

Social Media Toolkit

October - December 2025



October

Key Dates in October 2025

1	World Vegetarian Day
2	Dussehra
6	Child Health Day
6	National Noodle Day
7	National Taco Day
10	World Egg Day
10	World Mental Health Day
13	Indigenous Peoples' Day
15	National Mushroom Day
16	World Food Day
20	Diwali
22	National Nut Day
25	World Pasta Day
29	National Oatmeal Day
31	Halloween
5-11	Mental Illness Awareness Week
11-14	Food & Nutrition Conference & Expo®
13-17	National School Lunch Week
12-20	Bone and Joint Action Week
	Down Syndrome Awareness Month
	Global Diversity 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

Vegging Out: Tips on Switching to a Meatless Diet (Vegetarian Awareness Month)

Becoming a vegetarian — especially if you've been a lifelong meat-eater — isn't always easy. Switching to a vegetarian diet gradually can help you find healthful choices you enjoy and make the transition more sustainable:

- A good first step is to make a list of foods you regularly eat, paying special attention to vegetarian foods you like.
- Pick up a vegetarian cookbook or search online for vegetarian recipes and meal ideas, plus explore vegetarian foods from various global cuisines.
- Learn to read food labels, since some seemingly meat-free foods actually contain animal-based ingredients such as lard, tallow, chicken broth or gelatin.
- For optimal health, plan meals around whole grains, vegetables, fruits and beans, nuts and seeds.

Building Healthy Bones

(Bone and Joint Action Week and Child Health Day)

If you have kids or teens, bone health may not be the first thing that comes to mind when you think of their health. But childhood and adolescence are the best time to focus on increasing bone mass, as most people reach their peak bone mass around 30 years of age. Keep the following in mind to encourage healthy behaviors and bones:

- Calcium and vitamin D are well known for their role in bone health. Sources of calcium include milk, yogurt, calcium-fortified soymilk and tofu, as well as almonds and leafy green vegetables. Sources of vitamin D include fortified milk and soymilk, fatty fish and mushrooms exposed to UV light.
- Dark green vegetables, such as kale, turnip greens, cabbage, spinach and broccoli, are rich in vitamin K, which also helps with bone health.
- Certain activities help to build bone strength and should be included throughout the week. Try activities such as running, hiking, dancing, tennis, gymnastics, basketball, volleyball, soccer and weight training.

Sample Social Media Posts

Oct. 12-20: Childhood and adolescence are the best time to focus on increasing a child's bone mass. During Bone and Joint Action Week, learn about building bone mass and the essential nutrients needed: sm.eatright.org/bonebuilding #eatright #kidseatright

Vegetarians can easily meet their protein needs by eating a variety of plant-based proteins. If you're considering going meatless, here are some helpful tips to make your transition an easy one: sm.eatright.org/veggingout #eatright #VegetarianAwarenessMonth

Halloween is a great time to teach kids about balance and mindful eating! Here are ways to have a happy and healthy celebration: sm.eatright.org/enjoyhalloween #eatright #kidseatright

During National #BreastCancerAwarenessMonth, learn how to reduce your risk by eating right and engaging in regular physical activity: sm.eatright.org/reducebrstcancer #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: sm.eatright.org/eatrightmouth #eatright



November

Key Dates in November 2025

1	World Vegan Day
3	National Sandwich Day
6	National Nachos Day
9	National Greek Yogurt Day
11	Veterans Day
14	World Diabetes Day
18	National Apple Cider Day
17	Academy Foundation Award and Grant Applications Due (5 p.m. Central Time)
20	FNCE® 2026 Call for Sessions and Workshops closes (5 p.m. Central Time)
20	World Children's Day
23	National Eat a Cranberry Day
27	Thanksgiving
23-29	Gastroesophageal Reflux Disease (GERD) Awareness Week
	Diabetic Eye Disease Month
	Lung Cancer Awareness Month
	National Alzheimer's Disease Awareness Month
	National Diabetes Month
	National Epilepsy Awareness Month
	National Family Caregivers Month
	Native American Heritage Month
	World Vegan Month

Talking Points

Understanding Diabetes

(National Diabetes Month)

More than 38 million Americans have diabetes. Although food doesn't cause diabetes, diet is part of the strategy for managing the disease.

- There are three main types of diabetes: Type 1 diabetes, Type 2 diabetes and gestational diabetes. While the goal of managing blood sugar is the same, the treatment for each varies.
- Individuals who have diabetes do not need to avoid carbohydrates although they need to pay attention to the amount and type of carbohydrates they choose. Whole grains, fruits, vegetables, lean sources of protein and low-fat or fat-free dairy or unsweetened dairy-free alternatives are all recommended.
- Limiting refined carbohydrates, alcohol and added sugars, including those from soda, baked goods and candy, is recommended with all types of diabetes.

Understanding Epilepsy: A Nutritional

Approach (National Epilepsy Awareness Month)

Epilepsy is the fourth most common type of neurological disorder worldwide and is often diagnosed in the first two years of life. This complex condition of recurrent, unprovoked seizures needs a holistic approach to management, including nutrition.

- A strict ketogenic diet may be used for children and adults who don't respond well to traditional epilepsy treatments. Dietary fat accounts for 80% to 90% of total calories and all foods must be precisely weighed.
- Ketogenic diets are restrictive and require management and oversight from a patient's health care team, including a registered dietitian nutritionist and neurologist. Diet therapy should be tailored to address energy and nutrient requirements based on a person's age, food preferences, socio-economic factors and caregiver or supporter ability to prepare a specific diet.
- A ketogenic diet also can affect a child's growth, so regular follow-ups with the child's health care team are important, even if they are no longer following a ketogenic diet.

Sample Social Media Posts

Did you know diabetes affects more than 38 million Americans? During #NationalDiabetesMonth, learn about the three main types and how to reduce your risk: sm.eatright.org/diabetesunderstand #eatright

Epilepsy is a complex condition, so it's important to consider a holistic approach to management, including nutrition. During National Epilepsy Awareness Month, discover how a registered dietitian nutritionist can help: sm.eatright.org/understandepilepsy #eatright

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

November provides many opportunities to learn about and celebrate Native Americans and Indigenous peoples throughout the centuries. Get some ideas on how you can celebrate #NativeAmericanHeritageMonth: sm.eatright.org/celebrateNAHM #eatright

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



The holiday season is a time for celebration — and for giving.

GivingTuesday is an annual observance taking place this year on December 3. It 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. Use this year's GivingTuesday as your opportunity to support the Academy Foundation by making a [donation](#).

The Academy of Nutrition and Dietetics Foundation is 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 support. Through these efforts, you make it possible for students to continue their education, colleagues to advance their degrees and celebrate accomplishments, researchers to broaden our understanding, and friends to get back on their feet.

Won't you consider [contributing a gift](#) to advance our profession today? Include the Foundation on your list of organizations for holiday charitable giving. During this season of giving, consider donating to the sole Foundation dedicated to nutrition and dietetics. The Foundation deeply appreciates your support during the holiday season and beyond.

Sample Social Media Posts

December 3: Looking for a way to celebrate #GivingTuesday? Support the Academy Foundation by giving toward the future of our profession today: sm.eatright.org/DonateFDN #eatrightPRO

Remember the Academy Foundation this season when making your holiday gifts! Plus, your donation is tax deductible: sm.eatright.org/DonateFDN #eatrightPRO

Support the future of the nutrition and dietetics profession by donating to the Foundation's Make It a Million Scholarship Campaign! Learn more about the impact of your donation: sm.eatright.org/FND1Million #MakeIt1Million #eatrightPRO

#GivingTuesday is the perfect opportunity to support hundreds of Academy members by donating to the Academy Foundation! Encourage your colleagues and peers to do the same: sm.eatright.org/DonateFDN #eatrightPRO

December

Key Dates in December 2025

1	National Eat a Red Apple Day
1	World AIDS Day
2	GivingTuesday
3	International Day of Persons with Disabilities
4	National Cookie Day
5	World Soil Day
6	National Gazpacho Day
8	<i>Bodhi Day</i>
10	Human Rights Day
10	International Animal Rights Day
13	National Cocoa Day
13	National Popcorn String Day
25	Christmas Day
31	National Champagne Day
31	New Year's Eve
1-7:	Crohn's and Colitis Awareness Week
7-13:	National Handwashing Awareness Week
14-22:	Hanukkah
Dec. 26 – Jan. 1:	Kwanzaa
	Constipation Awareness Month
	National Impaired Driving Prevention Month
	National Pear Month
	National Stress-Free Family Holiday Month
	Worldwide Food Service Safety Month

Talking Points

Nutrition Tips for Relieving Constipation **(Constipation Awareness Month)**

Constipation is often seen as a taboo subject, yet it affects many people. The good news: Adopting healthful habits and including foods high in fiber may make a difference.

- Most Americans don't get enough dietary fiber throughout the day. Aim for 14 grams for every 1,000 calories, or about 25 grams for women and 31 grams for men each day.
- Include foods such as fruits, vegetables, whole grains, beans, nuts and seeds to meet your fiber needs.
- If you have not been eating foods high in fiber, slowly increase your fiber intake to reduce the risk of gas and other discomfort and drink plenty of water.
- Physical activity and staying hydrated may help reduce constipation.

All About Pears **(National Pear Month)**

Often compared to apples, pears hold their ground as a great fruit.

- A member of the rose family, pears are delicious in both sweet and savory dishes, and can be enjoyed raw, stewed, sautéed, baked, roasted, poached and grilled.
- At about 100 calories, one medium pear delivers 5.5 grams of dietary fiber and 8% of the Daily Value of vitamin C.
- Pears don't ripen on the tree, so the pears you buy at the grocery store need to be left at room temperature to ripen and reach peak flavor.

Sample Social Media Posts

DYK? Peak pear season is during the fall and winter months! Find out how to select, store and enjoy them throughout the holiday season: sm.eatright.org/allaboutpears #eatright #NationalPearMonth

Constipation is a common condition, but it can be relieved through smart nutrition and lifestyle choices. During Constipation Awareness Month, use these helpful strategies: sm.eatright.org/constipationtips #eatright

Celebrated from December 26 through January 1, Kwanzaa honors African heritage in Black culture not only in the United States, but in other parts of the world. Learn more: sm.eatright.org/celebratingkwanzaa #eatright

When you're preparing holiday meals, let your kids help in the kitchen! Review this article for some great age-appropriate cooking tasks: sm.eatright.org/holidaycookingwkids #eatright #kidseatright

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

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