

## **Social media and diabetes management: does it work?**

**Libby Dowling RGN RSCN BSc (Hons)**

**Senior Clinical Advisor, Diabetes UK**

I'll be expanding the subject of this session to talk about why Diabetes UK uses social media and how we use on-line channels in general to provide information and support.

I'll discuss the findings from research Diabetes UK has commissioned into how young adults, teenagers and parents want to receive information and support. This will include where these groups like to go for support, and what an ideal on-line resource should look like.

I'll then explain how Diabetes UK have produced targeted information to meet the needs of individual groups. I'll show some examples and discuss what has been effective and what hasn't. Finally I'll share some ideas of how Diabetes UK will continue to engage with young adults, teenagers and parent through social media and other channels.