabetes using a blood test within the past year or a history of gestational diabetes mellitus (GDM); or
 - A score on the CDC Prediabetes Screening Test (<http://www.cdc.gov/diabetes/prevention/prediabetes-type2/>) that shows high risk for prediabetes.

Additionally, in many of the materials, you will find space to insert your logo and that of an affiliate or partner, as applicable.

If you want to develop new materials for your PreventT2 program, please refer to the *Written and Visual Standards for Communicating about PreventT2*.

PROGRAM ELIGIBILITY STANDARDS

- Participants must be aged 18 or older and have a body mass index greater than or equal to 24 (22, if Asian).
- At least 50 percent of participants must have a diagnosis of prediabetes using a blood test within the past year, or a history of gestational diabetes mellitus (GDM).
- However, 50 percent of participants can be eligible without a blood-based test or history of GDM if their score on the CDC Prediabetes Screening Test (<http://www.cdc.gov/diabetes/prevention/prediabetes-type2/>) shows high risk for prediabetes.

How to Use the Fact Sheet

What is the purpose of the fact sheet?

The fact sheet provides information about prediabetes and risk factors for type 2 diabetes, along with an overview of the PreventT2 program. It includes program basics, evidence in support of the program, and a glimpse into the year-long curriculum along with space to add information about your local program. The fact sheet gives individuals printed material that they can take home, read at their leisure, and share with others, including their health care providers.

How do I use the fact sheet?

Keep copies of this document available at your program site(s) and distribute them at outreach events. In addition, consider sharing it with community partners that serve your target audience and ask them to distribute it.

You may also choose to include the fact sheet with requests to place a newspaper ad, article, or radio PSA (see page 5-8) to provide media outlets with background about the PreventT2 program and type 2 diabetes.

How to Use the PreventT2 Consumer Materials (continued)

When should I use the fact sheet?

Use the fact sheet during enrollment periods. It can also be used throughout the year to raise awareness about PreventT2 and its benefits.

How to Use the Brochure

What is the purpose of the brochure?

The brochure provides an overview of the PreventT2 program, its benefits, and how to enroll. It offers printed material your audience can take home, read at their leisure, and share with others. Individuals are prompted to share the brochure with their health care providers and to ask about a referral to the program.

How do I use the brochure?

To make sure the brochure is circulated as widely as possible, consider doing the following:

- Hand out the brochure at community events.
- Make the brochure available at sites throughout the community, such as community centers, doctors' offices, fitness centers, grocery stores, laundromats, and religious centers.
- Distribute the brochure at your program location in response to requests for information from potential participants.

When should I use the brochure?

Distribute the brochure before and during enrollment for the next program session. Because it includes the form for health care provider recommendation, the brochure may be particularly useful when you wish to increase enrollment of individuals with a documented diagnosis of prediabetes or history of gestational diabetes (as required by the DPRP eligibility standards — see page 3).

How to Use the Posters

What is the purpose of the posters?

The posters capture the attention of your audience through engaging graphics and text. They feature prominently the creative concept “Why Do I PreventT2?” and provide some information about the program and its benefits. The goal is to stimulate interest and motivate your audience to take the next step to contact your local program to enroll in PreventT2.

How do I use the posters?

Place the posters in high-traffic areas, such as:

- Community centers
- Churches, mosques, synagogues, and other religious centers
- Doctors' offices
- Recreation/fitness centers
- Grocery stores and pharmacies

How to Use the PreventT2 Consumer Materials (continued)

When should I use the posters?

Use the posters before and during enrollment for the next program session. Because the poster will encourage individuals to contact your program directly and visit your website, be sure your website contains up-to-date information about your program (see Web Content, page 8), and have on hand brochures or fact sheets to provide additional details.

How to Use the Postcards

What is the purpose of the postcards?

Like the posters, the postcards capture the attention of your audience through engaging graphics and text. They feature prominently the creative concept “Why Do I PreventT2?” and provide some information about the program and its benefits. The goal is to stimulate interest and motivate your audience to take the next step to contact your local program to enroll in PreventT2.

How do I use the postcards?

Give out the postcards at community events, share them with partners, place them in doctors’ offices or pharmacies, or have pharmacies place them in prescription bags. Consider sending the postcards as an attachment to an email.

You can also encourage current PreventT2 participants to share the cards with friends and family who might be interested in the program.

Mailing the postcards directly to potential participants is also an option if you collect addresses from potential participants at community events. Depending on the scope of your budget, a direct mail campaign that is targeted to particular groups could be an effective use of funds and one to consider adding into your marketing mix.

When should I use the postcards?

Distribute or mail the postcards before and during enrollment for a new program session. As with the posters, you will want to have up-to-date information on your website and handouts (fact sheet or brochure) available to provide interested individuals with additional details.

How to Use the Newspaper Ads

What is the purpose of the newspaper ads?

The ads use engaging graphics and compelling text to attract your audience’s attention in publications they frequently read. They feature prominently the creative concept “Why Do I PreventT2?” and use a testimonial-style format to highlight key aspects of the program and its benefits. The goal is to stimulate interest and motivate your audience to take the next step to contact your local program to enroll in PreventT2.

How do I use the ads?

Contact the advertising manager, production manager, community affairs director, or editor at your local newspapers and community magazine to discuss placement of your ad. To accommodate the requirements of multiple publications, the ads have been produced in different sizes — similar to full-page, half-page, and quarter-page newspaper ads — and are scalable; they are also available in both color and black and white. Work with the publication contact to determine which size is needed. Use the largest ad template possible and size it up to meet the publication’s requirements (e.g., for three-quarter page, size up from half-page instead of down from full-page).

How to Use the PreventT2 Consumer Materials (continued)

When placing an ad, be sure to select publications that your target audience reads frequently. Consider community newspapers and newsletters that are marketed to particular racial and ethnic groups, if appropriate.

When should I use the ads?

Run the ads during enrollment for a new program session. Be sure to start talking with print outlets at least three to four weeks in advance of your enrollment period to ensure the ads will run during the desired time frame. As with the posters and postcards, you will want to have up-to-date information on your website and handouts (fact sheet or brochure) available to provide interested individuals with additional details.

How to Use the Articles

What is the purpose of the articles?

The articles provide information about the PreventT2 program and encourage readers to contact the local program to sign up. Some articles highlight the high prevalence of prediabetes so that readers can see how common the condition is and be motivated to find out if they are at risk. The articles also provide prompts for quotes from local participants or program staff to show the benefits of the program.

How do I use the articles?

Consider publishing articles like these in your organization's print or electronic newsletter, placing them on your website, and providing them to partners that have agreed to promote your program.

These articles can also help you secure placement/coverage in partner newsletters and local print and online publications, including local newspapers. These types of publications may not have enough staff to develop original stories. By offering them ready-made articles, you make it easy for them to include your PreventT2 story.

The articles are written at different lengths to accommodate the requirements of multiple publications. Choose from among the story lengths provided to meet the needs of each publication; ask the newspaper editor or partner organization representative how much space they have to devote to your story and then submit your article.

Be sure to select media outlets that will effectively reach your target audience — for example, free community publications to reach a lower-income audience, newsletters from senior community centers and gerontology practices to reach older adults, or community-based organization newsletters and church bulletins to reach specific groups.

When should I use the articles?

Use the articles provided in this suite of materials during enrollment periods. You may choose to include specific enrollment criteria to boost recruitment of particular groups. Be sure to contact print outlets and community-based organizations at least three to four weeks in advance of your enrollment period to ensure articles will run during the desired time frame.

You can also use these articles as a model for writing your own article to publicize program accomplishments, such as successful completion of a program or meeting enrollment goals, which can support future recruitment efforts.

How to Use the Press Release

What is the purpose of the press release?

The press release announces a PreventT2 enrollment opportunity, provides a snapshot of how the program works, and highlights its benefits. It also includes data about prediabetes prevalence and notes risk factors for prediabetes and type 2 diabetes to increase awareness about these health conditions.

How do I use the press release?

Send the press release to local media outlets, including health reporters or editors at local newspapers and news directors at local radio and TV stations. You can also submit the press release to important local bloggers, advocates, or other key players in diabetes prevention.

To reach specific population groups in your community, consider selecting targeted media outlets — for example, newsletters from senior community centers and gerontology practices to reach older adults or community-based organization newsletters and church bulletins to reach specific audience segments. You can also boost recruitment of particular audience segments by including specific enrollment criteria in your press release.

After sending out the press release, follow up with recipients to encourage coverage and answer any questions.

When should I use the press release?

The press release in this suite of materials is intended to support your recruitment efforts. Send it out a week or two before your enrollment period; check with partner and community newsletters, as their lead time may be longer.

You can adapt this press release to publicize program progress, such as meeting enrollment goals or successfully completing a program. You can also use a press release to announce the involvement of new partner organizations or to announce community events intended to publicize your local program.

How to Use the Live Announcer Radio Public Service Announcement Scripts

What is the purpose of the live announcer scripts?

The live announcer radio scripts — written PSAs to be read by local disc jockeys or news reporters — offer an economical way to get the PreventT2 program onto local airwaves and reach potential participants in your area. Because they are not recorded, live announcer PSAs have a low production cost and provide radio stations with the flexibility to use them quickly when the opportunity arises.

How do I use the live announcer scripts?

Provide the scripts to local radio stations and ask them to read them on the air to let the community know about your program. The scripts are written at varying lengths to provide maximum flexibility to local stations. Use the samples as is or modify them to include more specific information about your local program. Always write PSA scripts in ALL CAPS using — (em dash) instead of commas and ... (ellipses) instead of periods.

You can focus dissemination by selecting radio stations that are popular with your target audiences — for example, Latin music stations, urban contemporary stations, or news and information stations.

When should I use the PSA scripts?

How to Use the PreventT2 Consumer Materials (continued)

Use the radio PSA scripts during enrollment periods. They can be helpful in boosting recruitment if enrollment starts slowly or begins to taper off. Be sure to contact radio stations at least three to four weeks before your enrollment period to ensure the PSA will run during the desired time frame.

How do I submit the PSA scripts?

Send your PSA scripts along with a brief cover letter to the station's public affairs director. Use the following sample as a guide, and customize it based on your relationship or previous contact with each recipient.

[Organization name]

[Organization mailing address]

[Organization phone number]

[Date]

[Recipient name]

[Recipient title]

[Recipient mailing address]

Dear [Mr./Ms. Name]

[Organization] is offering the PreventT2 lifestyle change program — part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). This program, proven to prevent or delay type 2 diabetes, is an important health resource in our community. Through coach-led group classes, PreventT2 participants will learn how to make important changes to improve their health, such as losing a modest amount of weight and being more physically active.

We have developed PSA scripts to recruit participants into this program and request that you schedule time to air them. For your convenience, enclosed are live announcer scripts in :60, :30, :15, and :10 lengths.

Thank you for considering airing these PSAs, which will help [Organization] have a significant impact on our community.

Sincerely,

[Insert signature]

[Name]

[Title]

How to Use the Web Content

What is the purpose of the web content?

The web content informs potential participants about how the PreventT2 program works, highlights its benefits, and explains how to sign up for your local program. It also provides educational content about prediabetes and type 2 diabetes, who is at risk, and how it can be prevented, which will help potential participants better understand their risk and the importance of prevention. This latter content can also help raise general awareness about prediabetes and type 2 diabetes.

How to Use the PreventT2 Consumer Materials (continued)

How do I use the web content?

Consider using this content to add a section on your website specifically related to the PreventT2 program. Put PreventT2 along the top navigation bar as its own tab or under an existing Resources/ Issues section of your website. Also consider placing a button or banner on your homepage that links directly to your PreventT2 page, and encourage your affiliates to do the same. Alternatively, you may use this content to supplement an existing page on your site.

The web content includes two additional resources from CDC that you may wish to include on your website: the “Could You Have Prediabetes?” online quiz and the “A Change for Life” video. Each of these resources provides HTML code for embedding. Copy and paste the HTML code into the area on your website where you would like the widget or video to appear.

You may also want to add photos and testimonials from your program to reinforce the positive benefits of the PreventT2 program. For example, include testimonials from program participants, lifestyle coaches, health care providers, and participants’ family members.

When should I use the web content?

Be sure to have a webpage about PreventT2 during enrollment for new program sessions. This will allow potential participants who see the ads, articles, and other materials — or who hear the radio PSA — to easily find more information about your program and decide whether PreventT2 is right for them.

This web content can also become a permanent part of your website to raise awareness about prediabetes, type 2 diabetes, and the PreventT2 program, which can support future recruitment efforts.

How to Use the Web Banners

What is the purpose of the web banners?

Web banners are a type of online advertising that include an image and very brief message with a link to a website. They are intended to drive potential PreventT2 participants to your website to learn more about the local program and find out how to sign up.

How do I use web banners?

How you post web banners depends on the platform of your website. Each web banner has HTML code below it for embedding (see figure). Copy and paste the HTML code into the area on your website where you would like the banner to appear. Update the code to the link URL so the web banner will take people to your PreventT2 website. If you are unsure how to properly edit the HTML code or where to embed the code on your site, ask your web developer for help.

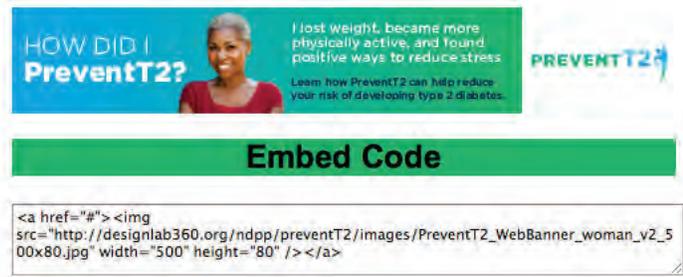
You can also share the web banners on social media websites like Facebook and Twitter. See pages 10–11 of this document for more information about how to use social media to promote your program.

Encourage your partners and affiliates to post the web banners, too.

How to Use the PreventT2 Consumer Materials (continued)

When should I use web banners?

Use the web banners before or during your enrollment period. You can also post a banner around an anniversary or health observance, such as National Diabetes Awareness Month (November) or Diabetes Alert Day (March), to raise awareness about prediabetes, type 2 diabetes, and the PreventT2 program, which can support future recruitment efforts.



How to Use the Social Media Content: Facebook and Twitter

What is the purpose of the social media content?

The social media content is designed to grab individuals' attention and generate interest in program enrollment. Many of the posts include the "Why Do I PreventT2?" creative concept to remind potential participants of motivators for and benefits of the program. The consumer materials suite provides content for Facebook and Twitter, as those are two of the largest platforms and most likely to be used by the target audiences for the PreventT2 program.

In addition to sharing information about your program, social media is also particularly useful to track and monitor questions and the overall tone of online conversations about your program so you can be aware of and respond to your audience's needs.

How do I use the social media content?

Begin by choosing social media platforms that your target audiences use (audience demographic information for Facebook and Twitter is provided below; the CDC SocialMediaWorks resource at <https://cdc.orau.gov/healthcommworks/> can also help you determine which social media platform is best for your needs). Then, both broadcast information about the program on social media platforms using the content provided *and* interact with your audiences to answer questions and provide more detailed information to potential participants.

Social media is most powerful and effective when you interact with other people online in addition to providing updates and one-way communication messages. It shows audiences that you are a part of the conversation with them, rather than an outsider broadcasting information to them.

- **How to use social media content on Facebook**

Customize the Facebook posts to fit your target audiences and organization and post them to your organization's Facebook page. Also be sure to check your Facebook Insights page regularly to determine which posts are more popular with your target audience and adjust your posts accordingly. For more information about how to use Facebook, see Appendix A – Social Media Overview.

- **How to use social media content on Twitter**

Customize the tweets to fit your target audiences and organization and post them to your organization's Twitter handle. Respond to all tweet replies and mentions to make sure you are engaging in the conversation. For more information about how to use Twitter, see Appendix A – Social Media Overview.

[Note: If you create a Facebook page or Twitter handle for your PreventT2 program, please include the following statements in the About Us page or Profile: PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC).]

How to Use the PreventT2 Consumer Materials (continued)

Who uses social media websites?

Keep in mind which audiences use social media channels and post tailored content to the channels that your target audiences use. See below for a target audience snapshot for Facebook and Twitter:

- **Facebook:** While Facebook is the largest social media website and includes users from most demographic groups, its most frequent users are women and people aged 18–29, Caucasians, and affluent audiences. However, usage is rising for those over 40 years old. Of adults with Internet access, 73 percent of 30- to 49-year-olds, 57 percent of 50- to 64-year-olds, and 35 percent of people over 65 currently use Facebook.
- **Twitter:** While Twitter has about 200 million monthly users representing a variety of demographics, it is particularly popular with adults aged 18–29, African Americans, and people residing in urban areas, with rising usage for those over 40 years old. Of adults with Internet access, 16 percent of 30- to 49-year-olds, 10 percent of 50- to 64-year-olds, and 2 percent of people over 65 currently use Twitter.

When should I use the social media content?

Use the social media content in this suite of materials during enrollment periods. Begin posting about a new enrollment phase at least two weeks in advance to alert your audience. You'll see that some of the sample posts and tweets are directed specifically to people who have been diagnosed with prediabetes, while others are directed for more general audiences. Select the social media content that will most closely target the participants you wish to recruit.

Social media can also be used throughout other stages of your program. For instance, use it to make announcements, advertise future program sessions, encourage current participants, and celebrate program milestones and achievements.

Choose days and times to post content that will most effectively reach your target audience. In general, use the following guidance when posting:

- **Facebook:** Between 10 a.m. and 4 p.m. Monday through Thursday.
- **Twitter:** Between 1 and 3 p.m. Monday through Thursday.

The days and times listed are only guidelines. Monitor and track all social media activity and post at days and times when you see the most activity.

Appendix A – Social Media Overview

Social media are websites and applications that facilitate two-way online communication. The biggest social media sites in the United States include Facebook, YouTube, and Twitter.

In general, it's best to create tailored content for each platform (e.g., Twitter and Facebook) because each will reach different audiences. Sometimes, however, images and key points can be shared across posts. For example, a video shared on YouTube could also be shared on Facebook, but the Facebook post should include a question or other copy to encourage discussion.

Keep in mind that social media sites have restrictions. For example, Twitter messages are limited to 140 characters. Photographs of program participants or facilities and other sensitive data require permission to post.

How to Use the PreventT2 Consumer Materials (continued)

Social media resources and how-to guides

CDC has several resources that provide in-depth information about social media strategies and best practices.

- CDC Social Media Resource Portal: www.cdc.gov/socialmedia/
- The Health Communicator's Social Media Handbook: www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf
- Additional social media guidelines and best practices: www.cdc.gov/SocialMedia/Tools/guidelines/
- Writing for social media: www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf
- CDC HealthCommWorks: <https://cdc.orau.gov/healthcommworks/>

Interacting with partners on social media

Working with your partners on social media can help amplify your reach. Ask partner organizations to share your social media content on their own pages. Partners can also invite their own followers to “like” or “follow” your social media pages. Make sure you reciprocate by sharing and commenting on partners' content. This not only strengthens your partnership, but also positions your organization or program as an active participant in online conversations about diabetes and healthy lifestyles. Online users are more trusting of organizations and programs that are part of conversations, as opposed to only broadcasting information, and will be more likely to read or interact with you.

Using visual content on social media

Infographics, pictures, and other visual content have become increasingly popular with the rise of social media because they offer an easy way to illustrate complex information without large amounts of text. The brain processes visual information much faster than text-based information, making it ideal for use on social media.

Additionally, the open nature of the Internet, and particularly social media, allows visual content to be shared in ways not previously feasible. In fact, social media users engage with images (through “likes”, shares, and comments) more often than they do with any other type of content.

When selecting a picture or other visual element for social media, make sure it is compelling and appropriate for your target audience. Ensure images are relevant to your audience's age, gender, race, and represent diversity. Reinforce the serious tone with a sense of hope. Also be sure the way in which you are using photos is in line with your organization's policies. For example, you may need to obtain permission from program participants to post their photos online. Ask if your organization has a photo-release form before you take pictures of people for marketing materials.

How to Use the PreventT2 Consumer Materials (continued)

Below is a list of visual content types, examples, and ideal platforms for use.

Types of Visual Content	Examples	Ideal Platform for Use
Photographs	Photos of lifestyle coaches or program participants (ask for permission); or healthy lifestyle changes in action, like bike riding or healthy eating	ALL
GIFs (Graphics Interchange Format [GIFs] are moving images. See an example)	Short clip of program participants asking questions during a program, or of a coach demonstrating something, like healthy portion sizes	Facebook, Pinterest, Google+ <i>GIFs are not particularly useful for mobile-based sites, like Instagram or Twitter.</i>
Memes (Images with words or phrases superimposed on them. See examples)	Adding the phrase “I made a change for life” next to an image of a program participant making a healthy lifestyle change	Facebook, Pinterest, Google+, Twitter
Infographics (Images of data or complex information. See an example)	Showing a step-by-step process or complex activity that is explained in the lifestyle program	ALL
Videos	Testimonial of a program participant or a “how-to” training provided by a lifestyle coach	YouTube, Google+ (but could be linked from all social media platforms)

How to Use the PreventT2 Consumer Materials (continued)



Facebook

Overview

With more than 1 billion active monthly users, Facebook is the most popular social networking site today. It's free, and you can establish an individual "profile" or an organization "page" (if you are an official representative of the organization). You can also create a "group," which is a closed space for small groups of people to communicate about shared interests. You can also post photos.

- Pages and profiles share many similarities: a wall on which to post short messages, links, and other information; an information page; photos; and more.
- With an organizational page, you can add more advanced features like a page with a quiz or a page with information about the lifestyle change classes.
- People can "like" your organization page (formerly known as becoming a "fan"); people can become a "friend" of your personal profile.
- Facebook provides its own analytics tool for business or brand pages called "insights." It is critical for organization pages to continually monitor and adapt their content through Insights.
- Privacy settings let you control who can see the information you post. We recommend that you check them regularly as Facebook often makes changes to their site that affect privacy settings. Facebook privacy policy can be accessed at www.facebook.com/legal/terms.
- Make sure to make a comment policy available for any organization page that allows comments from the public. Refer to CDC's Social Networking Comment Policy for an example: www.cdc.gov/SocialMedia/Tools/CommentPolicy.html.

Not everything you post needs to be original content that you develop. In fact, it is useful to regularly share content from other credible sources. Media stories and posts from supporting organizations and partner blogs or websites are all content sources and can help build relationships. Simply share it as is or add your own commentary. Content you create can include health information, program updates, answers to common questions, and tips.

How to Use the PreventT2 Consumer Materials (continued)

Anatomy of Facebook Page



Profile Picture: Use program or organization logo

Cover Photo: The cover photo used on CDC's Facebook page is inviting and shows CDC target audiences participating in healthy behaviors.

About Us Content: Mention what your organization does and a link to website for more information

Additional Custom Content: Additional content Facebook users can access

Pictures: All pictures uploaded to a Facebook page are stored here

Likes: Number of page Likes

The screenshot shows the CDC Facebook page layout. At the top is a large cover photo with the text "HEALTHIER SAFER PEOPLE" and "Centers for Disease Control and Prevention CDC 24/7: Saving Lives. Protecting People.™". Below the cover photo is the profile picture (the CDC logo) and the name "CDC" with "254,280 likes · 5,340 talking about this". Underneath is the "About" section with a description of the CDC's mission. To the right of the "About" section are buttons for "Photos", "Likes" (showing "254k"), "Vital Signs", and "Welcome".



Facebook Post: Succinct post with link for more information

Image: Image is included that helps this reader understand the content of the post

Shares: The number of people who shared the post on their own personal Facebook profile or page

The screenshot shows a Facebook post from the CDC, dated "Yesterday". The text of the post reads: "Keeping hands clean is one of the most important ways to prevent the spread of infection and illness. <http://go.usa.gov/Tp25>". Below the text is a photograph of a woman holding a baby. At the bottom of the post, it shows "277 people like this" and "172" shares. A comment from "Iman Mohyaldeen" is visible, stating "and to know how to do it" and "38 hours ago · Like · 1".

How to Use the PreventT2 Consumer Materials (continued)



Overview

Twitter is a microblogging website, which means that every entry or status update must be very short. It is free, and users establish accounts. Individuals/businesses on Twitter refer to themselves, and one another, by their “handles,” e.g., @EverydayHealth. As with Facebook, privacy settings are available so you can make your messages private. However, as with other social media platforms, it’s best to leave your profile public so your target audiences can find and access the content you are sharing.

- Each message, or “tweet,” is limited to 140 characters, including spaces, punctuation, and URLs. Twitter shortens URLs that are more than 23 characters to a 23-character abbreviation.
- To engage others, you can tweet at them by using their Twitter handle. For example, “Does @letsmove have any recommendations for community events?”
- Like what you read and think it’s worth passing along? In Twitter language you “retweet” others’ messages by using the phrase “RT@username.” You can also “favorite” a tweet, which will save the tweet for later use.
- Hashtags (#) allow tweet content to be searched by other users. Popular topical hashtags include #play, #health, #myplate.

Twitter Chats

Twitter chats are scheduled group discussions on Twitter that use the same hashtag. Users follow Twitter chats by using a shared hashtag (such as #cdcchat) and indicate their participation by tweeting with the shared hashtag. To join a chat, log in to Twitter. Then use the search bar and search for the group chat hashtag. Follow the conversation, and add your own comments and questions by tweeting with the shared hashtag. Below are a few popular Twitter chats related to health and diabetes prevention:

Twitter Chat with Richard Besser

- Summary: ABC News Chief Health and Medical Editor, Dr. Richard Besser, hosts a weekly Twitter Chat on health topics in the news.
- Date/Time: Each Tuesday at 1 p.m. Eastern Time
- Hashtag: #abcDrBchat
- Chat Leader: @DrRichardBesser

Health Talk Twitter Chat

- Summary: Hosted by the editors of Everyday Health and usually features an expert. Topics include nutrition, stress management, disease prevention, and more. For more information, visit www.everydayhealth.com/healthtalk/index.aspx.
- Date/Time: Varies, follow @EverydayHealth for dates and times

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- Hashtag: #HealthTalk
- Chat Leader: @EverydayHealth

Healthcare Communications & Social Media Twitter Chat

- Summary: The Healthcare Communications & Social Media community hosts a weekly Twitter conversation about communications in health care, including the use of social media. #hscsm was created in January 2009 and is the first regular hashtag chat related to health care.
- Date/Time: Sundays at 8 p.m. Central Time
- Hashtag: #HCSM
- Chat Leader: @HealthSocMed and @danamlewis

Health Communication, Health Literacy, and Social Sciences Twitter Chat

- Summary: Discussing health, health communication, health care, health and social media, health care disparities, and social determinants of health.
- Date/Time: Thursdays at 8 p.m. Eastern Time
- Hashtag: #hchlitts
- Chat Leader: @drkdhoffman and @rv_rikard

Public Health Talks

- Summary: Twitter chat for public health professionals.
- Date/Time: 1st & 3rd Monday each month, 9 p.m. Eastern Time
- Hashtag: #PubHT
- Chat Leader: @PubHealthTalks

While the chats listed above are regularly scheduled, many Twitter chats arise around health observances, such as National Public Health Week. Follow @CDCgov and @DrFriedenCDC for non-regular Twitter chats and to find out when the next #cdcchats occur. To search for additional health- and diabetes-related Twitter chats, use the Healthcare Hashtag Project website (www.symplur.com/healthcare-hashtags), a directory of all health-related chats on Twitter.

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Anatomy of a Twitter Page

Profile Picture: Best to use the organization or program logo here

Followers: Number of Twitter users who "follow" CDC on Twitter

Tweets: The number of total tweets CDC has posted

Following: The other Twitter handles that CDC follows



Cover Photo: Note this is the same cover photo used on CDC's Facebook page. It is inviting and shows CDC target audiences participating in healthy behaviors.

Organization Write-up: Succinctly describes the purpose of CDC, the location, and a website link for more information

Sample Tweet: Note it uses a hashtag to make content searchable and includes a link for more information.