

# Check Your Risk - social media kit

## Type 2 diabetes prevention campaign 2017

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Thank you for your support of Diabetes Victoria's prevention campaign – *Check Your Risk*. Together we can encourage Victorians to prevent type 2 diabetes. Below we've outlined some of the ways you can promote *Check Your Risk* to your social media audience to encourage people to do the Diabetes Risk Test.

### About the campaign

*Check Your Risk* encourages Victorians to check their risk of type 2 diabetes, and encourages people at high risk to take preventative action by joining the *Life!* program.

### Important dates

Campaign launch date: Monday 3 April.

The campaign will be live for 3 weeks until Sunday 23 April.

### Social media

When uploading content, please tag us and use #CheckYourRisk as the primary hashtag. Posts should ideally be set up as click through posts to encourage people to check their risk: [www.checkmyrisk.org.au](http://www.checkmyrisk.org.au)

Campaign URL	<a href="http://www.checkmyrisk.org.au">www.checkmyrisk.org.au</a>
Facebook handles	@DiabetesVictoria @LifeProgramVic
Instagram handles	@DiabetesAustraliaVic @thelifeprogram
Campaign hashtag	#CheckYourRisk
Secondary hashtags	#prevent #T2D #type2diabetes #Victoria

### Key messages

- 3 in 5 Victorian are at high risk of developing type 2 diabetes.
- Are you at risk of type 2 diabetes? Anyone can get it.
- Check your risk now – it will only take 3 minutes.
- The symptoms may not be obvious, so it's important to check your risk.
- The good news is, once you know, you can do something about it. Around 60% of type 2 diabetes cases can be prevented or delayed by making small changes to your lifestyle, including maintaining a healthy weight, eating well and being active.

### Social media files

[Download the below social media files here.](#)

Are you at risk of type 2 diabetes?  
**Anyone can get it**



3 in 5 Victorians are at high risk of  
developing type 2 diabetes.

Check your risk now

Are you at risk of type 2 diabetes?  
**Anyone can get it**



3 in 5 Victorians are at high risk of  
developing type 2 diabetes.

Check your risk now

## Any questions?

Contact Lilly Tuckett

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