World Diabetes Day 2020 Social Media Kit

**About World Diabetes Day**

Diabetes is the signature cause of Lions and Leos around the world. World Diabetes Day is on November 14. From October 12 to November 14, Lions are joining to raise awareness about diabetes and make a difference. We are 1.4 million members strong! Using social media, we can show the world how we are celebrating World Diabetes Day **together**.

**The WDD 2020 Social Media Kit** is designed to help Lions amplify our international message and reach our goal of 100,000 minutes of virtual activities by posting on **your**club/district/MD and personal social media accounts.

Share the link to [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes), along with diabetes facts, photos of your club participating, and more!

Find hashtags, sample posts, and images in this kit.

**Like / Share / Retweet / Tag / Mention:**

* LCI Facebook: [facebook.com/lionsclubs](http://facebook.com.lionsclubs/)
* LCI Instagram: [@lionsclubs](https://www.instagram.com/lionsclubs/)
* LCI Twitter: [twitter.com/lionsclubs](http://twitter.com/lionsclubs)
* LCIF Facebook: [facebook.com/lciflions](http://facebook.com/lciflions)

**Join Our Communities:**

* Global Action Team Facebook Group

<https://www.facebook.com/groups/GlobalActionTeam>

* Lions Fight Diabetes Facebook Group

<https://www.facebook.com/groups/lionsfightdiabetes>

**Add Hashtags to Your Posts:**

* #LionsFightDiabetes
* #WorldDiabetesDay

**What to Post:**

Below is suggested copy that you can customize and share on your social channels. Include a link to [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes) to encourage participation in our virtual activities and help reach our goal of 100,000 MINUTES SERVED.

**100,000 Minutes Goal**

***Important points to include:***

* World Diabetes Day is November 14
* Our goal is to complete 100,000 minutes of virtual activities found at [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes)
* Include a link to the World Diabetes Day page, [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes), in your posts
* Suggested images are available at [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes)

***Sample posts:***

* #WorldDiabetesDay is November 14! [YOUR CLUB NAME] and @lionsclubs worldwide are celebrating by completing 100,000 MINUTES of virtual activities that help raise awareness about diabetes. Join us by completing the activities at [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes)! #LionsFightDiabetes
* We see and feel the effects of diabetes and are doing something about it together. Ahead of #WorldDiabetesDay on November 14, we’re raising awareness about diabetes! Visit [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes) to join our 100,000 minutes challenge. #LionsFightDiabetes

**Diabetes Activities**

***Healthy activities to share:***

* Photo of your healthy meals
* Selfie after completing an exercise
* Photos of past diabetes activities, such as Strides walks or health screenings

***Sample posts:***

* #WorldDiabetesDay is November 14, and I’m joining millions of Lions to help raise awareness and fight diabetes! [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes) #LionsFightDiabetes
* I’m making time for my health to mark #WorldDiabetesDay on November 14. Healthy foods can help reduce the risk of Type 2 diabetes. What did you eat today? [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes) #LionsFightDiabetes
* I’m making time for healthy movement ahead of #WorldDiabetesDay. Today I completed [EXERCISE] and I feel great! How do you stay active? [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes) #LionsFightDiabetes

**Diabetes Facts**

***Suggested facts to include:***

* 4 million deaths were caused by diabetes in 2019
* Over 1.1 million children are living with type 1 diabetes
* About 463 million people have diabetes; by 2045 this number will reach 700 million

***Sample posts:***

* Diabetes is expected to affect 700 million adults by 2045. Educating the community can help people fight. Learn how you can help! [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes) #LionsFightDiabetes
* 1 in 11 adults has diabetes, and 1 in 2 adults with diabetes goes undiagnosed! Educating and raising awareness about diabetes can make the difference. Help #LionsFightDiabetes at [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes).

**World Diabetes Day on November 14 (day of)**

***Tips for posting:***

* Start posts early on November 14 and post consistently throughout the day
* Ask members to post on their social accounts with the hashtag #LionsFightDiabetes and a link to lionsclubs.org/wdd, then share on your page
* Include the hashtag #WorldDiabetesDay to join the global conversation
* Share posts from @lionsclubs accounts

***Sample posts:***

* Today is #WorldDiabetesDay! Help [YOUR CLUB NAME] and @lionsclubs around the world raise awareness by completing one of our virtual activities at [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes).
* Which @lionsclubs virtual diabetes activity was your favorite? Today on #WorldDiabetesDay, we are raising awareness through webinars, risk assessments, success stories, and more! Join the fight and make time for diabetes at [lionsclubs.org/wdd](https://www.lionsclubs.org/en/start-our-global-causes/diabetes). #LionsFightDiabetes