



Osteoporosis Awareness and Prevention Month

Social Media Toolkit

Join the Bone Health & Osteoporosis Foundation (BHOFF) in raising awareness about bone health and osteoporosis during **Osteoporosis Awareness and Prevention Month** in May!

Approximately 54 million Americans have low bone density or osteoporosis. This May, the Bone Health and Osteoporosis Foundation (BHOFF) will commemorate Osteoporosis Awareness and Prevention Month with bone healthy exercises and information – for all ages – to help achieve better bone health. Join us in raising awareness about osteoporosis and **#ExerciseToMaximize** your bone health!

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 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 BHOFF in your posts so we can share/amplify!

Facebook: [@bonehealthandosteoporosisfoundation](#)

Twitter: [@bonehealthBHOFF](#)

LinkedIn: [@bonehealthandosteoporosis](#)

Instagram: [@bonehealthandosteoporosisfoundation](#)



Use the following hashtags:

#ExerciseToMaximize

#BeBoneStrong

#OsteoporosisAwareness

#OAPM2022



Additional tips:

- Personalize posts or copy and paste the suggested text we've provided.
- Encourage your social media followers to get involved and spread the word!
- Share and repost BHOFF content throughout the month.

Don't miss these items and events! In addition to the suggested social media posts, you can share info about these items as well:

- Free Webinars
- Bone Talk Podcast
- Informational Resources and Guides
- Patient Registry

[Click here](#) to visit the Osteoporosis Awareness & Prevention Month page.

Suggested Social Media Posts

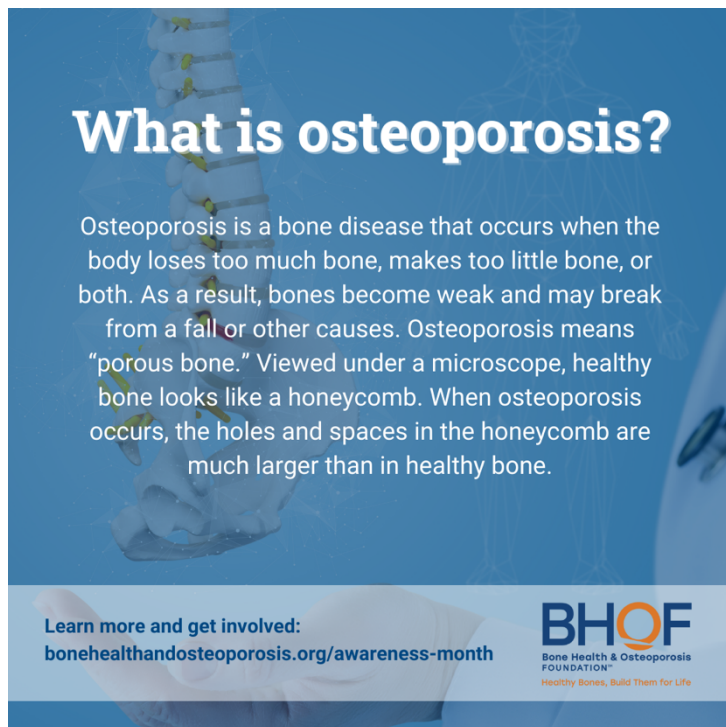
May is Osteoporosis Awareness and Prevention Month! Help me raise awareness and get involved by visiting <https://www.bonehealthandosteoporosis.org/awareness-month>! #OsteoporosisAwareness #BeBoneStrong #OAPM2022



This May I'm raising awareness about osteoporosis! #ExerciseToMaximize your bone health with these daily tips. Find this helpful calendar and learn more at <https://www.bonehealthandosteoporosis.org/awareness-month>! #BeBoneStrong #OAPM2022 #OsteoporosisAwareness



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 this May during Osteoporosis Awareness and Prevention Month! <https://www.bonehealthandosteoporosis.org/awareness-month>! #BeBoneStrong #OAPM2022 #OsteoporosisAwareness



At any age, it is never too late to take steps to protect your bones and prevent fractures. Learn more and find resources to promote bone health during May's Osteoporosis Awareness and Prevention Month.

<https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2022

#OsteoporosisAwareness



Did you know?

An estimated 54 million Americans have osteoporosis or low bone mass, and studies suggest that approximately 1 in 2 women and up to 1 in 4 men age 50 and older will break a bone due to osteoporosis in their lifetime.

Learn more and get involved:
[bonehealthandosteoporosis.org/awareness-month](https://www.bonehealthandosteoporosis.org/awareness-month)

BHOF
Bone Health & Osteoporosis
FOUNDATION™
Healthy Bones, Build Them for Life

Osteoporosis can cause broken bones, loss of mobility, loss of independence, and sometimes even death.

Learn more and find resources to promote bone health during May's Osteoporosis Awareness and

Prevention Month: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong

#OAPM2022 #OsteoporosisAwareness



Did you know?

Americans suffer more than 2 million fractures each year because of osteoporosis, yet 80% of older Americans who break a bone are not tested or treated for osteoporosis

Learn more and get involved:
[bonehealthandosteoporosis.org/awareness-month](https://www.bonehealthandosteoporosis.org/awareness-month)

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Healthy Bones, Build Them for Life

Women can lose up to 20% of bone mass in the first 5-7 years post-menopause. Learn more and find resources to promote bone health during May's Osteoporosis Awareness and Prevention Month:

<https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2022

#OsteoporosisAwareness



Did you know?

Women begin to lose bone dramatically at menopause.

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[bonehealthandosteoporosis.org/awareness-month](https://www.bonehealthandosteoporosis.org/awareness-month)

Did you know that a man is more likely to break a bone due to osteoporosis than he is to get prostate cancer? Learn more and find resources to promote bone health during May's Osteoporosis Awareness and Prevention Month: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2022 #OsteoporosisAwareness



Did you know?

Up to one in four men will break a bone due to osteoporosis in their lifetime.

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Learn more and get involved:
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#ExerciseToMaximize

There are two types of osteoporosis exercises that are important for building and maintaining bone density, weight-bearing and muscle-strengthening exercises. Learn more: <https://www.bonehealthandosteoporosis.org/patients/treatment/exercisesafe-movement> #BeBoneStrong #ExerciseTo Maximize #OAPM2022 #OsteoporosisAwareness



Childhood and young adulthood are bone-building years! Weight-bearing exercise and a healthy diet rich in calcium and vitamin D are important for reaching peak bone mass, the greatest amount of bone an individual can attain. Learn more: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #ExerciseTo Maximize #OAPM2022 #OsteoporosisAwareness

