

Diabetes Care and Education Webinar  
"Strengthening the Diabetes Community: Social Media for Dietetic  
Professionals and People with Diabetes."

Social Media and the Diabetes Online  
Community

Cherise Shockley

---

---

---

---

---

---

---

---

Social Media Defined

- Social media is the use of web-based and mobile technologies that help make connections and have social exchanges (conversations) within a shared community.
  - Available 24/7
  - Relatively no cost
  - Global
  - Connects people one-to-one or in groups
  - Connections made on the go

---

---

---

---

---

---

---

---

LIFE BEFORE THE DIABETES ONLINE COMMUNITY  
(DOC)

In one word: **Lonely.**

"Many people felt alone in their diabetes. Many had never encountered another person who was going through what they were. Many had never encountered another person who was going through what they were. When you feel alone/isolated with diabetes, it's easy to give up on managing your diabetes. The DOC not only provides us with Friendship, it provides us with diabetes knowledge, empowerment and desire to own our diabetes-instead of our diabetes owning us!" –Kelly Kunik, diabetes patient blogger and advocate

---

---

---

---

---

---

---

---

### **Diabetes Online Community (DOC) Defined**

The Diabetes Online Community (DOC):

People living with diabetes, caretakers and advocates utilizing social media to support each other, gain a better understanding of the condition through personal stories while building lasting friendships and shedding light on all types of diabetes.

---

---

---

---

---

---

---

---

### **Benefits of the Diabetes Online Community(DOC)**

- Connect with People living with Diabetes (PWD) and Loved ones, online and off
- Share life experiences
- Acknowledges challenges and adversities, vents, commiserate
- Celebrate successes, recharge batteries
- Spread awareness, education and advocates
- Battle Diabetes misconceptions
- Available 365 days a year-24 hours a day, 7 days a week

---

---

---

---

---

---

---

---

### **A look inside of the Diabetes Online Community**

The Diabetes Online Community (DOC) consist of people who self-identify and interest in diabetes and use of social media platforms to connect with each other. Social media outlets most commonly used by the DOC:

- Weblogs (blogs)
- Diabetes Specific Communities
- Facebook
- Twitter
- Podcast, radio and Cable TV
- Other evolving social media platforms

---

---

---

---

---

---

---

---

## About Diabetes Blogs

### What is a Diabetes Blog?

- Personal, heartfelt blog/website. The blog author is humble, yet always 'correct' opinion, thick skin, and open minded to folks who might disagree.
- People use words, pictures, music and video to express and share their thoughts on life with diabetes or life as parent of a child with diabetes, spouse or loved one who is indirectly living with diabetes.

---

---

---

---

---

---

---

---

## About Blogs, continued

How blogs bring the Diabetes Online Community (DOC) together

- Blog Carnivals
- Diabetes Blog Week
- Blog Awards
- Life stories

---

---

---

---

---

---

---

---

## Diabetes Communities

Commercial and non-profit websites with community functions:

- Discussions
- Message boards
- Photo Albums
- Video logs
- User profile
- Blogs
- Articles

---

---

---

---

---

---

---

---

## Diabetes on Twitter

- Social website or mobile application that allows post (tweets) of 140 characters. Good source for real-time diabetes news, life, real time thoughts-no sugar coating. The DOC utilizes twitter to make instant connections with others, instant support and access to 24/7 updates on all things diabetes. Blogs and Communities builds foundations-Twitter is becoming the bridge between the two.

### Hashtags

- #bgwed and #bgnow
- #diabetes
- #sweatbetes
- Big Blue Test
- Moderated Chats-Diabetes Social Media Advocacy (#dsma)

---

---

---

---

---

---

---

---

## Diabetes on Facebook and Podcast

### Facebook is the most popular social site:

- Personal Pages
- Group Associations
- Health Seeker

### Podcast and Blog talk radio:

- Connects people living with diabetes (offline and online)
- Great for those who chose not to participate in online communities, blogs and twitter.

---

---

---

---

---

---

---

---

## Empowered Patients

Social media is creating a new type of Diabetes Patient. We are more involved in diabetes care, active and educated on how to live with it. Parents of children with diabetes use social media to gain insight from one another and getting a future glance at what their child may face when they grow up through the eyes of adults living with the same condition. Social Media has taken away the loneliness of this condition and replacing it with togetherness. We are empowered by a community of people that understands, ask questions and seek information and life experiences from others living with diabetes.

---

---

---

---

---

---

---

---