



Bone Health & Osteoporosis
FOUNDATION™

Building Better Bones Together

Stronger Bones. Stronger Bonds.



OSTEOPOROSIS
AWARENESS AND
PREVENTION MONTH



SOCIAL MEDIA TOOLKIT



MAY 2026

May is Osteoporosis Awareness and Prevention Month

Every May, we come together to highlight the importance of good bone health and the steps we can take to protect it. This year, our theme is **Building Better Bones Together**. Bone health is a lifelong journey, but it isn't one we have to take alone. It is built through the meals we share, the ways in which we stay active (often with others), and the support systems that keep us moving forward. This month, BHOOF is connecting the importance of bone health with the strength of our community to show how we stay strong together: **Stronger Bones. Stronger Bonds.**

With over 54 million Americans affected by osteoporosis and low bone density, the need for education and community has never been greater. This toolkit is designed to help you start new conversations, share vital resources, and encourage those around you to take charge of their bone health.

Let's build better bones, together.

How to Join the Conversation



This May, we're focusing on our collective strength. Each week, BHOOF will provide resources and insights centered around the foundations of bone health. We invite you to follow along, use these resources, and, if you feel inspired, share a piece of your own journey with us.



Week 1: The Table (Nutrition)

Exploring the nutrients, foods, and recipes that fuel us.



Week 2: The Moves (Physical Activity)

Prioritizing staying active and safe.



Week 3: The Circle (Support)

Honoring the communities, partners, family, and caregivers who support our health.



Week 4: The Story (Experiences)

Sharing our bone health journeys for now and for the future.



HELP US SPREAD THE WORD!

Help us amplify bone health awareness this May. Tag BHOF in your posts so we can share and extend your reach!

TAG BHOF



Facebook
@bonehealthandosteoporosisfoundation



LinkedIn
company/bone-health-and-osteoporosis-foundation



Instagram
@bonehealthandosteoporosis

USE THESE HASHTAGS



#OAPM2026



#BuildingBetterBonesTogether



#OsteoporosisAwareness



#BeBoneStrong

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 BHOF content throughout the month.

DON'T MISS THESE RESOURCES AND EVENTS



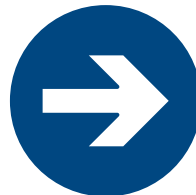
Free Events and Webinars



Bone Talk Podcast



Support Groups



Your Path to Good Bone Health



Resources and Guides



Patient Registry



EXAMPLE SOCIAL MEDIA GRAPHICS

Click here to access Canva templates.



EXAMPLE SOCIAL MEDIA POSTS

ALL
MONTH
LONG

 **May is Osteoporosis Awareness and Prevention Month**

Building Better Bones Together

Stronger Bones. Stronger Bonds.
bonehealthandosteoporosis.org/awareness-month



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All Month Long – Stronger Together

May is Osteoporosis Awareness and Prevention Month. More than 54 million Americans are affected by osteoporosis and low bone density, yet many people don't know they are at risk until they break a bone. Bone health is shaped by many factors, including genetics, lifestyle, and the environment around us. Learn more here: bonehealthandosteoporosis.org/awareness-month #BuildingBetterBonesTogether #OAPM2026 #OsteoporosisAwareness #BeBoneStrong

Bonus: Who helps you stay strong?

WEEK
1

 **May is Osteoporosis Awareness and Prevention Month**

Nourish Your Bones

Calcium and vitamin D help build and maintain strong bones.

#BuildingBetterBonesTogether
bonehealthandosteoporosis.org/awareness-month



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Week 1: The Table – Nourish Your Bones

Calcium and vitamin D help build and maintain strong bones. Calcium supports bone structure, while vitamin D helps your body absorb it. Together, they play an important role in bone health at every age. Simple habits like balanced meals and nutrient-rich foods can support your bones over time. Learn more here: bonehealthandosteoporosis.org/awareness-month #BuildingBetterBonesTogether #OAPM2026 #OsteoporosisAwareness #BeBoneStrong

Bonus: Share your favorite bone-healthy recipe!

WEEK
2

 **May is Osteoporosis Awareness and Prevention Month**

Stay Active. Stay Strong.

Movement every day helps support bone health and balance.

#BuildingBetterBonesTogether
bonehealthandosteoporosis.org/awareness-month



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Week 2: The Moves – Physical Activity

Regular physical activity helps support bone strength and reduces the risk of falls. Weight-bearing and muscle-strengthening exercises, like walking or resistance training, can help maintain bone density and improve balance. Even small amounts of movement throughout the day can add up. Learn more here: bonehealthandosteoporosis.org/awareness-month #BuildingBetterBonesTogether #OAPM2026 #OsteoporosisAwareness #BeBoneStrong

Bonus: What's your favorite way to stay active?

WEEK
3

 **May is Osteoporosis Awareness and Prevention Month**

We're Stronger Together

Support, connection and community make a difference.

#BuildingBetterBonesTogether
bonehealthandosteoporosis.org/awareness-month




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Week 3: The Circle – Support Networks

Support plays an important role in managing bone health. Connecting with others can provide encouragement, shared experiences, and helpful information along the way. The BHOF Online Support Community offers a place to learn, ask questions, and connect with others navigating similar challenges. Learn more here: bonehealthandosteoporosis.org/awareness-month #BuildingBetterBonesTogether #OAPM2026 #OsteoporosisAwareness #BeBoneStrong

Bonus: Who is part of your support system?

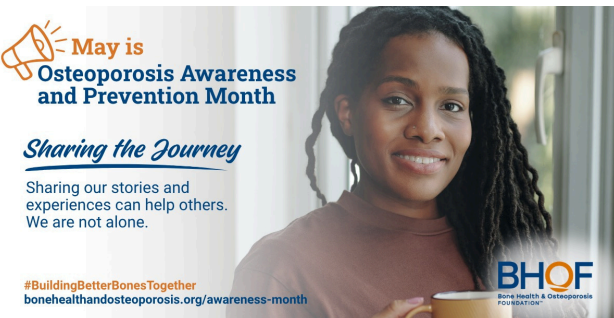
WEEK
4

 **May is Osteoporosis Awareness and Prevention Month**

Sharing the Journey

Sharing our stories and experiences can help others. We are not alone.

#BuildingBetterBonesTogether
bonehealthandosteoporosis.org/awareness-month



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Week 4: The Story – Sharing the Journey

Osteoporosis is often called a "silent disease" because bone loss can occur without obvious symptoms. Many people don't know they have osteoporosis until they break a bone. That's why awareness, screening, and early action matter. Learn more here: bonehealthandosteoporosis.org/awareness-month #BuildingBetterBonesTogether #OAPM2026 #OsteoporosisAwareness #BeBoneStrong

Bonus: Share a part of your bone health journey.