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## American Diabetes Month® - Social Media Guide

Thank you for your help in raising awareness during American Diabetes Month® (ADM) about the crucial fight to end diabetes and for encouraging support for the American Diabetes Association® (ADA). Together, we're working towards a future free from diabetes.

Use this toolkit to help amplify this important month and our 85<sup>th</sup> anniversary campaign theme: [it all matters!](#) 💙 It makes sharing your voice easy, highlighting why it all matters and celebrating the ADA's legacy in meaningful ways. Together, we can showcase real people, real stories, and real impact—whether you live with diabetes, love someone who does, or simply support the cause.

### How to Get Involved on Social Media

- **Connect your content to our campaign theme:** Showcase why the work of the ADA matters to you.
  - Share a little or big win you have accomplished to make a difference for the diabetes community.
  - Reflect on a [milestone moment](#) from the past 85 years that inspires you and share it on your social channels.
- **Capture a selfie or video:** Share your diabetes story with a selfie or video to accompany your post!
- **Follow the ADA's social channels and repost content throughout the month:**
  - [English Facebook](#)
  - [Spanish Facebook](#)
  - [Instagram](#)
  - [X](#)
  - [LinkedIn](#)
- **Tag the ADA:** Make sure to tag the ADA in your posts on Facebook, Instagram, X, and LinkedIn so we can engage with your content.

- **Use our hashtags:** Include #AmericanDiabetesMonth and #WeFight in all your posts.
- **Use our graphic templates:**
  - [Personal story spotlight Instagram](#)
  - [Personal story spotlight other channels](#)
  - [Personal quote Instagram](#)
  - [Personal quote other channels](#)
  - [World Diabetes Day \(all channels\)](#)

## Reminder

The sample posts included in this toolkit are here to get you started. Customize them! Add your personal experiences or create your own unique posts to show why the fight to end diabetes matters to you and to the millions of people impacted by diabetes.

## **November 1, 2025–November 30, 2025: General Awareness**

### **Facebook:**

In the 85 years of the @American Diabetes Association, there have been extraordinary advancements in diabetes knowledge, treatment, and care. 🌟💡 This #AmericanDiabetesMonth, let's keep the momentum going. Because it all matters. Join me in the fight to end diabetes at [diabetes.org/ADM](https://diabetes.org/ADM). 💙 #WeFight

### **Instagram:**

85 years strong and still fighting! 💪🌟 The @amdiabetesassn has made tremendous progress, but the work isn't done yet. This #AmericanDiabetesMonth, let's keep pushing forward together until diabetes is a thing of the past. 💙 Join me in the fight to end diabetes at [diabetes.org/ADM](https://diabetes.org/ADM). #WeFight

### **X:**

85 years of progress! The @AmDiabetesAssn has driven groundbreaking advancements in diabetes care. Let's keep pushing forward together until diabetes is a thing of the past. 💙 Join me in the fight to end diabetes this #AmericanDiabetesMonth at [diabetes.org/ADM](https://diabetes.org/ADM). #WeFight

### **LinkedIn:**

As the @AmericanDiabetesAssociation marks 85 years of dedication to diabetes research and care, we're reminded of the remarkable progress made and the work still ahead. With your support, we can do even more. Because it all matters. Join me in the fight to end diabetes this November in honor of #AmericanDiabetesMonth at [diabetes.org/ADM](https://diabetes.org/ADM). #WeFight

## **Suggested Visual(s)**

Share a photo or video showing:

- How or why you've joined the fight to end diabetes
- Your role in the fight to end diabetes
- Your connection to the fight to end diabetes
- Your story and why this cause matters to you

## **November 1, 2025–November 30, 2025: Get Involved**

### **Facebook:**

#### **Option 1 – A loved one has diabetes**

In honor of #AmericanDiabetesMonth, we remember the millions affected by this disease, including [INSERT YOURSELF OR THE NAME OF A LOVED ONE]. I'm committed to fighting for a future without diabetes, which is why I'm proud to stand with them. 💙 Your support matters too. Will you join me? Learn how you can support the @American Diabetes Association and get involved today at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). #WeFight

#### **Option 2 - Living with diabetes**

As someone living with diabetes, I've seen firsthand how it affects not just physical health, but also mental wellbeing and the people closest to you. In honor of the @American Diabetes Association's 85<sup>th</sup> anniversary and #AmericanDiabetesMonth, will you join us in making a difference by getting involved? Learn how at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). 💪💙 It all matters. #WeFight

#### **Option 3 – General engagement**

🇺🇸 136 million Americans have diabetes or prediabetes—that's nearly one in every two people. This #AmericanDiabetesMonth, I'm getting involved to support those living with diabetes and fighting for a future without it—because every action we take matters. Join us by getting involved at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). 💙💪 #WeFight @American Diabetes Association

### **Instagram:**

#### **Option 1 – A loved one has diabetes**

I fight for a future without diabetes for [INSERT NAME OF A LOVED ONE] because no family should have to see their loved ones struggle with this disease. That's why I'm proud to support the @amdiabetesassn this #AmericanDiabetesMonth. Discover how you can get involved at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). It all matters. 💙🇺🇸 #WeFight

#### **Option 2 – Living with diabetes**

Living with diabetes, I understand its impact on every part of life, especially without vital treatment and resources. That's why I'm fighting for a future free

from it. 💙💪 In honor of the November being #AmericanDiabetesMonth, I invite you to join me in the fight to end diabetes by getting involved with the @amdiabetesassn! It all matters. Learn more at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). #WeFight

### **Option 3 – General engagement**

📌 A staggering 136 million Americans are living with diabetes or prediabetes. This November, for #AmericanDiabetesMonth, let's join the fight to end diabetes together with the @amdiabetesassn. 💙💪 Learn more at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). #WeFight

**X:**

### **Option 1 – A loved one has diabetes**

Seeing a loved one diagnosed with diabetes is challenging. That's why I'm proud to join the @AmDiabetesAssn this #AmericanDiabetesMonth in the fight to end this disease. 💙 Learn more and get involved today at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved)—because it all matters. #WeFight

### **Option 2 – Living with diabetes**

I know from experience what it's like living with diabetes, and that's why I fight for a future without it. In honor of #AmericanDiabetesMonth, join me and the @AmDiabetesAssn in the fight to end diabetes. Get involved today by visiting [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). #WeFight

### **Option 3 – General engagement**

📌 136 million Americans have diabetes or prediabetes. This year, for #AmericanDiabetesMonth, join me and the @AmDiabetesAssn by getting involved. Learn more at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved)—because it all matters. 💙💪 #WeFight

**LinkedIn:**

### **Option 1 – A loved one has diabetes**

I fight for a future without diabetes for [INSERT NAME OF A LOVED ONE]. That's why I'm proud to join the @AmericanDiabetesAssociation in honor of #AmericanDiabetesMonth. We won't stop until there's a cure. Join the fight by getting involved at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved)—because it all matters. #WeFight

### **Option 2 – Living with diabetes**

Living with diabetes, I've experienced its impact firsthand on both physical and mental health. That's why I'm committed to fighting for a future without it. This #AmericanDiabetesMonth, for the @AmericanDiabetesAssociation's 85<sup>th</sup> anniversary, join us as we fight to end diabetes together. Your support matters.

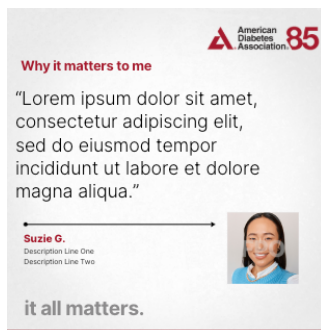
Find out how you can make a difference by getting involved at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). #WeFight

### **Option 3 – General engagement**

Did you know that 136 million Americans are currently living with diabetes or prediabetes? In honor of November being #AmericanDiabetesMonth, let's unite and back the @AmericanDiabetesAssociation in their work to create a future without diabetes. Join the movement by getting involved at [diabetes.org/GetInvolved](https://diabetes.org/GetInvolved). Anything you can do matters. #WeFight

### **Suggested Visual**

- Share a personal quote about why you've joined the fight to end diabetes.



## **November 14, 2025: World Diabetes Day**

### **Facebook:**

🌐 On this #WorldDiabetesDay, I'm proud to stand with the 589 million adults worldwide living with diabetes and to help educate those at risk. Join me in showing your support and making a difference. Because it all matters. Learn more at [diabetes.org/ADM](https://diabetes.org/ADM). 🌐💙 #AmericanDiabetesMonth #WeFight @AmericanDiabetesAssociation

### **Instagram:**

🌐 On this #WorldDiabetesDay, I stand with the 589 million adults in the world living with diabetes and am committed to raising awareness for those at risk. Join me in showing your support and making a difference. Because it all matters. Learn more at [diabetes.org/ADM](https://diabetes.org/ADM). 🌐💙 #AmericanDiabetesMonth #WeFight @amdiabetesassn

### **X:**

🌐 This #WorldDiabetesDay, I stand in solidarity with the 589 million adults in the world living with diabetes and aim to educate those at risk. Because it all matters.

Join me in showing support at [diabetes.org/ADM](https://diabetes.org/ADM). 🌍💙 #AmericanDiabetesMonth #WeFight @AmDiabetesAssn

### **LinkedIn:**

On this #WorldDiabetesDay, I am proud to stand with the 589 million adults in the world living with diabetes and to raise awareness for those at risk. Because it all matters. Learn how you can show your support and make a difference at [diabetes.org/ADM](https://diabetes.org/ADM). #AmericanDiabetesMonth #WeFight @AmericanDiabetesAssociation

### **Suggested Visual:**



## **November 1, 2025-November 30,2025: 2X Match Donation Support**

### **Facebook:**

🎉 In honor of #AmericanDiabetesMonth, your gift to the @American Diabetes Association this month will be matched dollar for dollar—up to the \$150,000 campaign total! Your support will have 2x the impact—because every gift, every action, it all matters. 💙 Join me in the fight to end diabetes by making a donation now at [diabetes.org/Donate](https://diabetes.org/Donate). #WeFight

### **Instagram:**

This is your moment to make 2x the difference! 🚀 In honor of #AmericanDiabetesMonth and the @amdiabetesassn's 85<sup>th</sup> anniversary, every gift this month is matched dollar for dollar, up to the \$150,000 campaign total. No matter the amount—it all matters—just like every discovery, action, and win. Join me in the fight to end diabetes by making a donation now at [diabetes.org/Donate](https://diabetes.org/Donate). #WeFight 💪💙

**X:**

📣 This is your moment to make 2x the difference! In honor of #AmericanDiabetesMonth, every gift this month to the @AmDiabetesAssn is matched dollar for dollar, up to the \$150,000 campaign total. 🎉 Don't wait—double your impact today at [diabetes.org/Donate](https://diabetes.org/Donate) 💙 #WeFight

### LinkedIn:

Diabetes affects over 38 million Americans. And it's more than just a statistic, it's a personal challenge for many [OPTIONAL: INCLUDING MYSELF]. This month, in honor of #AmericanDiabetesMonth, you can make 2x the impact for the @AmericanDiabetesAssociation with a matched donation—up to the \$150,000 campaign total! Show your support today alongside me at [diabetes.org/Donate](https://diabetes.org/Donate). #WeFight

### Suggested Visual

- Share a photo of yourself or a loved one to show who you're supporting and why you've joined the fight to end diabetes.



### Make an Impact Beyond Social Media

You can support the ADA in many ways by [getting involved](#):

- **Advocate** for policies that protect people with diabetes.
- **Volunteer** your time and skills to advance our mission.
- **Participate in a local event** to connect with others and raise awareness.
- **Start a fundraiser**, DIY style.
- **Make a donation** to help fund research, programs, and resources for the diabetes community.

### Share Your Story

Your voice matters. Inspire others by [sharing your journey](#) and connection to diabetes directly with us.