

# Smart Social Media Strategies for Diabetes Educators

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Twitter:

My handle/username is: \_\_\_\_\_

My password is: \_\_\_\_\_

My profile description/bio is:

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When I tweet, quote a tweet or retweet (RT), I can use hashtags (#) to make words/tweets searchable, and mention other people by using @ before their handle/username.

These are a few people/accounts and hashtags I can consider following (i.e. @AADEdiabetes and #dsma):

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Pinterest:

My username is: \_\_\_\_\_

My profile name is: \_\_\_\_\_

My password is: \_\_\_\_\_

My bio is:

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Create a few boards, pin a few pins and add helpful captions to each pin.

List a few board ideas (i.e. Diabetes-Friendly Recipes or Diabetes Tips & Resources)

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Facebook:

My username for my personal page is: \_\_\_\_\_

My username for my business page is: \_\_\_\_\_

My password is: \_\_\_\_\_

List ideas for what I can post on Facebook (i.e. photos, links to articles, videos, events and promotions):

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Instagram:

My username is: \_\_\_\_\_

My password is: \_\_\_\_\_

My profile bio is: \_\_\_\_\_

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When I post an image, I can edit the image with filters, tag people in the image and/or mention people in the text by using @ before their name/handle, add a caption or location, use lots of hashtags, and simultaneously post to Facebook, Twitter and Tumblr.

These are a few people/accounts I can consider following:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

These are a few ideas for images I can post:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### MY SOCIAL MEDIA ACTION PLAN

1. My number one goal with social media is:
  
2. I'm willing/able to spend this much time per day/week/month on social media:
  
3. I'd like to accomplish my goal(s) by (when):