**Social media content**

*The social media content is designed to grab individuals’ attention and generate interest in your program’s enrollment. 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 so you can be aware of and respond to your audience’s needs. The messages are formatted for the 2 most common platforms (Facebook and Twitter). You may also want to substitute your local program name and URL in your Facebook/twitter posts.*

**Facebook**

If you have prediabetes, preventing type 2 diabetes can start now. Sign up for a proven program to prevent or delay #type2diabetes. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention) #prediabetes

If you are 45 or older, are overweight, have a family history of type 2 diabetes, or had #diabetes while you were pregnant, you may have #prediabetes and be at risk for #type2diabetes. Lower your risk with a proven program to prevent or delay type 2 diabetes. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Type 2 diabetes is a serious disease that can lead to major health issues. Join the [Organization/Program Name] today and learn to make lifestyle changes that can help you prevent #type2diabetes. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Many people with #prediabetes who do not lose weight or do moderate physical activity will develop #type2diabetes within 3 years. In the [Organization/Program Name] program you can make changes to prevent type 2 diabetes. Enroll today. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Did you know? #Type2diabetes is a serious disease. The [Organization/Program Name] can help you prevent or delay it with healthy eating and physical activity. Find out how. Sign up today. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Think of all the reasons you have to prevent #type2diabetes. For the people and things that are important to you, join [Organization/Program Name]. Sign up today. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Having #prediabetes puts you at higher risk of #type2diabetes. Make it a priority to lower your risk with [Organization/Program Name], a proven program to prevent or delay type 2 diabetes. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Do you have #prediabetes or other risk factors for #type2diabetes? Reduce your weight by 5 to 7 percent and reduce your risk for developing #type2diabetes. Enroll in a [Organization/Program Name] program near you. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

If you have #prediabetes, making modest lifestyle changes now — like eating healthier, being more physically active, and reducing stress — can help you avoid the bigger changes that come with managing #type2diabetes. Enroll in [Organization/ Program Name], a proven program to prevent or delay type 2 diabetes. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Learn how joining a [Organization/Program Name] can help reduce your risk of developing #type2diabetes. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Trying to make healthy lifestyle changes to prevent #type2diabetes? Don’t do it alone. With the [Organization/Program Name] lifestyle change intervention, your trained lifestyle coach and fellow participants will encourage you. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Stay healthy and keep doing what you love. Join [Organization/Program Name] today to lower your risk for #type2diabetes. For the reasons that are important to you, join [Organization/Program Name]. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Find the support you need to make lasting lifestyle changes and prevent #type2diabetes. Make a change today — with the [Organization/Program Name]. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

One out of every three American adults has #prediabetes, and most of them don’t even know it. Want to learn how to reduce your risk of #type2diabetes? Start by learning more about our [Organization/Program Name]! [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Our [Organization/Program Name] program can help you lower your risk of type 2 diabetes — and have fun doing it. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

**Twitter**

#Prediabetes puts you at higher risk of #type2diabetes. The [Organization/Program Name] program can help. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Have prediabetes? For the reasons that are important to you, join [Organization/Program Name]! #type2diabetes [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

We all want to stay healthy for a long time. Prevent #type2diabetes with the [Organization/Program Name] program. Enroll today! [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Lower your risk of #type2diabetes — join [Organization/Program Name] in your community. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Want help to reduce your risk of #type2diabetes? Start with the [Organization/Program Name]! [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

You can prevent #type2diabetes! Sign up for the [Organization/Program Name] Lifestyle Change Intervention near you. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

1 in 3 American adults has #prediabetes. Are you one of them? The [Organization/Program Name] can help. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Eating healthier and being more active can prevent or delay #type2diabetes. Learn more at [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention).

Get the support you need to prevent #type2diabetes. Join a [Organization/Program Name]. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)

Prevent #type2diabetes and have fun doing it — with the [Organization/Program Name]. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention)