



“Do I Have Prediabetes?” Campaign
Sample Social Copy for Campaign Supporters

You can use the sample social media copy below to share important messages about prediabetes prevention.

Social Copy for Partner Posts		
Post Description	Copy	Characters
Supporter Video Post 1	Prediabetes captures 1 in 3 adults. But you can escape. Learn about your #prediabetes risk with new PSAs from @AdCouncil and @CDCDiabetes. Visit DolHavePrediabetes.org to learn your risk today.	193
Supporter Video Post 2	This #NationalDiabetesMonth, learn where you stand with prediabetes by taking the 1-minute prediabetes risk test at DolHavePrediabetes.org .	139
Supporter Video Post 3	Be your own hero and take charge of your health: learn about your #prediabetes risk with new PSAs from @AdCouncil and @CDCDiabetes and visit DolHavePrediabetes.org .	164

Social Copy for Partner Posts – Risk Test		
Post Description	Copy	Characters
Risk Test Post 1	Are you one of the nearly 98 million Americans with #prediabetes? Take the 1-minute prediabetes risk test to know where you stand DolHavePrediabetes.org .	152
Risk Test Post 2	Prediabetes can be a wake-up call, but you can reverse it before it becomes type 2 diabetes – through simple lifestyle changes like healthy eating habits and increased physical activity. Take the #prediabetes risk test today at DolHavePrediabetes.org .	250
Risk Text Post 3	More than 1 in 3 American adults has prediabetes, but 81% of them don't know they have it. Learn your risk for prediabetes at DolHavePrediabetes.org .	149
Risk Text Post 4	You have the power to change the outcome and prevent or delay type 2 diabetes. Act now by taking the 1-minute prediabetes risk test at DolHavePrediabetes.org .	158