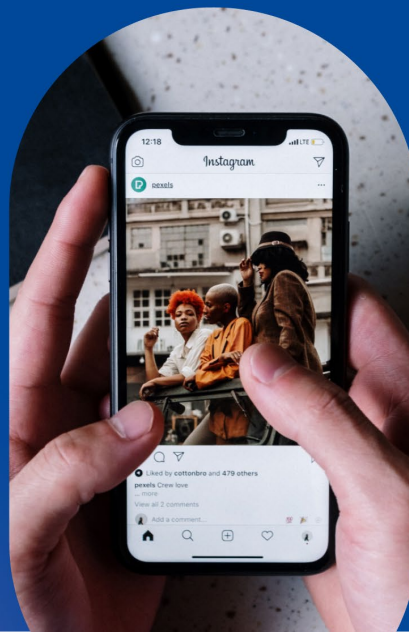




IDF Advocacy Academy session

Social media: A tool for health advocacy

9 April 2024
14:00-15:30 CEST





SOCIAL MEDIA: A TOOL FOR HEALTH ADVOCACY

WELCOME FROM THE IDF ADVOCACY TEAM



BEATRIZ YÁÑEZ JIMÉNEZ

IDF Advocacy Manager

Spain



BRUNO HELMAN

IDF Programme Coordinator

Brazil



ISAURE MERCIER

IDF Junior Professional Officer

France

IDF Advocacy Academy

- IDF online platform gathering all IDF advocacy content and resources.
- Capacity building sessions are uploaded to the [Advocacy Academy webpage](#).
- Live sessions are exclusive for the IDF advocacy network:
 - IDF Members.
 - Blue Circle Voices (BCV).
 - Young Leaders in Diabetes (YLD).



Welcome from IDF

- This capacity building session is being recorded.
- You can activate Zoom-generated subtitles for this webinar by clicking on the closed caption (cc) button at the bottom of your Zoom window. Please note these subtitles are not 100% accurate.
- The recording, slides and feedback questionnaire will be sent to all registrants in a few days.
- Participants who attend at least 80% of this event live will receive an attendance certificate only if they complete a feedback questionnaire. Please check your spam folders if you have not received them by 6 May.
- **Please use the Q&A function to post your questions to speakers and panellists.**

Setting the scene





SOCIAL MEDIA: A TOOL FOR HEALTH ADVOCACY

SOCIAL MEDIA FOR DIABETES AWARENESS-RAISING



LUCY MICHAELOUDIS

IDF Communications Coordinator

France



MANON PICHARD

IDF Communications Assistant

France

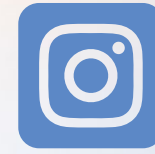
IDF on social media



[@intdiabetesfed](https://www.facebook.com/intdiabetesfed)



[@WorldDiabetesDay](https://www.facebook.com/WorldDiabetesDay)



[@intdiabetesfed](https://www.instagram.com/intdiabetesfed)



[@IntDiabetesFed](https://twitter.com/IntDiabetesFed)

International Diabetes Federation
Published by Sprout Social · 9 March at 17:03 ·

[#UnderstandingDiabetes](#) - Do you know the effects of diet, illness, alcohol, and physical activity on glucose levels in people with type 1 diabetes? Take our free online course to learn how to manage the condition to help keep glucose levels within the recommended range. Learn more: <https://bit.ly/UD-type1-diabetes>

Type 1 Diabetes Overview, Treatments and Targets

Free online course

World Diabetes Day
Published by Sprout Social · 15 November 2023 ·

Thank you for making [#WorldDiabetesDay 2023](#) a success around the world! Together we highlighted how important it is to [#KnowYourRisk](#) of type 2 diabetes raised and raised awareness of the impact of diabetes complications. Diabetes awareness month is not over so please continue to support our campaign: worlddiabetesday.org

intdiabetesfed

❤️ 💬 📌

Aimé par dialeb et 46 autres personnes

intdiabetesfed Meet Nkiruka Okoro from the UK. She lives with type 1 diabetes and is a member of t... plus

Int. Diabetes Fed. · @IntDiabetesFed · Mar 26

[#PolicyBrief](#) - Our new policy brief with [@IAPB1](#) calls for a joint approach to prevent and manage vision loss in people with [#diabetes](#). Read our recommendations for integrating DR care into national policies and health plans: idf.org/news/ldf-iapb-...

Policy brief

Diabetic Retinopathy: A Call for Global Action

IDF on social media



[@InternationalDiabetesFederation](#)

International Diabetes Federation
41,036 followers
1w • Edited •

A staggering 850 millions adults worldwide are affected by intermediate hyperglycaemia, placing them at high risk of type 2 diabetes. The International Diabetes Federation has released a position statement, developed by ar...see more




OGTT (Fasting sample)

IDF releases position statement recommending use of 1-hour plasma glucose test to diagnose intermediate hyperglycaemia and type 2 diabetes



[@IntDiabetesFed](#)




1763
and I am a 7th grade (2nd year of

#Kids - How do teache...



[@IntDiabetesFed](#)



IDF Online event
Why Diabetes Education Matters

24 JANUARY 2024 | 15:00-16:30PM CET

Blue Circle Talk

1:31:09

IDF Blue Circle Talk | Why diabetes education matters

IntDiabetesFed
795 vues • il y a 1 mois



[@IDF-in-China](#)

IDF主要活动一览:






国际糖尿病联盟





IDF世界糖尿病大会是全球规模最大的健康大会之一，旨在传播和促进糖尿病研究、治疗、教育和宣传相关实践方面的领先科学进展和知识。IDF大会每两年举办一次。2021年IDF首次举行虚拟大会。2022年IDF大会在葡萄牙里斯本举办。2023年12月4日-7日将再次举办IDF虚拟大会。

How to use each social network

Individual advocate

-  Build your personal brand and network with advocates and policymakers.
-  Useful for storytelling, live content and collaborations.
-  Useful for following trending conversations and reaching policymakers.
-  Join TikTok challenges and trends, share your story, connect with other advocates.

Organisation

-  Build a community with a page or group.
-  Connect with organisations, policymakers and funders.
-  Raise awareness among a wide audience.
-  Join TikTok challenges and trends, collaborate with influencers, post engaging video content.

Identify your audience

- Who do you want to target?
- Where do they spend time online?
- What type of content do they engage with?
- Which influencers or key opinion leaders are they following?



Engage your audience

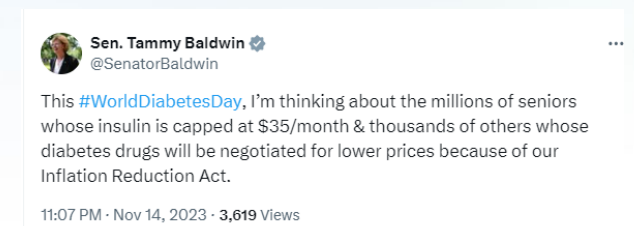
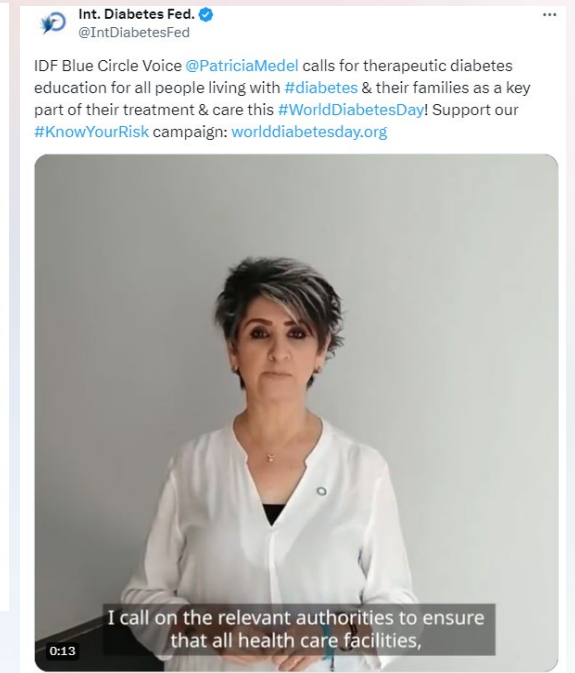
Example: Policymakers

What channels do they use?

- LinkedIn, Twitter, news websites, podcasts.

How to engage them on social media?

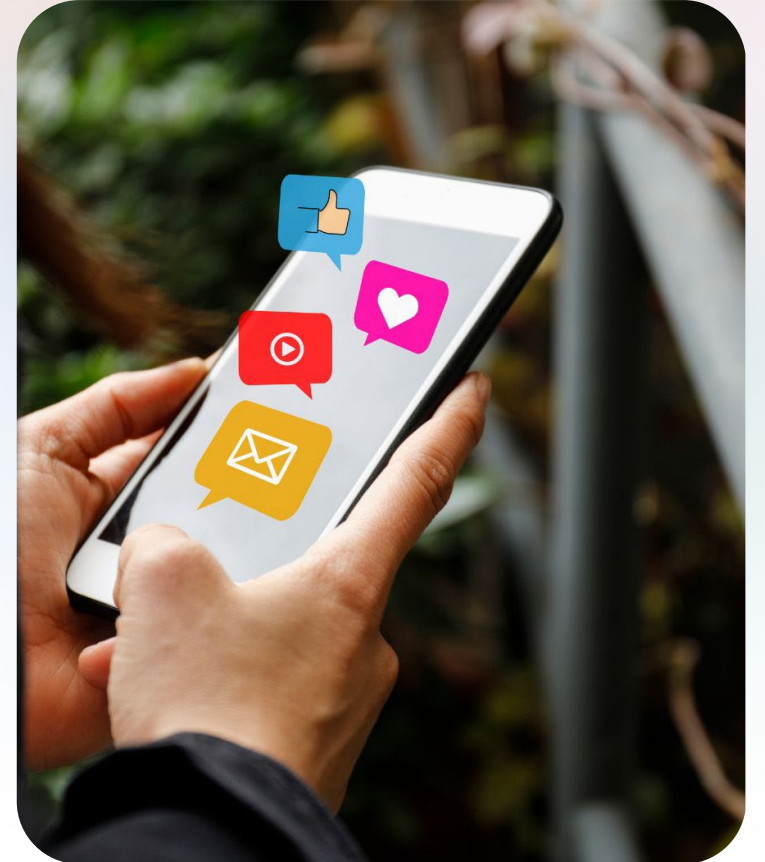
- Share research, data, and publications – showcase your expertise!
- Post testimonials – share your story
- Collaborate with other advocates and organisations to amplify your voice
- Have a clear call to action – what do you want them to do?
- Highlight how your 'ask' is linked to their broader political commitments.



How to reach a wider audience?

Make impactful content!

- Focus **one key message or call to action** per post.
- Use **video content** e.g live video streams, testimonials, interviews.
- Use **trending hashtags** to generate interest from people who don't follow you.
- Try **Instagram Collab** to co-author posts with other accounts.
- Use **platform features** to encourage interaction – LinkedIn polls, Instagram story features, Instagram filters



Social media content planning tips

- Be **consistent** – post at regular times.
- Choose the **right format** for the right platform (research the right image dimensions, video requirements)
- Create a **content calendar** to decide what you will post and when.
- Use **content pillars** to organise the type of content you will post, for example:
 - Living with diabetes story.
 - Diabetes news.
 - Diabetes data.
 - Project update.
 - Event promotion.
 - Expert interview.



Free social media tools

Image libraries

- [Unsplash.com](https://unsplash.com)
- [Pexels.com](https://pexels.com)
- [Freepik.com](https://freepik.com)
- [Flaticon.com](https://flaticon.com)

Scheduling

- [Later.com](https://later.com)
- [Buffer.com](https://buffer.com)
- Meta Creator Studio

Content creation/editing

- [Canva.com](https://canva.com)
- [CapCut.com](https://capcut.com)
- [ChatGPT](https://chatgpt.com)

Link sharing

- [Bitly.com](https://bitly.com)
- [Linktree.com](https://linktree.com)

Content calendar templates

- [Smartsheet.com](https://smartsheet.com)
- [HubSpot.com](https://hubspot.com)
- [Later.com](https://later.com)

Analytics

- TweetDeck
- Native analytics tool within social networks



SOCIAL MEDIA: A TOOL FOR HEALTH ADVOCACY

USING SOCIAL MEDIA FOR DIABETES AWARENESS AND ADVOCACY



CHRISTINE MAALOUF

Communications Expert and Diabetes Advocate, IDF Blue Circle Voice Member;
DiaLeb - National Diabetes Organization.

Lebanon

Why is social media important

Social media is a tool to share your story / build your online persona.

- Your online persona is in your hands.

Sharing correct information & raising awareness.

- Storytelling - sharing day to day experiences.
- Educational - sharing information about diabetes.

Connect with like-minded individuals.

- Through support groups or pages.
- Chat threads.



Set a goal



Who is your audience?

What do you want them to do/think?

Why should they do that?



Fundamentals of writing



WHO



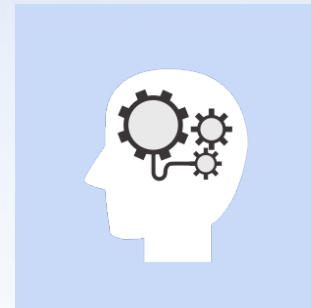
WHAT



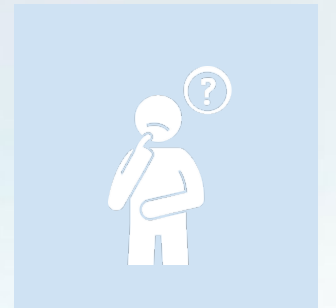
WHEN



WHERE



WHY



HOW

Know your audience



POLICYMAKERS



PATIENTS



CAREGIVERS



INDUSTRY



GENERAL PUBLIC



CLINICIANS

Types of content

Educational Content:

Share informative posts about diabetes, including its types, symptoms, risk factors, and management strategies.

Personal Stories:

If you feel comfortable, share bits and pieces of your experience with diabetes/ as a caregiver and encourage others to share their personal stories and experiences. This can help break stigmas, provide support to others facing similar challenges, and showcase the diversity of experiences within the diabetes community.

Awareness Campaigns:

Work with nonprofits in your country and support their social media campaigns.

Resource Sharing:

Share links to reliable resources, websites, and organizations that provide information and support for people living with diabetes. This can include educational materials, support groups, and tools for managing diabetes.

Advocacy for Policy Change:

Use social media to advocate for policy changes that benefit people with diabetes, such as access to affordable healthcare, better insurance coverage, and improved access to healthy food options and exercise opportunities.

Social media tips

- Stay up to date!
- Incorporate appropriate visuals/emojis.
- Assume audience is unfamiliar with you.
- Use accurate information.
- Respect privacy and confidentiality.
- Provide resources for further support and guidance.
- Think of groups or thought leaders to tag.
- Stay up to date with latest trends and features.

Social media can be a powerful tool for diabetes awareness and advocacy when used responsibly and effectively

Thank you!

Social media for diabetes advocacy



Efficient advocacy: be updated

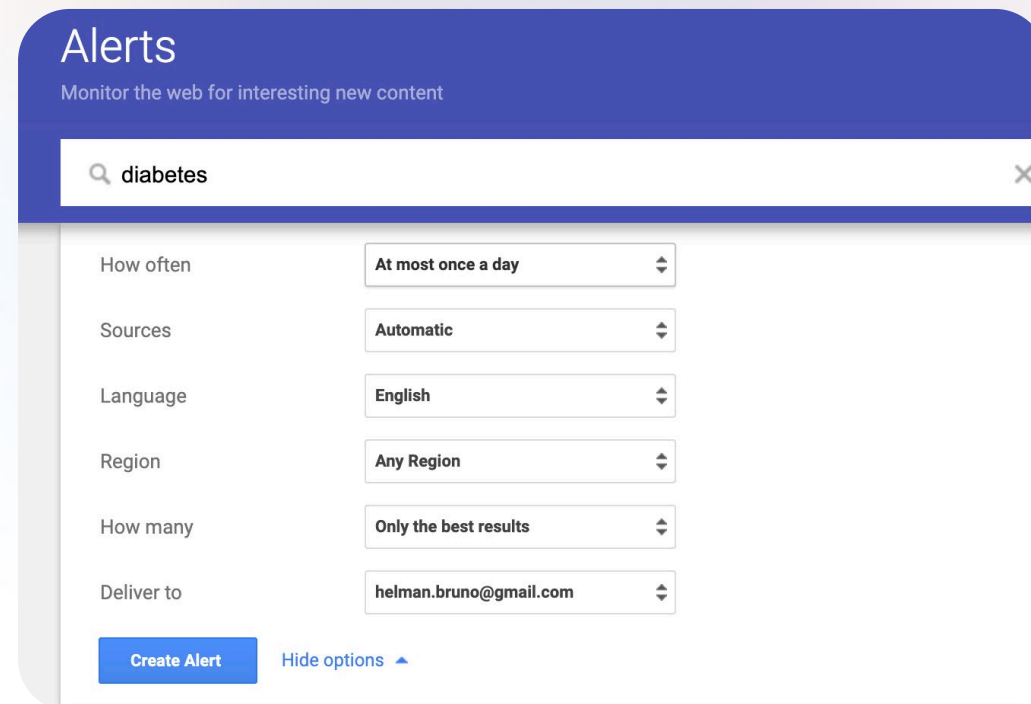
- **Follow relevant stakeholders on social media:**
 - Politicians: prime minister/president, parliamentarians working on health, local politicians...
 - Private companies: diabetes medication and supplies manufacturers, food-and-beverage, health insurances...
 - International organisations and agencies: IDF, WHO, UN, UNICEF...
 - Key-opinion leaders: researchers, athletes with diabetes, celebrities with diabetes...
 - News outlets.
- **Sing-up to relevant newsletters:**
 - IDF e-alert, WHO Global Diabetes Compact, The Lancet Diabetes...
- **Monitor key international days and follow their accounts:**
 - WDD, World Health Day, Universal Health Coverage Day...



Global Health Days

Efficient advocacy: be updated

- **Set up a Google News alert:**
 - Relevant words (diabetes, NCDs, universal health coverage).
 - Relevant stakeholders (politicians, key opinion leaders).
 - National laws.
- **Read the IDF e-alert and the IDF biweekly-updates.**



The image shows a screenshot of the Google Alerts setup interface. At the top, the word "Alerts" is displayed in a blue header, with the subtitle "Monitor the web for interesting new content" below it. A search bar contains the keyword "diabetes" with a magnifying glass icon on the left and a close button (X) on the right. Below the search bar, there are several settings, each with a label on the left and a dropdown menu on the right:

How often	At most once a day
Sources	Automatic
Language	English
Region	Any Region
How many	Only the best results
Deliver to	helman.bruno@gmail.com

At the bottom of the form, there is a blue button labeled "Create Alert" and a link labeled "Hide options" with a small upward-pointing triangle icon.

Your advocate LinkedIn profile

- **Use professional images.**
 - Profile picture: high-quality headshot.
 - Banner image: include your logo and social media handles, a professional image or an advocacy campaign you are involved with.
- **Optimise your profile with relevant keywords.**
 - Headline: use hashtags to summarise your title and field of expertise (i.e. #advocate #diabetes).
 - Bio: use relevant keywords and highlight your past/current professional achievements, job titles and responsibilities.

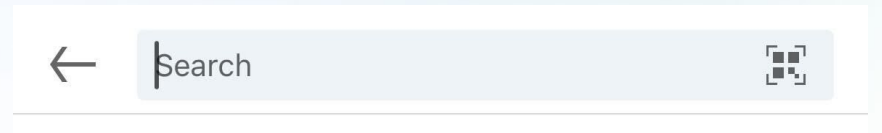


Your advocate LinkedIn profile

- **Build your network – and engage with it.**
 - Join the IDF group of YLDs and BCVs to connect with peers.
 - Add your IDF role under “Volunteering” (i.e. Blue Circle Voice member; Young Leader in Diabetes Trainee).
 - Follow the IDF page and turn on the notifications.
 - Share relevant content.
- **Use your LinkedIn account as your business card if you don’t have one.**
 - On the search bar on the LinkedIn app, click on the QR icon.
 - You can generate your QR or scan someone else’s QR.



Join the IDF group
for YLDs and BCVs



Remember the unique added value that only you can bring: your own experience

Involve your policymakers with the IDF call to action!

Diabetes: education to protect tomorrow



Support our call to action to policymakers

Send a letter to your national health minister or Permanent Mission to the United Nations in Geneva asking them to dedicate sufficient human and financial resources to diabetes education to help achieve the World Health Organization (WHO) diabetes coverage targets by 2030.

The five WHO diabetes coverage targets are:

- 80% of people living with diabetes are diagnosed.
- 80% of people with diagnosed diabetes have good control of glycaemia.
- 80% of people with diagnosed diabetes have good control of blood pressure.
- 60% of people with diabetes of 40 years or older receive statins.
- 100% of people with type 1 diabetes have access to affordable insulin and blood glucose self-monitoring.

How to submit your letter:

1. Fill in your name and email address and select your country. The letter will be automatically tailored.
2. Add your personal diabetes story (optional).
3. Add an additional recipient, such as a local policymaker (optional).

After your letter is submitted, you will be able to download and print the letter and generate a call to action visual to share on social media.

Start Page 1 of 3

Governments must invest more to improve access to quality diabetes education for health professionals and people with diabetes.

#EducationToProtect

<https://worlddiabetesday.org/calltoaction/>

Young Leaders in Diabetes in social media



[@youngleadersindiabetes](#)



Young Leaders in Diabetes - YLD

15 nov. 2023 · 🌐

Marathon in Guinea organized on the occasion of World Diabetes Day to prevent Diabetes Risks with Children and Young Diabetics in Action

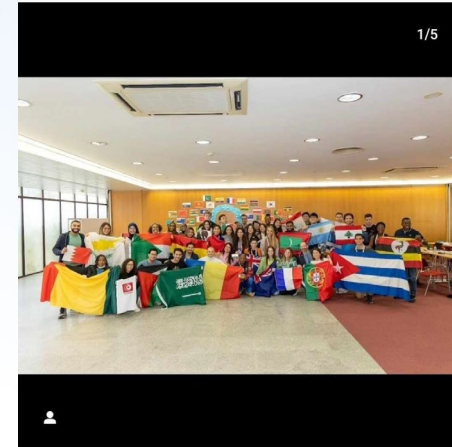


[@youngleadersindiabetes](#)



youngleadersindiabetes
Lisbonne

1/5

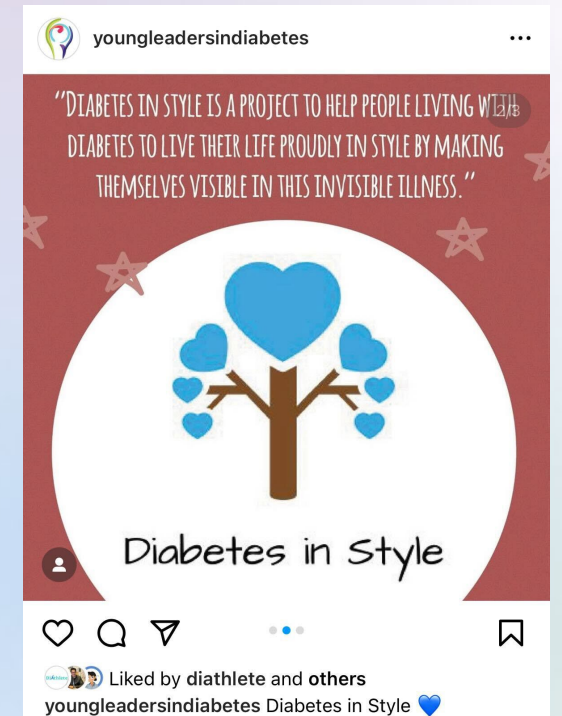
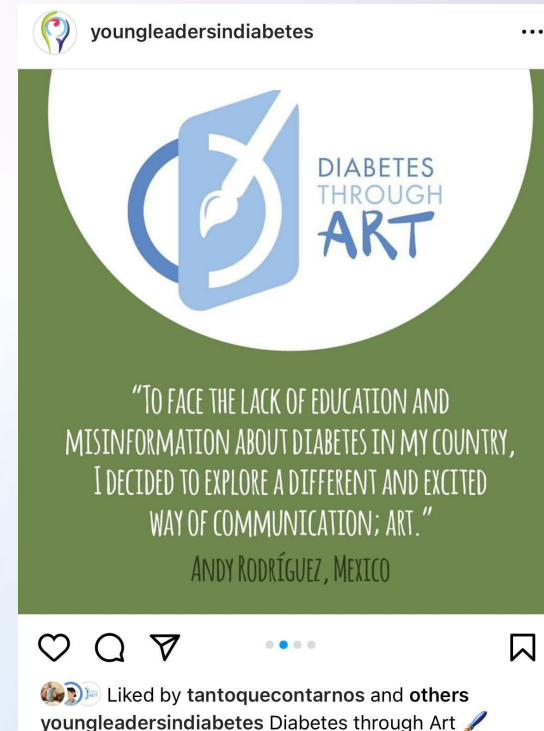


Aimé par qulnarzayeva et d'autres

youngleadersindiabetes Almost one year ago, we met the most wonderful advocates from all over the world in the IDF YLD Training in Lisbon. One year ago we made the most wonderful memories, one year ago we united as one for diabetes. Most importantly, one year ago we became a family!💙

Challenge: lack of content

- YLD Social Media Working Group for the last two cohorts.
- Several calls for content have been launched.
- Very little content shared.
- Group accounts cannot be successful without everyone's contribution.



Calling all YLDs (and BCVs) for testimonials!

For more information contact: advocacy@idf.org



Ricardo de Oliveira,
YLD trainee and EUR rep-elect

"When you live with diabetes, some days are harder than others, and some activities can be harder than others. But with a strong support network, you realise it's possible to make it through. Participating in YLD programme is a unique opportunity to get to know others who understand me and to build a platform for the change I want to see in my community."



Laura Snowden,
YLD trainee and WP rep-elect

"The YLD programme has given me the skills and confidence to be more proactive in the diabetes community and to advocate for change. One of the most uplifting experiences for me was meeting and joining the inspiring and passionate group of fellow young people living with diabetes. By sharing our stories and experiences, we built bonds. Today, I call them family."



Tinotenda Dzikiti,
YLD trainee and AFR rep-elect

"The YLD programme is more than just a programme to me - it's been a catalyst for change and empowerment. I've grown personally and professionally by acquiring the skills and knowledge to make a tangible difference for adolescents and young adults living with diabetes in Zimbabwe. YLD has also given me the platform to advocate for better diabetes care and support systems in my community and throughout Zimbabwe."

And remember

Be careful with advocacy burnout!

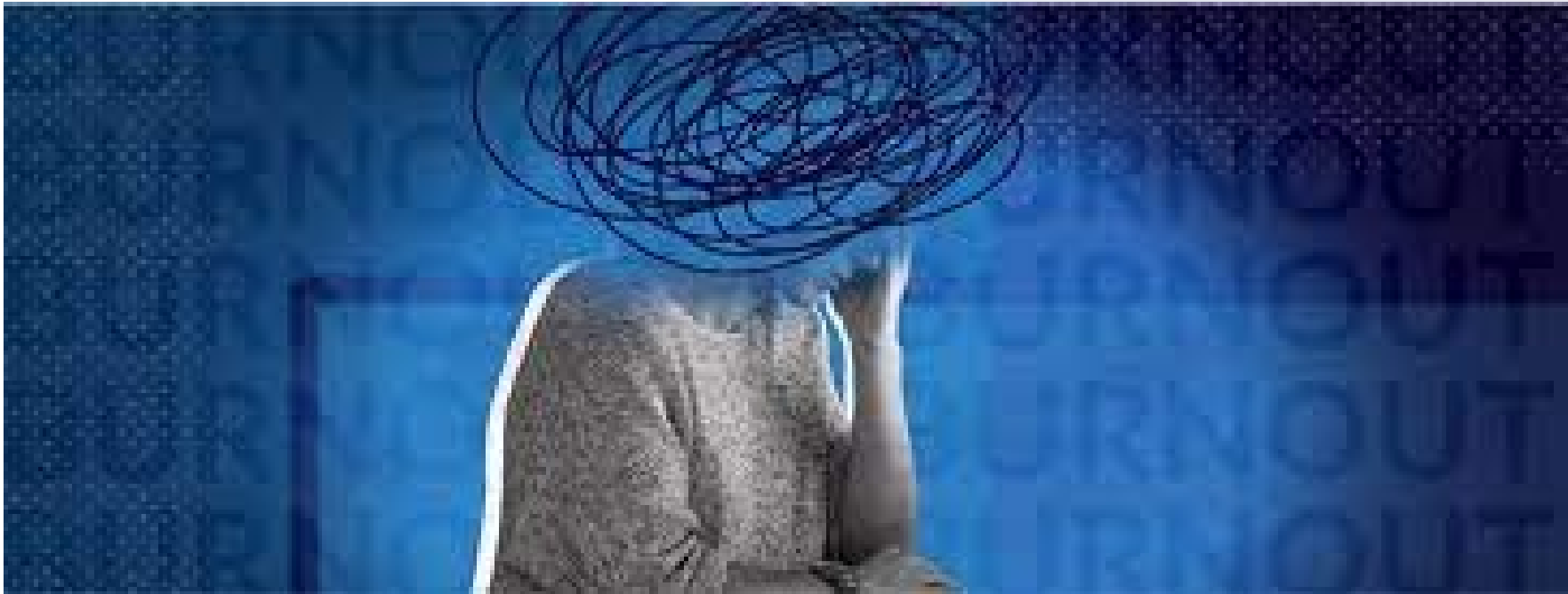


Image credits: Social Health Network, 2023

Q&A



Closing remarks and thanks



CLOSING REMARKS AND THANKS

- The recording, slides and feedback questionnaire will be sent to all registrants in a few days.
- Please respond to the feedback questionnaire to help us improve future IDF online events.
- Send any questions you may have to advocacy@idf.org.

Upcoming online event!



Diabetes and Kidney Disease: Latest data from the IDF Diabetes Atlas and the iCaReMe registry

Online event

14 May 2024
16:00-17:30 CEST





Shape the future of diabetes



IDF World Diabetes Congress

Bangkok, Thailand, 7 – 10 April 2025

Why attend

- **10** programme streams
- **130** hours of scientific sessions
- **250** international speakers

Key dates

- **1 Apr 2024** Registration opens
- **15 Jul – 15 Sep 2024** Abstract submissions
- **31 Oct 2024** Early rate deadline



Thank you!

