



# MAY 2021 NATIONAL OSTEOPOROSIS MONTH SOCIAL MEDIA TOOLKIT

## Join us in raising awareness about the importance of good bone health during National Osteoporosis Month this May!

Osteoporosis is often called a “silent disease” because one can’t feel bones weakening. In fact, a broken bone is often the first sign of the disease, and the resulting fractures can be devastating. But there’s good news! Osteoporosis can be preventable and treatable. Learning the facts about osteoporosis, engaging in physical activity and eating a well-balanced diet are the foundation for good bone health throughout your lifetime. Even taking small, consistent steps can provide many positive benefits!

Show your commitment during the month of May by using social media to raise awareness! We’ve prepared this user-friendly toolkit with everything you need to share information on social media with your peers, colleagues, friends, family and in your community. Check out the information below and let’s spread awareness far and wide.

[Click here](#) to download accompanying graphics.

## Help us spread the word!



### Tag NOF in your posts so we can share/amplify!

Facebook: [@NationalOsteoporosisFoundation](#)

Twitter: [@OsteoporosisNOF](#)

LinkedIn: [@NationalOsteoporosisFoundation](#)

Instagram: [@NationalOsteoporosisFoundation](#)



### Use the following hashtags:

#osteoporosis

#BeBoneStrong

#NationalOsteoporosisMonth

#NOM2021



### Additional tips:

Personalize posts or copy and paste the suggested text we’ve provided in this document.

Encourage your social media followers to get involved and spread the word!

## Update Your Facebook Photo Frame



Update your Facebook profile photo with a National Osteoporosis Month frame and let your colleagues, friends and family know that you are raising awareness during the month of May.

Take these simple steps: just sign into your Facebook account and then visit [Profile Picture Frames](#). Search for “National Osteoporosis Month” and select the frame. Don’t forget to click “Use as Profile Picture” to save your changes!

## Suggested Social Media Posts

May is National Osteoporosis Month! Help me raise awareness and get involved by visiting <https://www.nof.org/national-osteoporosis-month/>! #Osteoporosis #BeBoneStrong #NationalOsteoporosisMonth



This May I’m raising awareness about osteoporosis! Join me by taking some simple steps to improve your bone health this month. Find this helpful calendar and learn more at <https://www.nof.org/national-osteoporosis-month/>. #NationalOsteoporosisMonth #Osteoporosis #BeBoneStrong



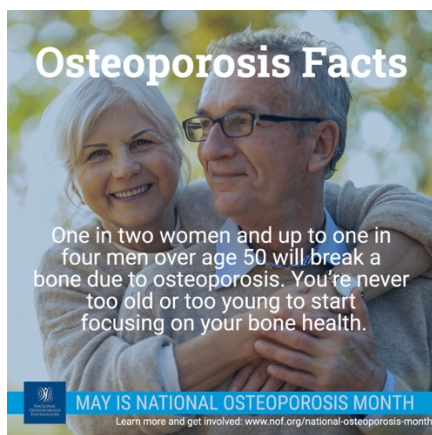
You are never too young or too old to protect your bones. Now is the time to take action! Join me in raising awareness about osteoporosis during May's #NationalOsteoporosisMonth!  
<https://www.nof.org/national-osteoporosis-month/> #Osteoporosis #BeBoneStrong



People with osteoporosis cannot feel their bones getting weaker, and many do not know they have osteoporosis until they break a bone. Learn more about this disease and how you can raise awareness during May's #NationalOsteoporosisMonth! <https://www.nof.org/national-osteoporosis-month/> #Osteoporosis #BeBoneStrong



Did you know that one in two women and up to one in four men over age 50 will break a bone due to osteoporosis? Learn more and find resources to promote bone health during May's #NationalOsteoporosisMonth! <https://www.nof.org/national-osteoporosis-month/> #Osteoporosis #BeBoneStrong



Did you know that the number of annual osteoporotic fractures is projected to grow 68% by 2040? Learn more about osteoporosis and find resources to promote bone health during May's National Osteoporosis Month! <https://www.nof.org/national-osteoporosis-month/> #NationalOsteoporosisMonth #Osteoporosis #BeBoneStrong



Every 20 seconds, someone in the U.S. breaks a bone as a result of osteoporosis. We need your help now to reverse this trend. Donate this month to help improve patient care and protect future generations from this debilitating disease. <https://www.nof.org/national-osteoporosis-month/> #NationalOsteoporosisMonth #Osteoporosis #BeBoneStrong

