

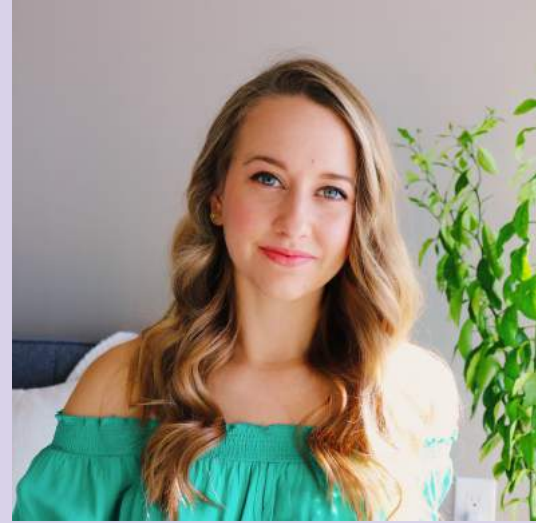
DIABETES ONLINE COMMUNITY



Making Connections in the T1D Digital World



MICHELLE AUERBACH
&
MICHELLE LORD



IN THIS SESSION...

- 1) Introductions - get to know us!
- 2) The Diabetes Online Community (DOC)
- 3) Our Online Platforms
- 4) Tools of The DOC
- 5) Use with Caution
- 6) How to Get Involved
- 7) Q & A

INTRODUCTIONS!

Get to know us!

MICHELLE AUERBACH



- 26 years old
- Diagnosed with T1D at age 12



- From Montreal, QC
- Freelance writer & Blogger

MICHELLE AUERBACH



Fun Facts:

- I have a rescue cat named Big!
- I love taking fun photos for social media

MICHELLE LORD

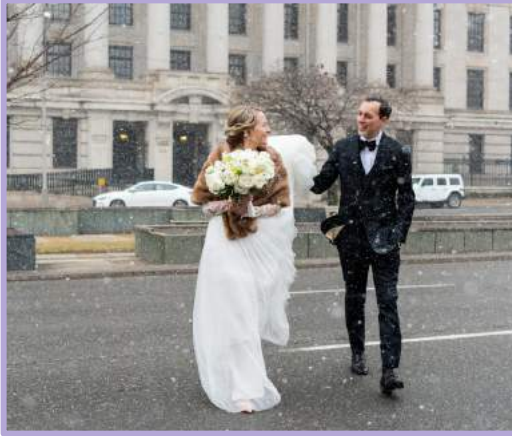


- 29 years old
- Diagnosed with T1D at age 12



- From Toronto, ON
- PhD in Medical Physics

MICHELLE LORD



Fun Facts:

- I got married this year
- I love ballet!

INTRODUCTIONS: YOUR TURN!

Say hi to the person next to you!

Tell them how long you've been living
with T1D or your connection to T1D!

DIABETES ONLINE COMMUNITY (DOC)

WHAT IS THE DOC?

The DOC (Diabetes Online Community) is an online home for anyone touched by diabetes. Patients, caregivers, family members, foundations, and organizations from all over the world come together on the world wide web.

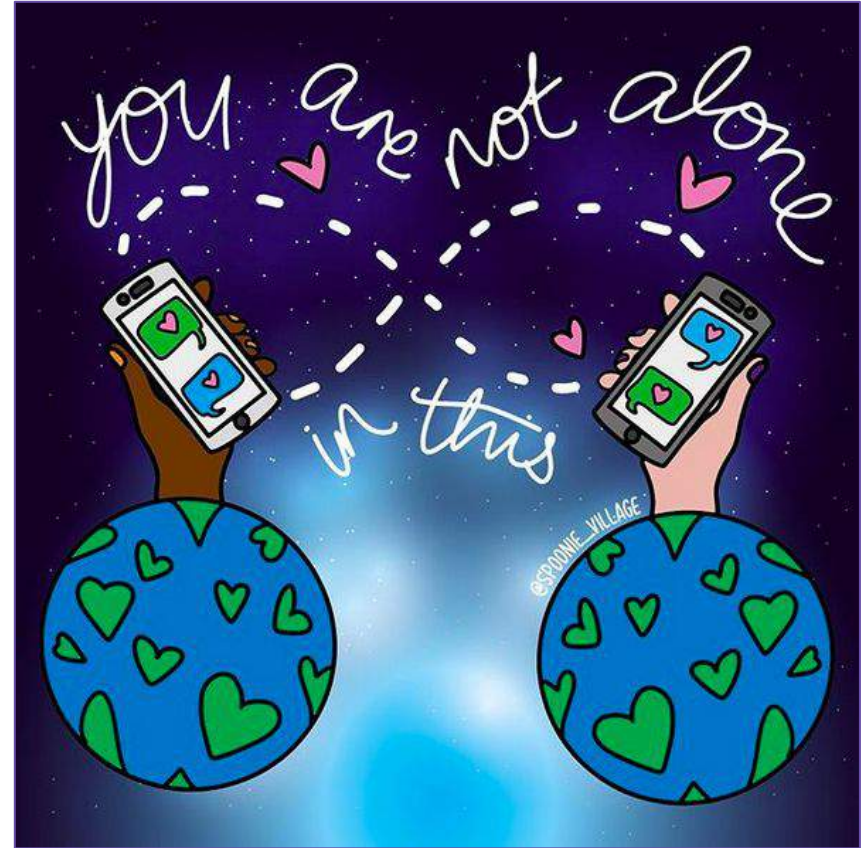


Image by @spoonie_village on Instagram

WHERE IS THE DOC?



Instagram

- A visual look at what people with T1D are doing
- Cool pictures with captions
- Insights into your day or thoughts through Instagram stories



facebook.

- Groups. Many Diabetes groups. Some general, some are a bit more tailored (ex. Women with T1D/Men with T1D, Dexcom Users, ...)
- Pages for companies, campaigns, Diabetes news

WHERE IS THE DOC?



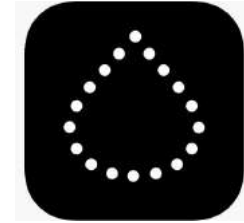
twitter

- Start a conversation. A great place to share your opinions
- An important place for advocacy (#DSMA)



You**Tube**

- Learn from others
- Tutorials on how to do certain things (ex. Insert your dexcom)
- Videos like “A Day In the Life” which can make people feel less alone



Beyond Type 1

- A platform that is ONLY Diabetes
- Make friends (even in the area you live in)
- Ask questions when you're not sure about things.

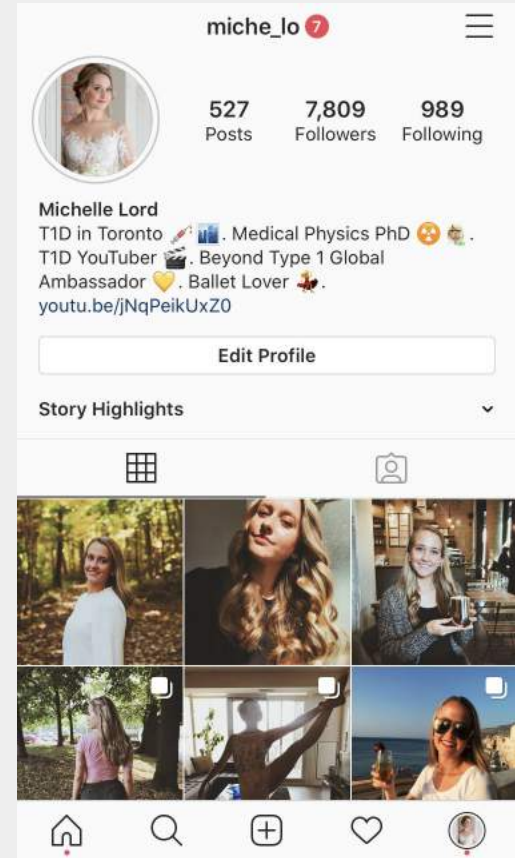
OUR PLATFORMS

MICHELLE LORD (@MICHE_LO)



Instagram

- My first introduction to the DOC in 2013
- Found by searching the hashtag **#type1diabetes**
- Platform in which I have made the most connections





Type 1 Diabetes Lifestyle Channel

- Started in December of 2016
- Always had a passion for making videos
- Wanted to make content that other people with T1D could relate to

The screenshot shows the YouTube channel page for Michelle Lord. At the top, there is a search bar and navigation icons. The channel banner features the name 'MICHELLE LORD' in a stylized white font on a purple background with white splatters, and the text 'TYPE 1 DIABETES LIFESTYLE' below it. The channel profile picture shows Michelle Lord, and her name and subscriber count (15.8K) are displayed. There are buttons for 'CUSTOMIZE CHANNEL' and 'YOUTUBE STUDIO (BETA)'. Below the profile information are navigation tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The main content area is titled 'Popular uploads' and features a row of five video thumbnails with their titles and view counts. To the right, there is a 'FEATURED CHANNELS' section with a list of channels and 'SUBSCRIBED' buttons. At the bottom, there is a 'Type 1 Diabetes Day in The Life: Diabetes Vlogs' section with a row of video thumbnails.

Search

MICHELLE LORD
TYPE 1 DIABETES LIFESTYLE

Michelle Lord
15.8K subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO (BETA)

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Popular uploads ▶ PLAY ALL

BACK TO SCHOOL WITH TYPE 1 DIABETES!
67K views • 2 years ago

TRAVELLING WITH TYPE 1 DIABETES: THE FAIL-PROO...
54K views • 2 years ago

HOW I MAKE MY FREESTYLE LIBRE SENSOR STAY ON FO...
53K views • 1 year ago

DIABETES TIPS AND TRICKS: MAKE YOUR DEXCOM...
49K views • 2 years ago

NIGHTRIDER FOR FREESTYLE LIBRE: PROS...
43K views • 1 year ago

FEATURED CHANNELS

Pastel Kathryn
SUBSCRIBED

Iaina elyse
SUBSCRIBED

Nerdabetic
SUBSCRIBED

Glitter Glucose
SUBSCRIBED

Diabetics Doing Things
SUBSCRIBED

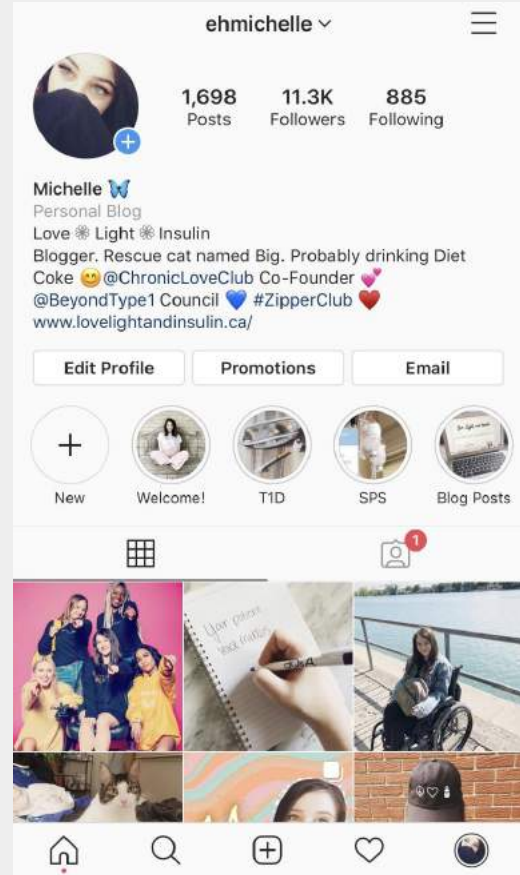
Type 1 Diabetes Day in The Life: Diabetes Vlogs ▶ PLAY ALL

MICHELLE AUERBACH (@EHMICHELLE)



Instagram

- Discovered the DOC through Instagram in 2014
- My personal favourite platform for getting to know diabetes friends
- Was pulled towards Instagram for the photographic nature of it

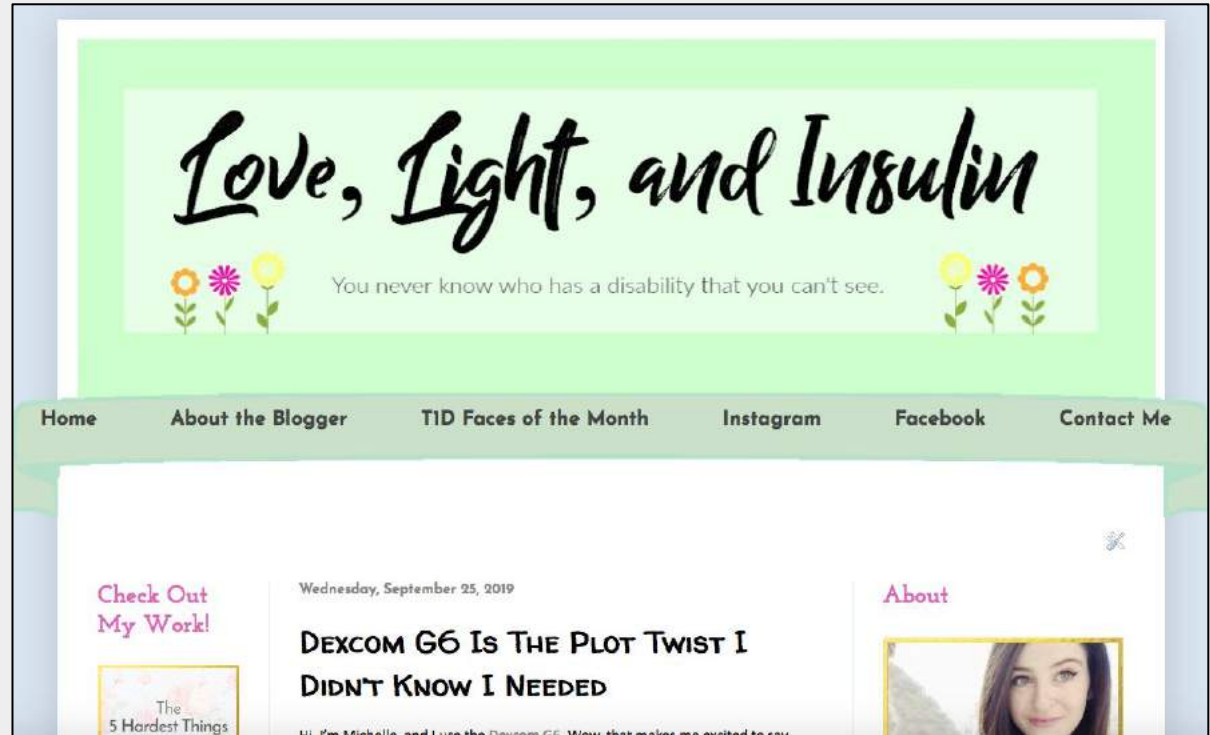




Blogger

DIABETES & CHRONIC ILLNESS BLOG

- Started in May of 2016
- Was inspired by other Diabetes bloggers
- Love writing pieces that make people feel something, or that raise awareness



TOOLS OF THE DOC

HOW CAN THE DOC HELP THOSE LIVING WITH T1D?

Raising awareness

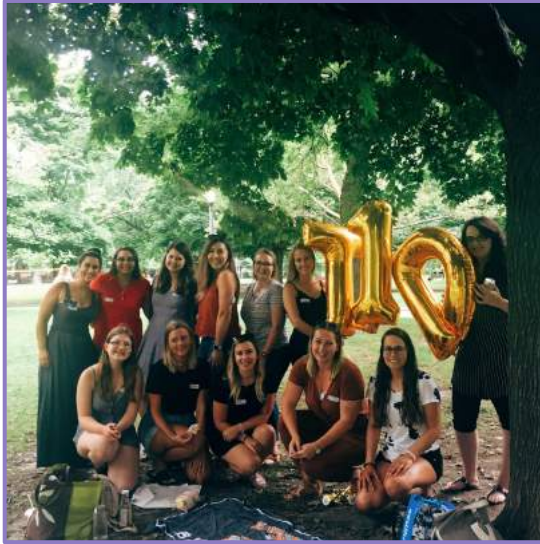


Support Network



HOW CAN THE DOC HELP THOSE LIVING WITH T1D?

Connection to Local Events



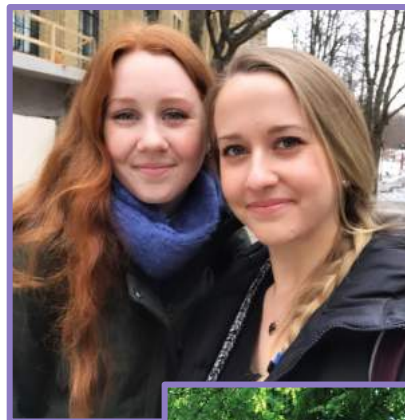
Tips and Tricks



Liked by doubletheinsulin and 532 others

lauren_bongiorno #TIDTIPTUESDAY: What to do when you learn your A1C went up 🙌 (Save this post!)

MAKING FRIENDS!



Abby

Evelyn

USE WITH CAUTION

USE WITH CAUTION

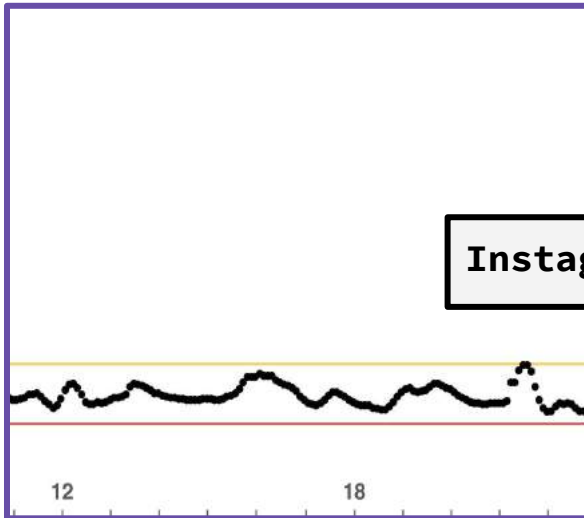
Let's hear from you first!

Are you concerned about being active in
the DOC?

THINGS TO BE CAREFUL OF ONLINE

Comparing yourself to others

Ex: A1C, Dexcom graphs



Instagram vs. Reality



THINGS TO BE CAREFUL OF ONLINE

Lots of opinions!

Ex: diets! (low carb high fat, high carb low fat, plant-based, paleo...)



SAFETY



Official Meetups

Unofficial Meetups



Try to meet in public space and group setting



Beyond Type 1

HOW TO GET INVOLVED

DIVING INTO THE DOC: HASHTAGS

SOME EXAMPLES:

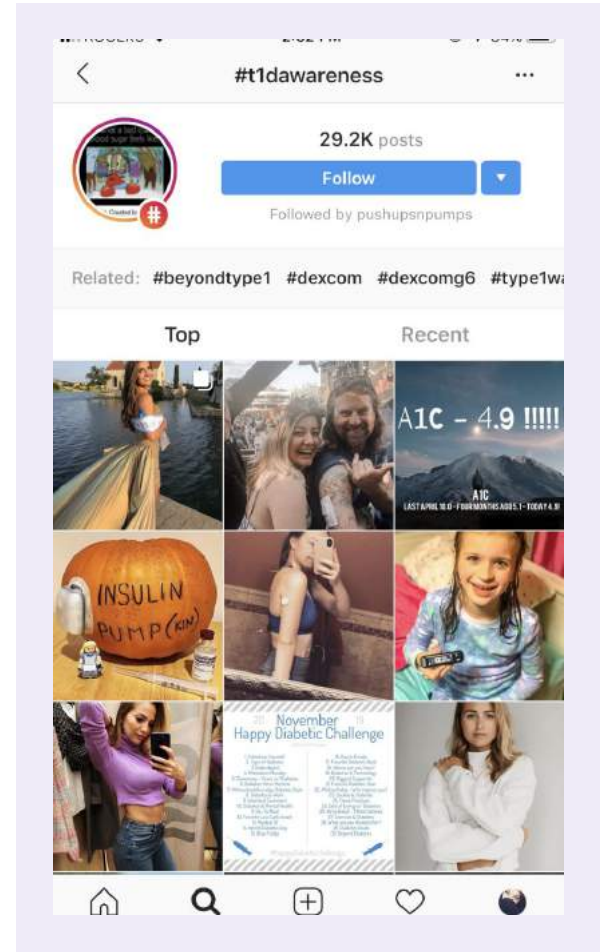
#type1diabetes #t1dlooklikeme

#livebeyond #diabadass

#dexcom #t1d #insulinpump

#t1diabetes #type1warrior

USE THEM!

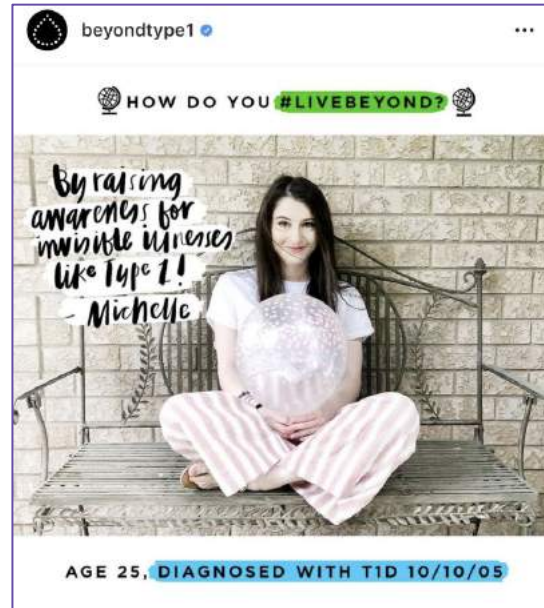


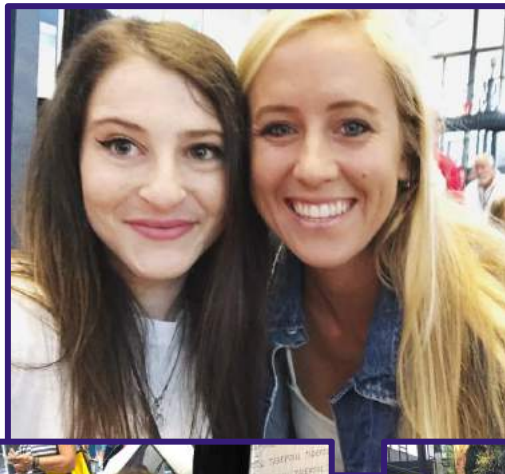
DIVING INTO THE DOC: OTHER IDEAS TO REACH OUT

Tag companies and non-profits



Submit to the BT1 Wall





THANKFUL
FOR THE DOC!

THANK YOU
Q&A TIME!