



## Social media guide

### How to get the most out of your posts

- ✓ Post regularly throughout Dietitians Week, 16 to 22 June 2025
- ✓ Personalise posts while maintaining key messaging
- ✓ Encourage interaction and engagement by asking questions or prompting discussions
- ✓ Strive to inspire, educate and foster inclusivity – reject bullying, discrimination, racism and bias
- ✓ Use high-quality videos, images and infographics to boost engagement
- ✓ Mention and tag relevant associations and nutrition allies to enhance outreach
- ✓ Use the campaign hashtags to unify messaging and improve discoverability

### Hashtags

**#DietitiansWeek2025 | #YourHealthOurMission | #TalkToADietitian**

### Examples of what to include in your posts

Happy Dietitians Week! 🌟 Dietitians are leading experts in supporting better health, empowering individuals with evidence-based nutrition care. Let's celebrate their impact and dedication.

💡 Dietitians empower you with expert nutrition advice – talk to a dietitian today. <https://bit.ly/49FydMk>

🏥 From hospital wards to community programs, dietitians improve lives with expertise, compassion and innovation. This week, let's recognise the dedication of those transforming health through nutrition. 🍏

A dietitian's expertise goes beyond meal plans – it's about improving lives, supporting well-being and driving change. 🙌💚⚡

Whether it's in hospitals, private practice, government agencies, community health centres, foodservice or at universities, dietitians shape health in every setting. 💙

Dietitians are experts in nutrition and health – collaborate for impact and improved health outcomes. 🚀

Unlocking the full potential of dietitians means better healthcare outcomes for all. 🤝 It's time to advance their scope.

Dietitians are essential in shaping healthier communities. 🌞 Add your voice to the call for better access to nutrition care. 📄 <https://bit.ly/4iojutr>