



# Social Media Toolkit

October - December 2022



# October

## Key Dates in October 2022

1 <sup>st</sup>	World Vegetarian Day
3 <sup>rd</sup>	Child Health Day
4 <sup>th</sup>	National Taco Day
5 <sup>th</sup>	Dussehra
6 <sup>th</sup>	National Noodle Day
10 <sup>th</sup>	Indigenous Peoples' Day
10 <sup>th</sup>	World Mental Health Day
14 <sup>th</sup>	World Egg Day
15 <sup>th</sup>	National Mushroom Day
16 <sup>th</sup>	World Food Day
22 <sup>nd</sup>	National Nut Day
24 <sup>th</sup>	Diwali
24 <sup>th</sup>	<b>Nominations for Academy National Election positions due</b>
25 <sup>th</sup>	World Pasta Day
29 <sup>th</sup>	National Oatmeal Day
31 <sup>st</sup>	Halloween
2-8:	Mental Illness Awareness Week
8-11:	<b>Food &amp; Nutrition Conference &amp; Expo™</b>
12-20:	Bone and Joint Action Week
24-29:	National Youth Sports Week
	Down Syndrome Awareness Month
	Health Literacy Month
	National Apple Month
	National Breast Cancer Awareness Month
	National Dental Hygiene Month
	National Liver Awareness Month
	National Pasta Month
	National Seafood Month
	Sudden Cardiac Arrest Awareness Month
	Vegetarian Awareness Month

## Talking Points

### Supporting Bone Health with Calcium (Bone and Joint Action Week)

During Bone and Joint Action Week, learn about the vital role calcium plays in building and supporting strong bones as well as sources of this important nutrient. <https://www.eatright.org/food/vitamins-and-supplements/types-of-vitamins-and-nutrients/calcium>

- Bones need continuous maintenance. If your daily intake of calcium is low, your body will take calcium from your bones to keep blood calcium at normal levels.
- Focus on meeting your calcium needs with foods. For best calcium absorption, spread out your portions over the course of the day.
- Sources of calcium include low-fat or fat-free milk and yogurt or calcium-fortified soy versions, such as soymilk. Additional food sources include some leafy greens, like spinach and kale, calcium-fortified tofu and canned fish with small bones.
- When shopping, look for foods and beverages fortified with calcium and vitamin D, and read Nutrition Facts Labels to identify good sources (providing 10% or more of the Daily Value).

### How RDNs Help Individuals with Intellectual and Developmental Disabilities (Down Syndrome Awareness Month)

During Down Syndrome Awareness Month, learn how registered dietitian nutritionists are valuable resources for people with intellectual and developmental disabilities, or IDD. <https://www.eatright.org/health/diseases-and-conditions/developmental-disabilities/how-rdns-help-individuals-with-intellectual-and-developmental-disabilities>

- Maintaining good nutritional health may be difficult for individuals with IDDs, as some may have problems with digestion and holding utensils or take medications that affect appetite.
- As part of the health care team, registered dietitian nutritionists have special training and can provide patient-centered, culturally competent nutrition counseling in a range of settings. RDNs can identify strategies for mealtime support and create individualized menus of food options.
- Registered dietitian nutritionists can connect patients or their family members and caregivers with community resources to help meet their nutritional needs.

## Sample Social Media Posts

Know someone with the proven skills and vision to further the dietetics profession? Nominate them or even yourself for a position on the Academy's National Election ballot by October 24: <https://sm.eatright.org/NationalElectionNoms> #eatrightPRO

If you have a child with food allergies, talk to them about strategies for parties and trick-or-treating to ensure they have a fun, safe Halloween: <https://sm.eatright.org/HalloweenFoodAllergy> #eatright #kidseatright

During National #BreastCancerAwarenessMonth, learn how nutrition and physical activity may play a role in reducing risk: <https://sm.eatright.org/ReduceBreastCancerRisk> #eatright

Good oral hygiene and a healthy eating routine can help reduce the risk of tooth and gum problems during National #DentalHygieneMonth and beyond. Learn more: <https://sm.eatright.org/HealthyMouthTeeth> #eatright

Keep up with all the latest Academy Foundation news including scholarship, award and grant announcements by subscribing to the Foundation's weekly #KidsEatRight Monday Message and Foundation News: <https://sm.eatright.org/MondayMessage> #eatrightPRO





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## Attend the [Food & Nutrition Conference & Expo™](#).

FNCE® returns in-person this October, bringing together thousands of registered dietitian nutritionists, nutrition and dietetics technicians, registered, nutrition science researchers, policymakers, health care providers and industry leaders.

Choose from more than [90 educational sessions](#) and explore the latest advances in medical nutrition therapy, health care technology, nutrition services access and opportunity, and much more, all while [earning CPEUs](#). If you're unable to attend in person, opt for [FNCE® Front Row](#), a curated selection of live-streamed sessions and access to a set number of poster presentations.

In addition to educational and career advancement opportunities, FNCE® is a great time to network, connect with friends and attend fun events. Take a look at the program to learn more about this year's pre-FNCE® events and Expo activities. Additionally, support the Academy Foundation by attending the [Foundation breakfast](#), [silent auction](#) and participating in the [Foundation's virtual 5K](#). These events benefit the only public charity dedicated exclusively to the nutrition and dietetics profession and impact hundreds of Academy members year-round.

Promote FNCE® online with our [social media toolkit](#). Sample messaging, shareable graphics and header photos can be downloaded or posted directly to your social media pages. Be sure to use the official hashtag **#FNCE** to join the conversation and help spread the word!

### Sample Social Media Posts

Did you know the Academy Foundation hosts several events at #FNCE? Learn about the Foundation's 5K, silent auction and more: <https://sm.eatright.org/FoodNutritionConfExpo> #eatrightPRO #werundietetics

Earn #RDNCPE at #FNCE through educational sessions, posters and exhibits. Learn more: <https://sm.eatright.org/CPEinfoFNCE> #eatrightPRO

Unable to attend #FNCE in person? Earn #RDNCPE, access select poster presentations and live stream select sessions with FNCE Front Row. Learn more: <https://sm.eatright.org/FNCEvirtual> #eatrightPRO

Learn from world-renowned nutrition and health experts at #FNCE on a variety of topics including medical nutrition therapy, health care technology and more. View the 90+ educational sessions: <https://sm.eatright.org/FNCE22sessions> #eatrightPRO

Excited about #FNCE? Download and share graphics and sample messages directly to your social media pages with this handy toolkit: <https://sm.eatright.org/FNCEsmtoolkit> #eatrightPRO

# November

## Key Dates in November 2022

1 <sup>st</sup>	<b>Nominations for Diversity Awards and Grants open</b>
1 <sup>st</sup>	<b>Nominations for Membership Promotion Grant open</b>
1 <sup>st</sup>	<b>Nominations for National Honors and Awards open</b>
1 <sup>st</sup>	World Vegan Day
3 <sup>rd</sup>	National Sandwich Day
6 <sup>th</sup>	National Nachos Day
9 <sup>th</sup>	National Greek Yogurt Day
14 <sup>th</sup>	World Diabetes Day
15 <sup>th</sup>	<b>FNCE® 2023 Call for Sessions closes (5 p.m. Central Time)</b>
18 <sup>th</sup>	National Apple Cider Day
23 <sup>rd</sup>	National Eat a Cranberry Day
24 <sup>th</sup>	Thanksgiving
29 <sup>th</sup>	Giving Tuesday
20-26	Gastroesophageal Reflux Disease (GERD) Awareness Week
	Diabetic Eye Disease Month
	Lung Cancer Awareness Month
	National Alzheimer's Disease Awareness Month
	National Diabetes Month
	National Family Caregivers Month
	Native American Heritage Month

## Talking Points

### Top Tips for Safe Stuffing (Thanksgiving)

This Thanksgiving, take proper planning, preparation and storage steps to ensure this side dish is not only delicious, but free from harmful bacteria.

<https://www.eatright.org/homefoodsafety/safety-tips/holidays/top-tips-for-safe-stuffing>

- Start by determining how much stuffing you need. When serving individual-sized portions, plan for about ½ cup of prepared stuffing per serving. If stuffing whole poultry, plan for about ½ to 1 cup of prepared stuffing per pound of uncooked poultry.
- Have a food thermometer ready. Stuffing should reach an internal temperature of 165°F, which may take longer if cooked inside of poultry or meat. For maximum safety, consider cooking stuffing separately in a casserole.
- When stuffing the large cavity of fresh or thawed whole poultry, use a moist stuffing mixture rather than a dry one. Spoon the stuffing in loosely, avoiding over-stuffing the bird.
- Refrigerate any leftover foods that are perishable within two hours. When reheating leftovers, make sure they reach an internal temperature of 165°F once again before eating them.

### Gastroesophageal Reflux (Gastroesophageal Reflux Disease Awareness Week)

Gastroesophageal Reflux Disease, or GERD, affects about 20% of Americans. Learn more about this condition, how to recognize the symptoms and flare-up prevention with nutrition:

<https://www.eatright.org/health/wellness/digestive-health/gastroesophageal-reflux>

- GERD is a digestive disorder in which stomach acids, food and fluids flow back into the esophagus. It can occur at any age and may be a temporary or long-term issue.
- The most common symptom is heartburn, but others include bad breath, coughing, nausea, vomiting and abdominal pain.
- While there is no cure for GERD, nutrition and lifestyle choices can help alleviate flare-ups. While there are common culprits that may worsen symptoms, such as fatty foods, alcohol, mint and chocolate, work with a registered dietitian nutritionist to develop a personalized prevention and treatment plan.

## Sample Social Media Posts

The Academy offers many resources for nutrition and dietetics professionals to further their education from the comfort of home! Review this list of convenient options: <https://sm.eatright.org/DistanceLearn> #eatrightPRO #RDNCPE

Changes in weather also mean a change in selection at your local market. Celebrate fall by filling your basket with these seasonal produce picks: <https://sm.eatright.org/9FallFoods> #eatright

November 9: On National Greek Yogurt Day, learn what makes this selection different from other yogurt varieties, and how to incorporate it into snacks and meals: <https://sm.eatright.org/LookForInYogurt> #eatright

Whether you call it stuffing or dressing, ensure each serving you scoop this Thanksgiving is prepared safely. Learn more: <https://sm.eatright.org/SafeStuffing> #eatright

Academy members, use the online Mentor Match program to connect with a mentor or mentee who best fits your professional areas of interest, communication style, and availability. To get connected, visit <https://sm.eatright.org/AcademyMentoring> #eatrightPRO





## November is National Diabetes Month.

More than 37 million Americans live with [diabetes](#), and even more are unaware that they are at high risk for developing prediabetes or progressing to Type 2 diabetes.

All forms of diabetes affect the body's ability to make or properly use insulin. Though Type 1 diabetes cannot be prevented through diet or lifestyle changes, these factors can be helpful in managing the condition. If left untreated, [prediabetes](#) can develop into Type 2 diabetes. These conditions can be managed or prevented by making [smart nutrition and lifestyle choices](#).

It's important for people with diabetes to manage blood sugar levels with a balanced eating plan. Encourage your clients and patients to fill half their plate with fruits and vegetables and choose [healthful carbohydrates](#). Ensure half of all grains eaten each day are whole-grain foods. Help patients and clients with diabetes enjoy all the flavors of the world while still following a healthy meal plan with the [Diabetes Guide to Enjoying Foods of the World](#).

[Physical activity](#) also plays a vital role in diabetes management and prevention. Encourage patients and clients to aim for at least 150 minutes of moderate-intensity physical activity per week, whether it's a brisk walk, bicycling or even cleaning the house. Always take precautions to minimize the risk of hypoglycemia and remind patients and clients to consult with their medical team to ensure safety.

Throughout November, promote the vital [role of registered dietitian nutritionists in diabetes prevention and treatment](#). Don't forget to share your tips using #NationalDiabetesMonth on social media.

## Sample Social Media Posts

A registered #dietitian nutritionist is a valuable resource for people with #diabetes. Learn what to expect when visiting an RDN: <https://sm.eatright.org/RDNhelpdiabetes> #eatright #NationalDiabetesMonth

Did you know #diabetes affects more than an estimated 37 million Americans? During #NationalDiabetesMonth, learn about the different types of diabetes and prediabetes: <https://sm.eatright.org/UnderstandDiabetes> #eatright

Physical activity is important for everyone and may help with diabetes management and prevention. Learn more: <https://sm.eatright.org/DiabetesPhysActivity> #eatright #NationalDiabetesMonth

Living with #diabetes doesn't mean living without carbohydrates. Follow these tips to make healthful choices: <https://sm.eatright.org/DiabetesCarbs> #eatright #NationalDiabetesMonth

During #NationalDiabetesMonth, learn how physical activity, medication and a balanced eating plan can help you manage diabetes: <https://sm.eatright.org/HealthfulEatingDiabetes> #eatright



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## Support the Academy Foundation during the holiday season.

Tuesday, November 29, is Giving Tuesday. This movement was created in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown to inspire hundreds of millions of people to give, collaborate and celebrate generosity.

On Giving Tuesday, [consider donating to the Academy of Nutrition and Dietetics Foundation](#), the only charitable organization dedicated exclusively to the nutrition and dietetics profession. Gifts to the Foundation make an impact on hundreds of Academy members each year through scholarships, awards, research grants, fellowships and disaster relief efforts.

Another great way to support the Foundation this holiday season is using [AmazonSmile](#) when shopping online. Enjoy the same low prices and convenient shopping experience while Amazon donates 0.5% of your eligible purchase price to the Foundation. And, if you're looking for the end-of-year tax deduction, [consider supporting the Foundation](#) when making your holiday gifts.

### Sample Social Media Posts

*November 29:* Celebrate #GivingTuesday by donating to the only charitable organization dedicated exclusively to our profession, the Academy of Nutrition and Dietetics Foundation: <https://sm.eatright.org/FoundationDonations> #eatrightPRO

This holiday season, shop for gifts using AmazonSmile, which will donate 0.5% of your eligible purchases to the Academy of Nutrition and Dietetics Foundation! Follow these steps to get started: <https://sm.eatright.org/FoundationAmazonSmile> #eatrightPRO

Looking for the end-of-year tax deduction? Please remember the Academy Foundation this season when making your holiday gifts: <https://sm.eatright.org/FoundationDonations> #eatrightPRO

#GivingTuesday is the perfect opportunity to support hundreds of Academy members through donating to the Academy Foundation! Encourage your friends and colleagues to do the same: <https://sm.eatright.org/FoundationDonations> #eatrightPRO

# December

## Key Dates in December 2022

**1<sup>st</sup> Foundation Award and Grant applications open**

**1<sup>st</sup> National Eat a Red Apple Day**

**1<sup>st</sup> World AIDS Day**

**4<sup>th</sup> National Cookie Day**

**6<sup>th</sup> National Gazpacho Day**

**8<sup>th</sup> Bodhi Day**

**13<sup>th</sup> National Cocoa Day**

**13<sup>th</sup> National Popcorn String Day**

**25<sup>th</sup> Christmas Day**

**31<sup>st</sup> National Champagne Day**

**31<sup>st</sup> New Year's Eve**

**4-10: National Handwashing Awareness Week**

**18-26: Hanukkah**

**Dec. 26-Jan. 1: Kwanzaa**

**National Pear Month**

**National Stress-Free Family Holiday Month**

## Talking Points

### Winter Foods for Kids

When the temperature and daylight hours change, energy levels and mood can change, too. Help keep your kids happy and healthy this winter with these seasonal favorites.

<https://www.eatright.org/food/planning-and-prep/cooking-tips-and-trends/winter-foods-for-kids>

- There's some research to suggest that certain amino acids in protein foods, like salmon, may help regulate sleep, mood and appetite. Serve this fatty fish broiled or grilled with your kids' favorite marinade or sauce.
- Clementines are in season during the winter and packed with vitamin C, which helps support a healthy immune system. Plus, clementines are easy to pack in a lunchbox or toss into salads.
- Winter squash come in many varieties, inspire many dishes and are all packed with nutrients. Try roasting naturally sweet butternut squash or acorn squash and topping with cinnamon. Spaghetti squash is another popular dish that can be easily served with your kids' favorite pasta sauce.
- Sweet potatoes are a great source of dietary fiber and are packed with vitamin A and potassium.
- The ever-versatile cauliflower can be served raw, roasted or even made into a "rice" and stir-fried. Either way, it's rich in vitamin C and a good source of vitamin K.

### Hand-Washing

#### (National Handwashing Awareness Week)

During National Handwashing Awareness week, brush up on proper hand-washing to keep you and your family safe! Review these basic tips and reminders of when to wash up:

<https://www.eatright.org/homefoodsafety/four-steps/wash/hand-washing>

- Begin with wetting your hands with running water. Apply soap and wash your hands front and back, up to your wrists, between fingers and under fingernails.
- Take at least 20 seconds to wash your hands, about the time it takes to sing two choruses of "Happy Birthday."
- Always wash hands before handling, preparing or eating food and when feeding children or older adults. Additionally, hands should be washed after handling raw foods, using the restroom, handling garbage or dirty dishes and coughing or sneezing.

## Sample Social Media Posts

*December 1:* Nutrition is a valuable tool for people with HIV-AIDS. Here are ways to help keep the immune system strong by eating well: <https://sm.eatright.org/NutritionHIVAIDS> #eatright #WorldAIDSDay

Get those last-minute gifts and support the Academy Foundation at the same time by shopping with AmazonSmile. Follow these simple steps to get started: <https://sm.eatright.org/FoundationAmazonSmile> #eatrightPRO

While raw cookie dough may look appetizing, eating it could make you very sick. When baking holiday treats, always follow these #foodsafety tips: <https://sm.eatright.org/CookieRookiePledgeFS> #eatright

Proper #handwashing can help reduce food poisoning and decrease the spread of infections. Keep yourself and those around you safe with these tips: <https://sm.eatright.org/HandWashingTips> #eatright

The Academy's National Award and Grant application opens December 1! Nominate a colleague who has advanced the nutrition and dietetics profession, exhibited leadership and shown devotion to serving others: <https://sm.eatright.org/NatHonorAward> #eatrightPRO





## Have a healthy and joyful holiday.

Holiday celebrations may continue to look different from years past. Whether a gathering is small or large, there's always room to practice food safety and share kitchen tips with patients, clients, friends and family.

Share [advice for holiday cooks](#), such as tips for avoiding over- and undercooking foods, safely stuffing meats and poultry and knowing when to take down the buffet. As always, follow [food safety](#) practices such as keeping surfaces clean, using dedicated cutting boards and utensils for raw and ready-to-eat-foods and using a food thermometer to check doneness. Encourage clients and patients to start [new holiday cooking habits and traditions](#) to reduce the risk of food poisoning.

If [you or your guests have food allergies](#), it's critical to avoid cross-contamination. Additionally, avoid guests' allergens with a little preparation: always read ingredient labels, modify existing recipes and focus on whole, unprocessed foods.

And remember, the holidays also are a great time to [get kids involved in the kitchen](#)! Teach them about basic kitchen skills and food safety and engage them with age-appropriate tasks.

As we continue to navigate the changing landscape of COVID-19, follow local and federal guidelines when hosting and attending events and parties.

Share your favorite holiday recipes, cooking suggestions and food safety tips throughout December!

### Sample Social Media Posts

This #holiday season, bring your kids into the kitchen with age-appropriate tasks to get them excited about cooking and #nutrition. Start with these suggestions: <https://sm.eatright.org/HolidayCookingWithKids> #eatright

Protect friends and family this #holiday season with food safety. Get tips on defrosting, avoiding cross-contamination and more: <https://sm.eatright.org/HolidayFSTips> #eatright

Hosting a party with guests with #foodallergies? Follow these tips to prepare a healthful meal that everyone can enjoy: <https://sm.eatright.org/AllergyFreeHolidayTips> #eatright

This season, swap your old habits for new traditions to ensure everyone has a safe #holiday. Check out these recommendations: <https://sm.eatright.org/NewHolidayTradition> #eatright



# Coming Soon:

January	<b>Academy Foundation Award and Grant applications</b>
February	American Heart Month
March	<b>National Nutrition Month®</b>

## Follow the Academy on social media!

For professional news and updates:



<https://www.facebook.com/eatrightPRO>



<https://twitter.com/eatrightPRO>



<https://www.linkedin.com/company/eatrightpro/>



<https://www.youtube.com/user/EatRightPROtv>



[https://www.instagram.com/eatright\\_PRO/](https://www.instagram.com/eatright_PRO/)

For messaging to share with clients and consumers:



<https://www.facebook.com/EatRightNutrition>



<https://twitter.com/eatright>



<https://www.youtube.com/user/EatRightTV>



<https://www.pinterest.com/kidseatright/>



The Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals. The Academy is committed to improving health and advancing the profession of dietetics through research, education and advocacy.