



## Hypo Awareness Week 2017 – Social media pack

### Social media resources

By using social media effectively throughout Hypo Awareness Week you can show the world what you and your team has been doing to help raise awareness of the dangers of hypoglycaemia.

We will be active on Facebook and Twitter in the build-up to the week and during Hypo Awareness Week itself and we'd love you to join in the conversation online.

Follow us on Twitter [@HypoAwareness](https://twitter.com/HypoAwareness) and on Facebook by searching [HypoAwarenessWeek](https://www.facebook.com/HypoAwarenessWeek).

### Top tips for social success

- Join in the conversation on Twitter by using the #HAW17 hashtag. Add it to your posts to get seen by more people within the diabetes community.
- Make your content as engaging as possible. Make use of Twitter polls, ask your audience questions, take photos of your team and maybe even have a go at some live video on Facebook.
- Show the human side of your team. Be chatty, be informal and be entertaining but stay professional at all times.

### Suggested tweets

Feel free to use these templates to help get you started.

Delighted to be taking part in #HAW17, helping to raise awareness of the dangers of hypoglycaemia. Find out more: <http://hypoawarenessweek.com/>

The team is taking part in #HAW17. Vital to ensure people with #diabetes have blood sugar levels monitored to prevent hypoglycaemia.

Hypoglycaemia is a short-term complication for people with diabetes. We're using #HAW17 to help raise awareness of the issue.

## Suggested Facebook posts

**Feel free to use these templates to help get you started.**

We are delighted to be taking part in this year's Hypo Awareness Week, helping to raise awareness of the dangers of hypoglycaemia. Find out more at <http://hypoawarenessweek.com/>

This week, the team is taking part in Hypo Awareness Week 2017. It's absolutely essential that people with diabetes have their blood sugar levels regularly monitored to prevent hypoglycaemia.

Hypoglycaemia is a short-term complication for people with diabetes. We're using Hypo Awareness Week 2017 to help raise awareness of the issue.

### Guidance about medical advice on social media

If someone posts a comment asking for medical advice, as social media is not necessarily the best platform for this discussion, we have provided a suggested response.

### Suggested reply

Thank you for your message. Social media is not the best place to talk about medical advice, we suggest you contact your GP or physician.