



Social Media Guide

Introduction

This *Social Media Guide* provides ideas and strategies for using the '**Check Today, See Tomorrow**' resources and key messages in your clinic, health programs, community and on social media platforms. These resources are available to view, download or order from our website: www.iewh.unimelb.edu.au

Step 1: Promote Key Messages

Key eye messages can be easily shared on social media platforms during health events, awareness days and integrate them into existing diabetes and health programs.

Diabetes is a major cause of vision loss and blindness for Aboriginal and Torres Strait Islander people. Up to 98% of vision loss and blindness from diabetes is preventable with early detection and follow-up treatment.

Key messages include:

- Everyone with diabetes is at risk of vision loss and blindness.
- Aboriginal and Torres Strait Islander people with diabetes require a YEARLY eye check to reduce their risk of vision loss and blindness.
- Diabetes can cause damage at the back of your eye without you knowing. Don't wait for symptoms.
- Good diabetes management including controlling blood sugars, blood pressure and cholesterol levels is important for preventing vision loss and blindness.
- Following treatment as directed by an eye specialist can prevent further vision loss.

Health awareness days

- **World Sight Day** is an annual day of awareness held on the second Thursday of October each year, to focus global attention on blindness and vision impairment: www.iapb.org/advocacy/world-sight-day
- **National Diabetes Week** always includes the week around 14 July: www.diabetesaustralia.com.au/national-diabetes-week
- **World Diabetes Day** is an international event to raise awareness about diabetes, celebrated every year on 14 November: www.diabetesaustralia.com.au/world-diabetes-day
- **JuleYE** is The RANZCO Eye Foundation's national eye health awareness month that takes place during July each year: www.eyefoundation.org.au/juleye/about-juleye

Social Media Messages

You can post these messages on your clinic or community Facebook/Twitter page, website, or print them in your newsletter.

Suggested social media hash tags: #checktodayseetomorrow #CTST #urbaneyes #seetomorrow

Below are some sample messages that you can post on your social media pages leading up to, during, and beyond health awareness events and activities.



- Diabetes can cause blindness. Get your eyes checked YEARLY. Ask your local clinic about making an appointment today. #checktodayseetomorrow #diabetes
- November 14 is World Diabetes Day. Got diabetes? Go and get your eyes checked! #checktodayseetomorrow
- Got diabetes? A YEARLY eye check can detect problems early before your vision is affected. #CTST
- 'Don't Be Shame Go and Get an Eye Check'. Diabetes can cause blindness. #checktodayseetomorrow #urbaneyes



- Got diabetes? Get your eyes checked YEARLY #seetomorrow
- I didn't listen, I never realised diabetes can affect your eyes #checktodayseetomorrow
- Up to 98% of blindness from diabetes is preventable and treatable #checktodayseetomorrow



Step 2: Disseminate the Resources

The '**Check Today, See Tomorrow**' resources can be used to reinforce the messages above in a variety of ways in your clinic, health programs, and community settings.

'Check Today, See Tomorrow' Resource Kit

The kit includes:

- Diabetes Eye Care Brochure - for people with diabetes and their carers to provide key information on diabetes eye care and the importance of a YEARLY eye check
- Diabetes Eye Care Flipchart - a patient education tool on diabetes eye care that can be used one on one with clients, in a diabetes group or as a professional development tool
- Poster Series - includes a reminder message about YEARLY eye checks that can be displayed in waiting rooms, community settings and shared online through social media platforms



Multimedia Resources

You Tube We have a variety of engaging multimedia resources including:

- diabetes eye care music videos;
- digital stories;
- mp3 audio files

These can be posted periodically on your website, played on your waiting room TV, local community radio station, in a diabetes group, or as a ring tone for your phone.

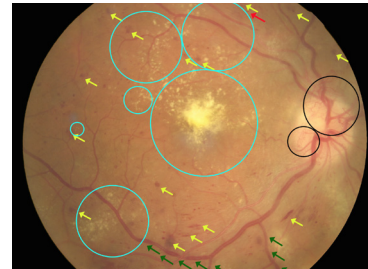


Educational Resources

We have a variety of professional development tools available for use. These include access to:

- Free Online Diabetic Retinopathy Grading Course (flyer included in kit)
- Diabetic Retinopathy Screening Card (included in kit)
- Key Messages/Adult Eye Check Card (included in kit)

These tools can assist Aboriginal Health Workers, nurses, doctors, and diabetes educators etc. to support eye care amongst Aboriginal and Torres Strait Islander people.



These resources are also available to view, download or order from our website: www.iehu.unimelb.edu.au

Step 3: Get Involved!

We encourage the widespread use of and adaptations of the '**Check Today, See Tomorrow**' resources, messages and related illustrations to raise awareness on diabetes eye care. A range of creative community adaptations of the messages and images can be developed and applied to promotional materials. Please refer to the '**Check Today See Tomorrow**' *Style Guidelines* www.iehu.unimelb.edu.au for further information and suggestions.



The '**Check Today, See Tomorrow**' 'sightline' and 'eye-con' logo can be applied to t-shirts, wristbands, newsletters, posters, other promotional resources to promote diabetes eye care.

For further support and information please contact IEH.

Email: Indigenous-EyeHealth@unimelb.edu.au, Phone: (03) 8344 9320, Web: www.iehu@unimelb.edu.au

