



@t1damelia

Type 1 Diabetes Education and Lifestyle

Case Study By Amelia McLay



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ABOUT T1DAMELIA

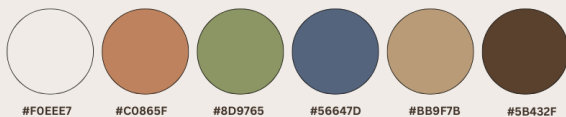
I created @t1damelia as an educational space dedicated to the experience of living with Type 1 Diabetes. My goal was to create a supportive environment where individuals with Type 1 Diabetes feel seen, understood, and connected, while also providing clear and accessible education for those who wish to learn more. This account shares the realities of navigating Type 1 Diabetes in a way that informs and normalizes the experience.



t1damelia

DIABETES EDUCATION

COLORS



FONTS

TT Ramillas
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@!\$% ^ * &

The Seasons
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@!\$% ^ * &

MOOD BOARD



This branding was created to convey a welcoming and supportive space where individuals with Type 1 Diabetes feel seen and understood. The earthy color palette and outdoor-inspired imagery helped create a cozy, grounded atmosphere, while the fonts added a clean, elevated look that remained easy to read.



EXECUTIVE SUMMARY

This case study outlines the development, execution, and performance of my account @tldamelia. Over the course of 11 weeks, I established a cohesive brand presence across Instagram, TikTok, Threads, and Facebook. My content strategy centered on education, lifestyle, and tips/tools, which drove substantial growth across Instagram and TikTok, increasing my follower base and expanding reach to non-followers. I achieved strong engagement across all platforms, with audiences interacting through comments, shares, likes, and saves. This project demonstrated my ability to plan, manage, and execute a content strategy while establishing an authentic brand. I plan to continue developing this project and expand my work beyond this campaign.

My goal was to build a consistent brand presence across all platforms while increasing engagement, gaining new followers, and connecting with my target audience through content.

OBJECTIVES

Engagement

Increase engagement on Instagram and TikTok by 10% and maintain cohesive branding across platforms.

Non-Followers

Achieve at least 50% non-follower reach compared to follower reach on all posts.

STRATEGY

Post consistently across all platforms and use branding to make a cohesive brand identity across all platforms.

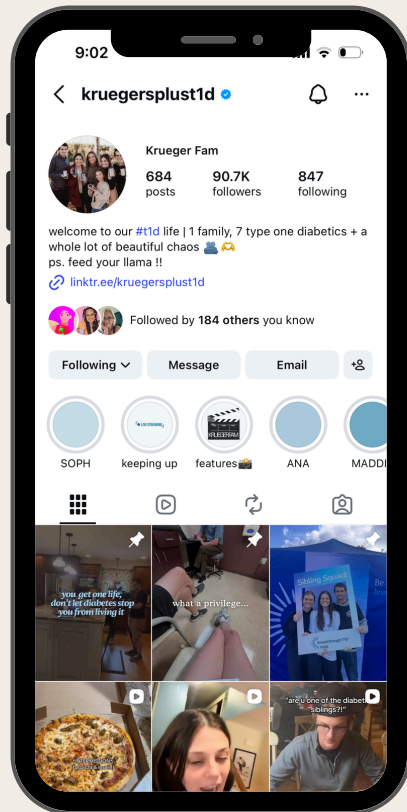
Create content that resonates with audiences facing similar experiences, encouraging engagement and interaction.

Create content that is easy to understand for those who have type 1 as well as those who don't.



RESEARCH

COMPETITOR ANALYSIS

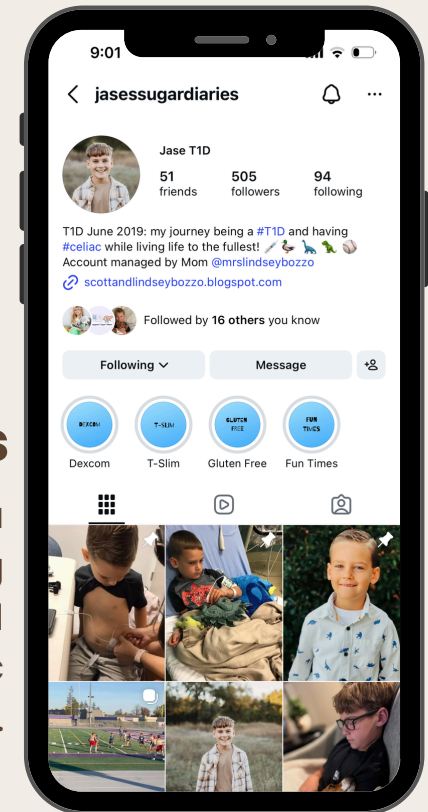


@kruegerplust1d

This account shows a family that has many type 1 diabetics. They show their daily life, funny moments, and all about their family's struggle with having type 1.

@jasesudiaries

This account is about a young boy who is sharing the daily struggles of type 1 while also having celiac disease.



BRAND DIFFERENTOR

- Blend real-life experiences with easy to understand education to create informative content.
- Share the everyday realities of living with Type 1 Diabetes, balancing work, college, and life alongside blood sugar management, injections, and devices.
- Use a clean, modern aesthetic and relatable storytelling style to help both diabetics and non-diabetics feel seen, informed, and connected.

TARGET AUDIENCE

Primary Target Audience:
People living with Type 1
Diabetes

Age: 16–35

Gender: Male/Female

Location: Primarily U.S. (but
relatable globally)

Lifestyle: Active students, young
professionals, and adults
balancing Type 1 with work,
school, and social life.

Secondary Target Audience:
Friends, family, and partners of
people with Type 1 Diabetes

Age: 18–45

Interest: Learning how to support
a loved one with diabetes

What they want: Easy to
understand explanations, “What
to do” advice for highs/lows,
insight into what living with Type 1
is really like.

AUDIENCE PAIN POINTS

Feeling Alone/
Misunderstood

Misinformation

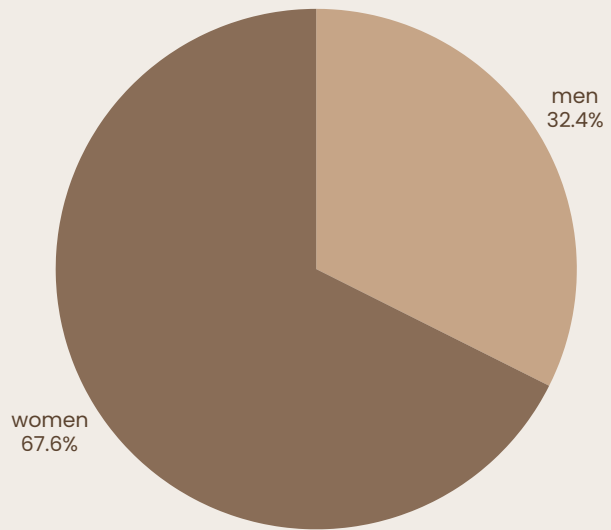
Emotional/
Diabetes
Burnout

Difficulty
Managing
Diabetes Daily

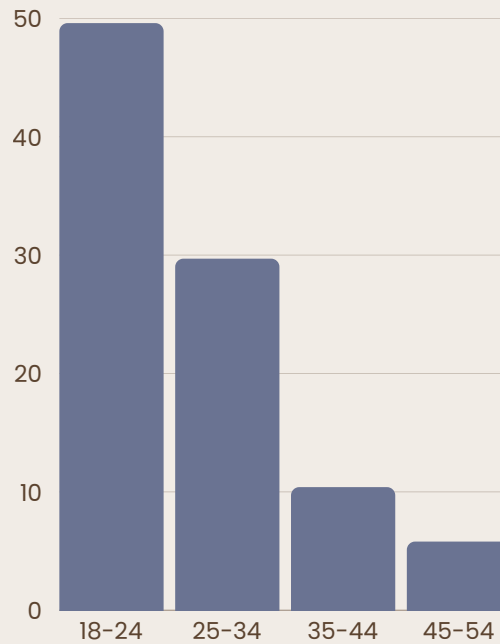
Lack of Clear
Simple
Education

AUDIENCE DEMOGRAPHICS

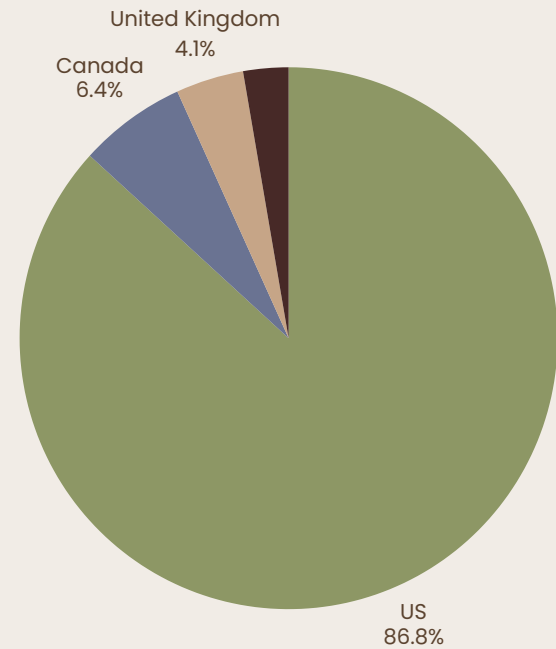
GENDER



FOLLOWERS AGE

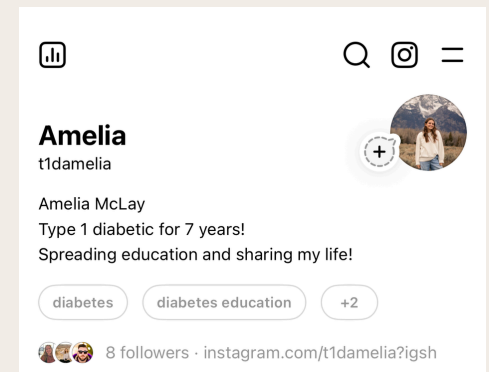
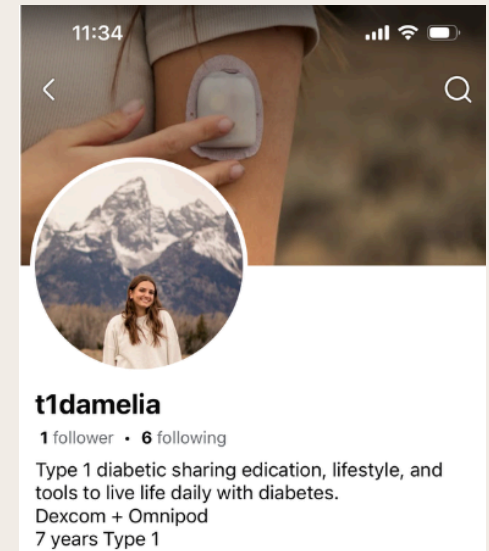
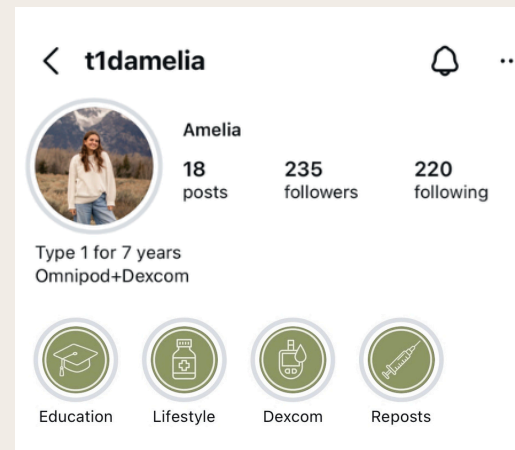
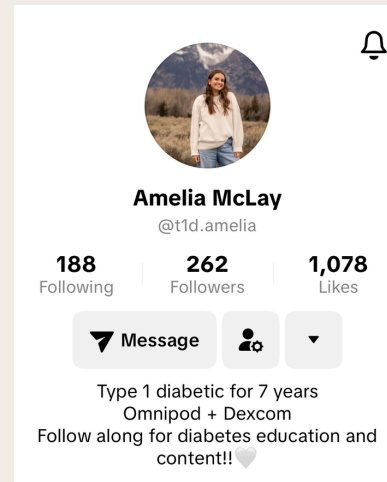


COUNTRIES



SOCIAL MEDIA PROFILES

I wanted all profiles to be easy to find and recognizable across all platforms. Each account uses the same profile photo and a consistent username. Every description was intentionally written to clearly communicate the purpose of the page. Overall, my goal was to create a cohesive, searchable presence that makes it simple for anyone to locate and identify t1damelia.



CONTENT PILLARS

EDUCATION

Content pillars are the themes our content falls into and help keep content consistent.

TIPS/TOOLS

I choose to focus on education, tips/tools, and lifestyle-type content.

LIFESTYLE

32% of my content is in education
26% of my content is tips/tools
42% of my content is lifestyle

EDUCATION

- Break down complex Type 1 Diabetes concepts into simple explanations that help both newly diagnosed individuals and supporters understand daily management.
- Create clear, shareable educational posts that followers can send to friends and family to foster a better understanding of Type 1 Diabetes.

TIPS/TOOLS

- Share practical strategies for navigating blood sugar management, technology, routines, and unexpected challenges.
- Highlight tools, products, and diabetes tech (pumps, sensors, apps, organizational hacks) that make daily life easier and more efficient.

LIFESTYLE

- show the everyday reality of living with Type 1 Diabetes (school, work, social life, fitness, and routines).
- Integrate personal moments and real-life experiences about Type 1 Diabetes to build a connection with my audience.

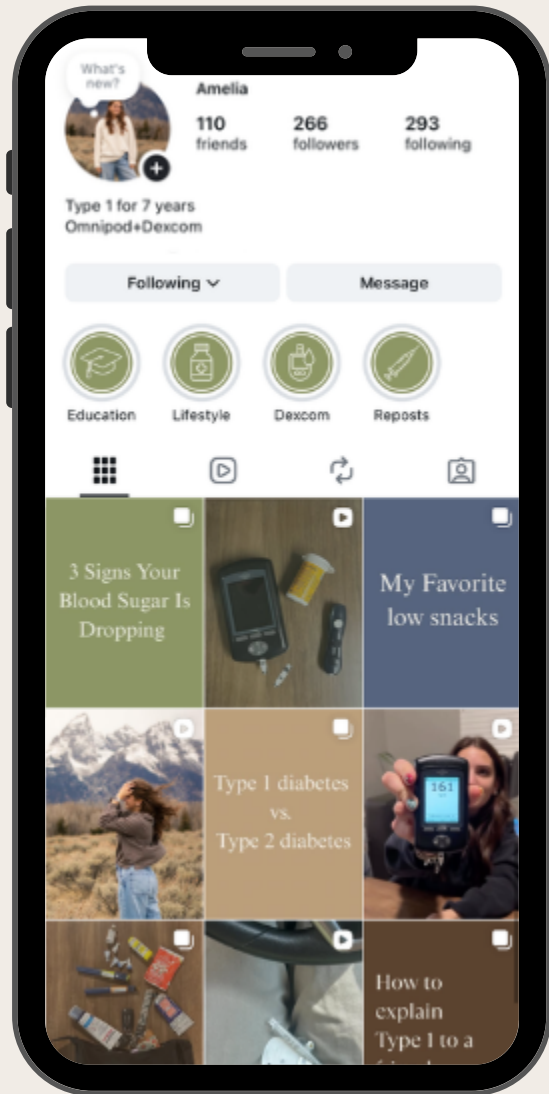
GOOGLE SHEETS

I organized my content using Google Sheets, recording every idea I had in a spreadsheet. I created columns for content pillar, content idea, post type, caption, and completion status. This approach, which I developed over the course of the project, was crucial in keeping me organized and managing my workflow effectively.

tdamelia - Threads			
pillar	content	photos if added	created
Lifestyle	Hey everyone! I am Amel! I've had type 1 diabetes since I was 16 and it's been about 7 years! I've started this account as a school project and am so excited to be on this platform and to share my knowledge about type 1 with everyone!		YES
Lifestyle	Diabetes isn't just about "avoiding sugar" it's about managing your blood sugar. But that means balancing carbs, insulin, activity, stress, and so much more. It's a lot more complex than most think!		YES
Lifestyle	Happy national diabetes month to everyone out there! I'm so proud of everyone for doing hard things!! 🤍 #nationaldiabetesmonth #type1diabetes		YES
Education	Diabetes may not be visible. But it's always there. And that's why this month matters. For the ones checking blood sugar in a crowded room and for the ones treating lows in the middle of the night, for the ones who make it look effortless when it's anything but... You're strong and you're doing amazing! 🤍 #DiabetesAwarenessMonth		YES
Tips/Tools	Type 1 diabetes isn't caused by eating too much sugar. It's my immune system deciding my pancreas didn't need to work anymore. 🤍 I still enjoy desserts! I just have to be the one doing all the math after eating it. #T1D #DiabetesAwareness		YES
Lifestyle	What is everyone's best tip for dealing with diabetes burnout? Comment them down below!		YES
Education	Know the signs!		YES
Education	Diabetes + holidays = enjoying food AND dosing correctly is a skill no one warns you about. Hope everyone had a great Thanksgiving!! Feeling very Thankful!!		YES
Education	Basal vs. Bolus insulin. One keeps you steady, one handles meals. Understanding the difference changes everything!		YES
Tips/Tools	Low blood sugar symptoms! Shakes, sweating, hunger, confusion, anxiety. Get some sugar in your system if you start to feel this way! #type1diabetes #type1		YES
Lifestyle	Since national diabetes month is over I've been reflecting on and seen so many awesome posts from others that experience the same thing I go through daily. We are all such amazing people and nobody fully understands what our life is like! I'm always thinking of you and will always support you! 🤍 #nationaldiabetesmonth #diabetes		YES
Tips/Tools	Here's what I keep on me at all times as a type 1 diabetic! What do you keep in your bag? 🤍 #type1diabetic		YES
	Blood sugar isn't random! Sleep, stress, hormones, food, and activity ALL play a HUGE role		

tdamelia - Instagram				
THEME	CONTENT	REEL CAROUSEL	CAPTION	CREATED
Lifestyle	Betrayal List	Carousel	There's definitely WAY more! #type1 #betrayalist My favorite kind of package arrived! All the diabetes goodies! 🤍🤍	YES
Lifestyle	opening package	Reel	I'm so excited to have my @dexcom back and working! #type1diabetes #diabetesawareness #t1d	YES
Education	how to support a friend	Carousel	Sometimes type 1 can be hard to explain to others! Share with a friend and they can learn more about it! #type1 #type1diabetes	YES
Tips/Tools	what I keep in my bag at all times	Carousel	Here's what I keep on me at all times as a type 1 diabetic! What do you keep in your bag? #type1 #type1diabetic	YES
Lifestyle	Trying my CGM in a new spot	Reel	I ended up having having my Dexcom in my arm but I think I placed it too high?! If anyone has tried it did you like it?? I kinda want to try it again! @dexcom #type1 #type1diabetes	YES
Lifestyle	say your stupid line bend	Reel	Don't ever say "can you eat that?" to someone with diabetes! We can eat whatever we want! As long as we give ourselves some insulin!	YES
Lifestyle	say your stupid line bend	Reel	#type1 #diabetes	YES
Lifestyle	checking my sugar vs friend	Reel	This was such a fun way to teach my friends what a typical blood sugar is! And I'm very jealous they've got a pancreas that actually does its job!	YES
Education	Type 1 vs. Type 2	Carousel	Type 1 and Type 2 Diabetes get grouped together a lot... But they are definitely different Swipe to learn the basic of each and what they have in common!	YES
Education	3 signs your sugar is dropping	Carousel	#type1 #type2	YES
Education	Signs of a High Blood Sugar	Carousel	Know the signs of high blood sugar! Recognizing the symptoms early can make all the difference.	YES
Education	how to explain type 1 to a friend	Carousel	If your levels stay high, check for ketones and contact your care team right away. 🤍 #Type1Diabetes	YES
Tips/Tools	Favorite Low Snacks	Carousel		NO





INSTAGRAM ANALYSIS

TOP PERFORMING REEL

2.2K VIEWS

85.7% NON-FOLLOWER REACH

22% ENGAGEMENT RATE

This reel falls under the Lifestyle pillar and features my friends and me testing our blood sugar after enjoying a sweet treat. It highlights how uniquely each person's body responds, emphasizing the variability of blood sugar reactions. The reel performed well in engagement and successfully reached a high percentage of non-followers, aligning with the key KPIs set for this campaign.



<https://www.instagram.com/p/DRxFajjDtXb/>



TOP PERFORMING CAROUSEL

1.3K VIEWS

66.2% NON-FOLLOWER REACH

17% ENGAGEMENT RATE

This carousel falls under the Educational pillar and focuses on explaining Type 1 Diabetes in a simple, shareable way for friends. The post generated strong interactions, reached a significant number of non-followers, and showed high engagement. Overall, it successfully met several of the key KPIs established for the account.



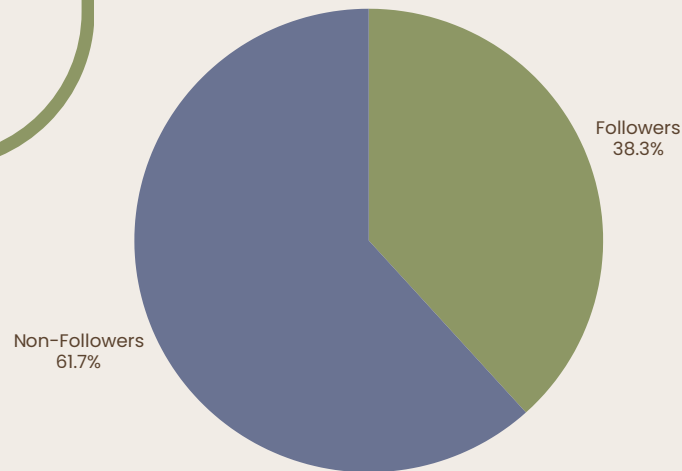
https://www.instagram.com/p/DRnzpGLkpfY/?img_index=1



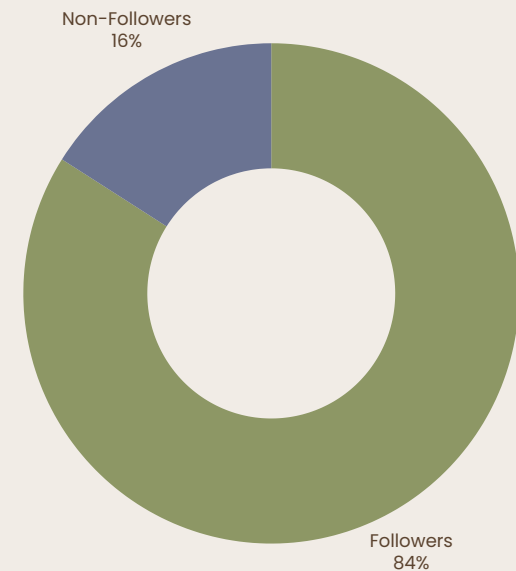
PLATFORM PERFORMANCE

Accounts Reached: 3,345
Profile Visits: 473
Interactions: 530
Followers Gained: 123
Total Views: 11,569

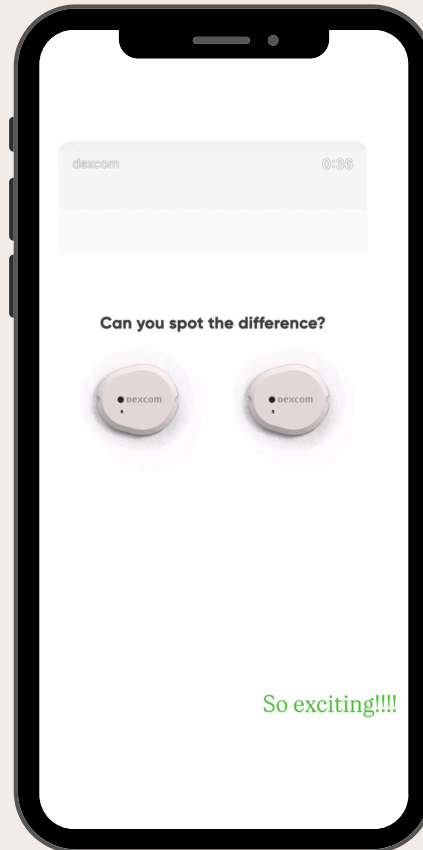
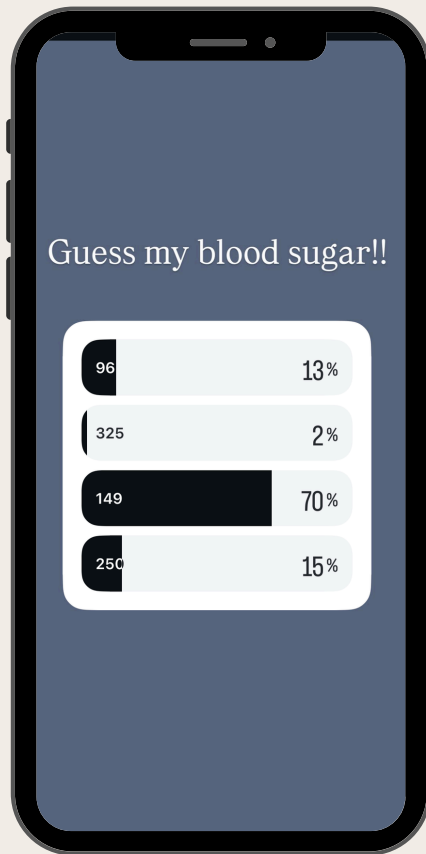
PLATFORM VIEWS



ENGAGEMENT



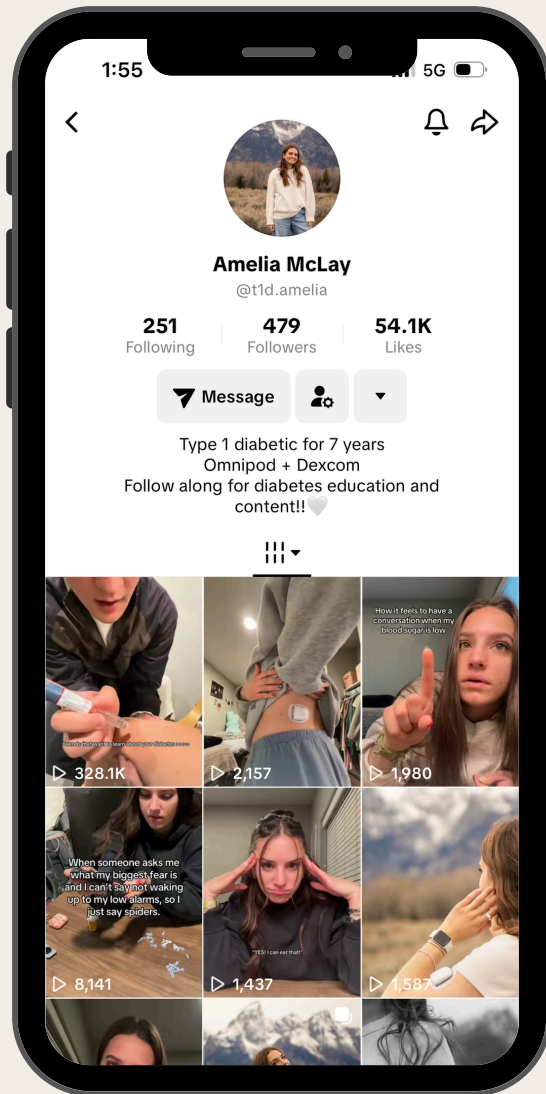
INSTAGRAM STORIES



I chose to create stories to better engage with my audience and encourage them to interact with content. It also helped build a fun, consistent space for them to return to each week. This allowed me to interact with my audience more.

INSTAGRAM EVALUATION

As a result of posting on Instagram, I grew my audience from 143 to 271 followers. I had an overall platform engagement rate of 6.1% and created content that was consistent and helped grow my platform while meeting KPIs.



TIKTOK ANALYSIS

TOP PERFORMING POST #1

52.4K LIKES

328K VIEWS

132 COMMENTS

11,464.5% ENGAGEMENT RATE

1,610 SHARES

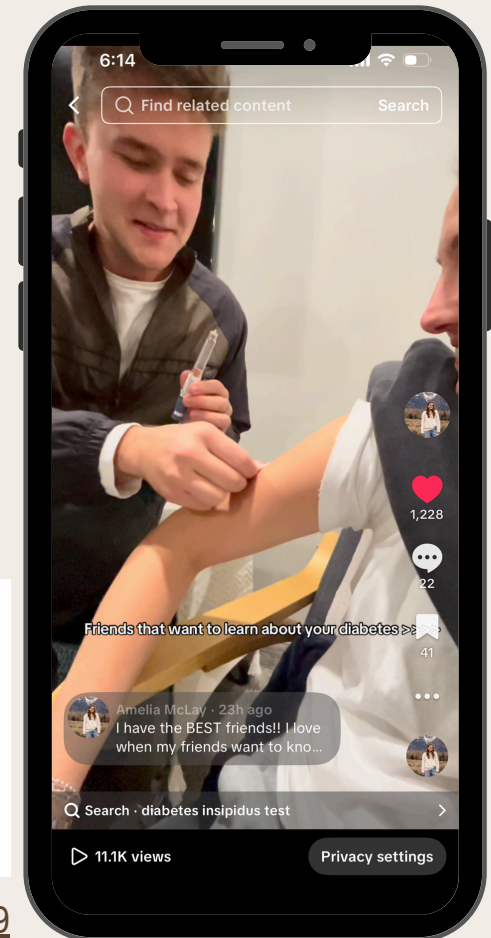
FOLLOWERS GAINED: 155

1,592 SAVES

This post saw strong performance overall. It has a caption, "friends that want to learn about your diabetes >>>" Many people who watched this interacted with it as well.



<https://www.tiktok.com/@t1d.amelia/video/7580547282509008159>



TOP PERFORMING POST #2

962 LIKES

23 COMMENTS

50 SHARES

61 SAVES

7.1K VIEWS

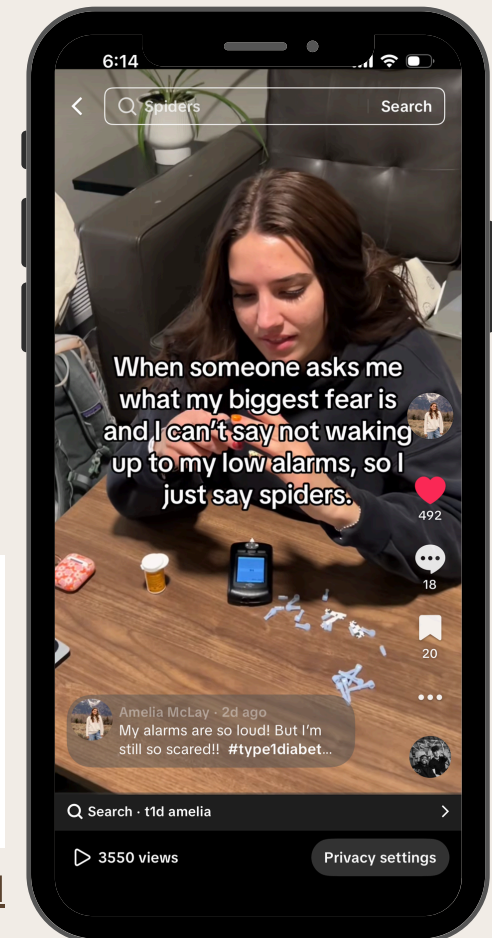
231.7% ENGAGEMENT RATE

FOLLOWERS GAINED: 50

This post utilized a past trend of saying your biggest fear and included a caption to make it more engaging, encouraging viewers to watch and interact.



<https://www.tiktok.com/@tld.amelia/video/7579856237123144991>



TOP PERFORMING POST #3

142 LIKES

14 COMMENTS

1 SHARES

1 SAVES

2.7K VIEWS

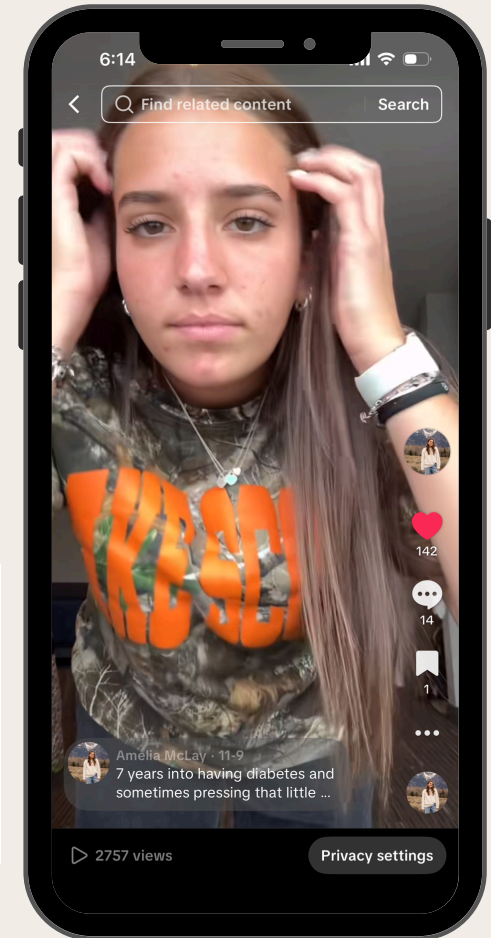
47.9% ENGAGEMENT RATE

FOLLOWERS GAINED: 9

This post is part of my Lifestyle content pillar. It shows me trying my Dexcom in a spot most people try to avoid, making others want to watch and engage with the post.



<https://www.tiktok.com/@t1d.amelia/video/7570961928269401374>

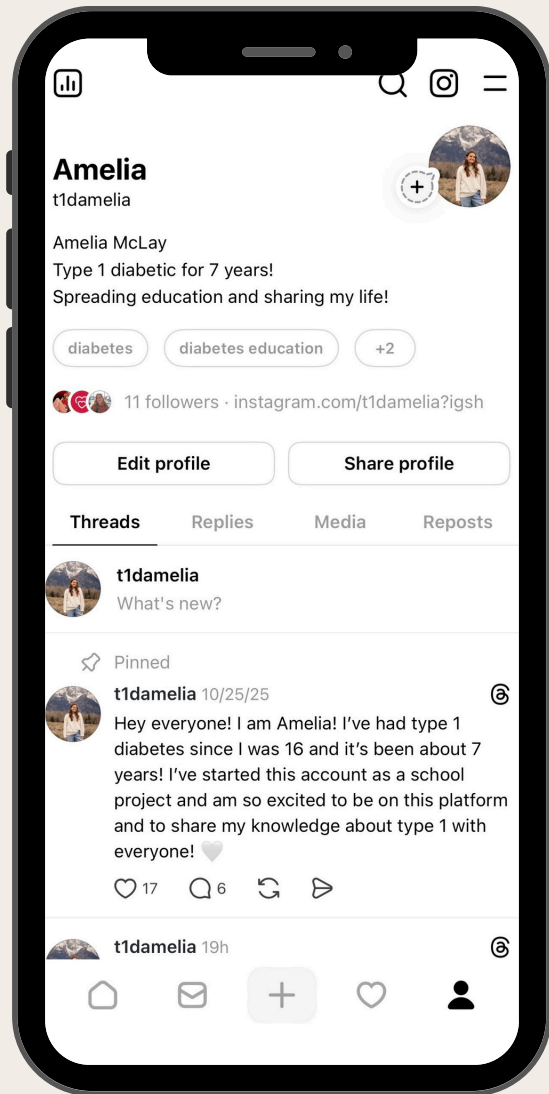


PLATFORM PERFORMANCE

Total Views: 368K
Profile Views: 1.9K
Interactions: 59.1K
Followers Gained: 507

TIKTOK EVALUATION

TikTok was my most successful platform through this campaign. From posting, I was able to go from 0 followers to 332 followers. I was also able to meet my goals with engagement through TikTok by creating content that others want to see and engage and interact with daily.

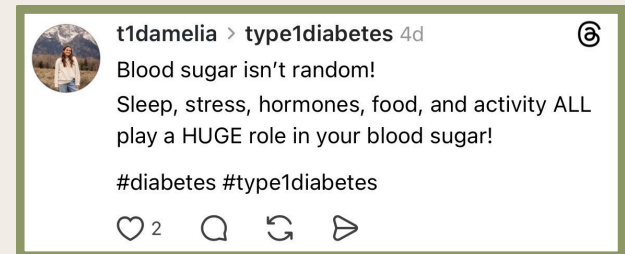


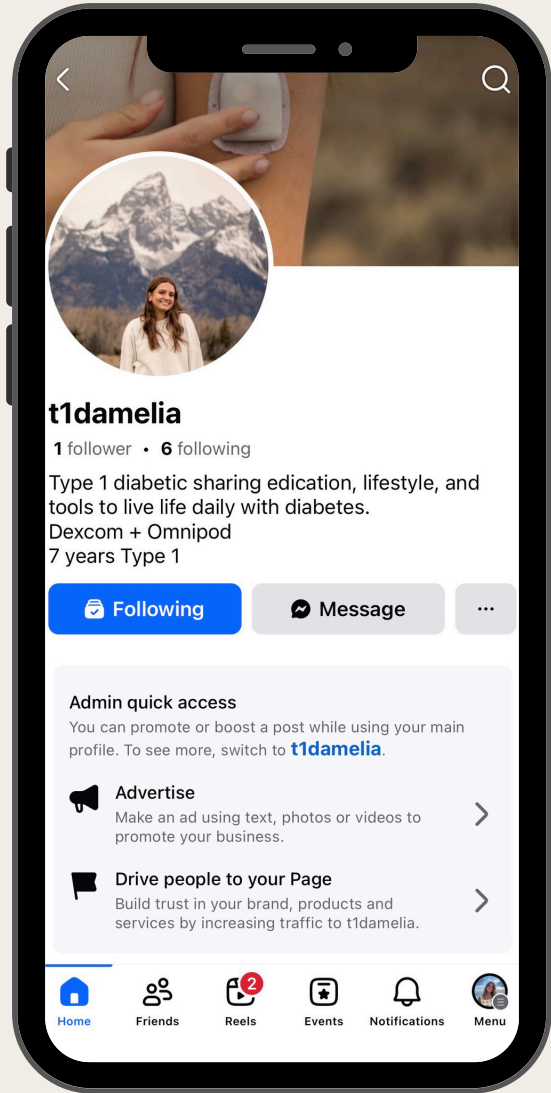
THREADS

THREADS OVERVIEW

I was able to create a new presence on threads. I gained 11 total followers and was able to learn a new platform that I had never used before. I enjoyed being able to make posts that others could connect and engage with.

<https://www.threads.com/@t1damelia>





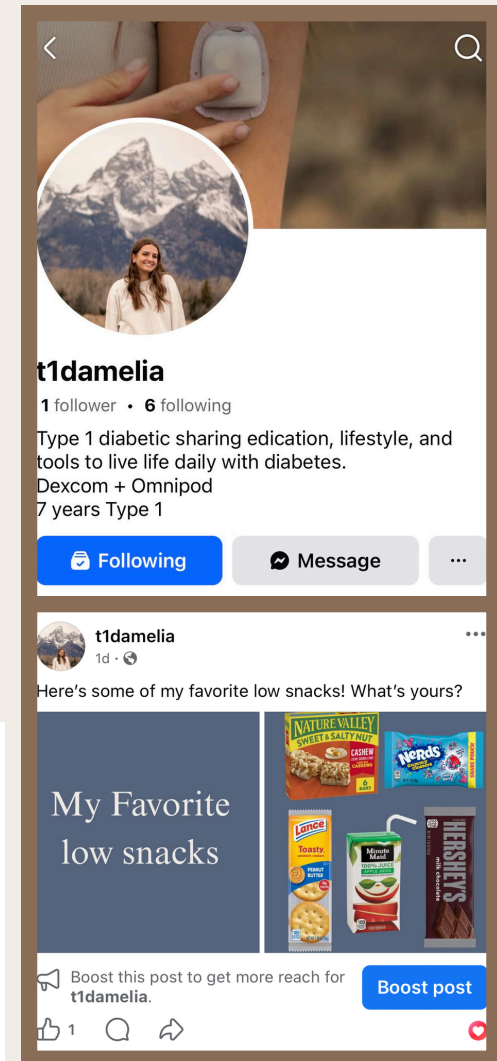
FACEBOOK

FACEBOOK OVERVIEW

I built a new presence on Facebook, gaining two followers and learning to navigate a platform I had not used before. Although Facebook was sometimes challenging to manage, I found that posting in relevant groups was effective, and I plan to continue using this approach moving forward.



[HTTPS://WWW.FACEBOOK.COM/PROFILE.PHP?ID=61582956758455](https://www.facebook.com/profile.php?id=61582956758455)





CONCLUSION

Throughout this project, I was able to learn a lot, interact with my audience and reach new people, and build new relationships that I wouldn't have been able to reach otherwise. I successfully grew my platforms, built engagement, and strengthened my connection with my audience. It also allowed me to develop as a creator and establish a clear direction for my content moving forward within the Type 1 Diabetes community.

ABOUT ME

I'm Amelia McLay.

I have a bachelor's degree in Communications with an Emphasis in Digital and Social Media from BYU-Idaho.

I have experience in digital and social content creation. I enjoy creating content for all platforms and using my creativity to do so. I have experience in branding, audience growth, and creating engaging content for all to enjoy.



APPENDIX

ACCOUNT PROFILES

Instagram

TikTok

Threads

Facebook



