

World Osteoporosis Day

Social Media Toolkit

October 20th is World Osteoporosis Day. Join BHO and organizations across the globe in raising awareness and sharing resources to promote better bone health!

Approximately 54 million Americans have low bone density or osteoporosis. This October, the Bone Health and Osteoporosis Foundation (BHO) will commemorate **World Osteoporosis Day** by sharing information, tools and resources to raise awareness about osteoporosis and promote good bone health.

Show your support during the month of October, and ESPECIALLY on October 20, to help us raise awareness! We've prepared this user-friendly toolkit with everything you need to get information about osteoporosis, find support, and share on social media. Check out the information below and let's spread awareness far and wide!

[Click here](#) to learn more and download materials for World Osteoporosis Day.

Help us spread the word!



Tag BHO in your posts so we can share/amplify!

Facebook: [@bonehealthandosteoporosisfoundation](#)

LinkedIn: [@bonehealthandosteoporosis](#)

Instagram: [@bonehealthandosteoporosisfoundation](#)



Use the following hashtags:

#WorldOsteoporosisDay

#BeBoneStrong

#OsteoporosisAwareness



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 BHO content.

Sample Social Media Posts

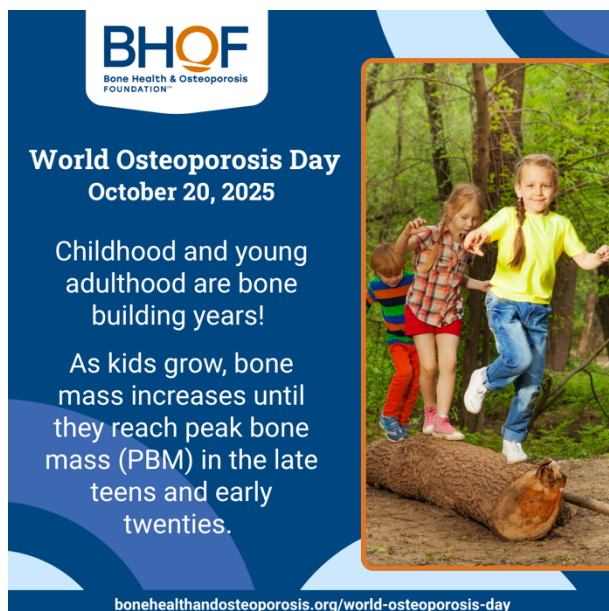
[Click here](#) to access the social media graphics.

October 20th is World Osteoporosis Day! Help me raise awareness and get involved by visiting <https://www.bonehealthandosteoporosis.org/world-osteoporosis-day>! #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



Reaching a higher peak bone mass (PBM) in youth lowers the risk of osteoporosis later in life. Encourage bone smart habits today with nutritious meals that include calcium, regular activity, time outdoors for vitamin D, and healthy sleep. Learn more here:

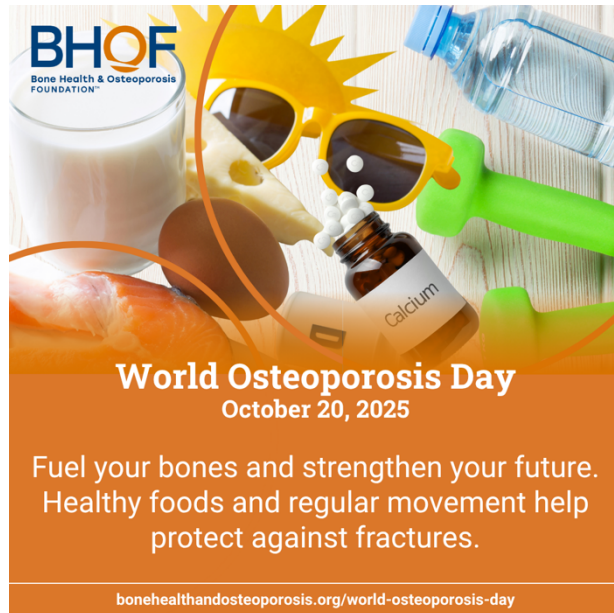
<https://www.bonehealthandosteoporosis.org/preventing-fractures/nutrition-for-bone-health/peak-bone-mass> #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



Building stronger bones begins with what you eat and how you move. A balanced diet rich in calcium, vitamin D, fruits, vegetables, and lean protein gives your bones the nutrients they need. Weight-bearing and muscle-strengthening activities, like walking, dancing, or resistance training, help keep bones strong and prevent fractures. Learn more about bone-healthy foods and exercises:

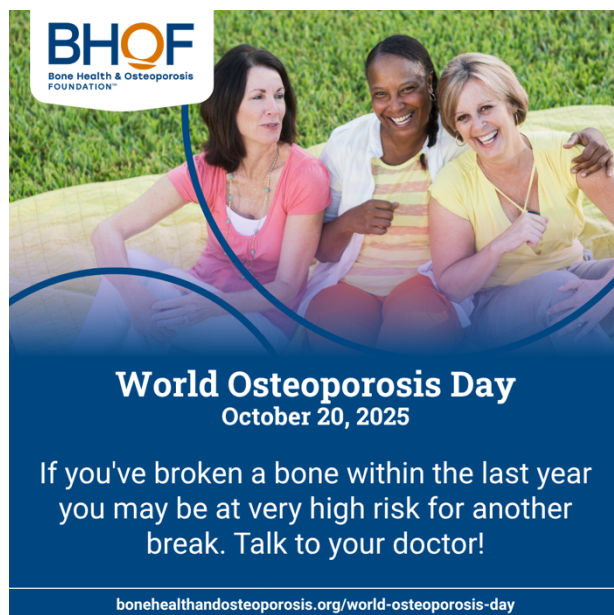
<https://www.bonehealthandosteoporosis.org> #OsteoporosisAwareness #BeBoneStrong

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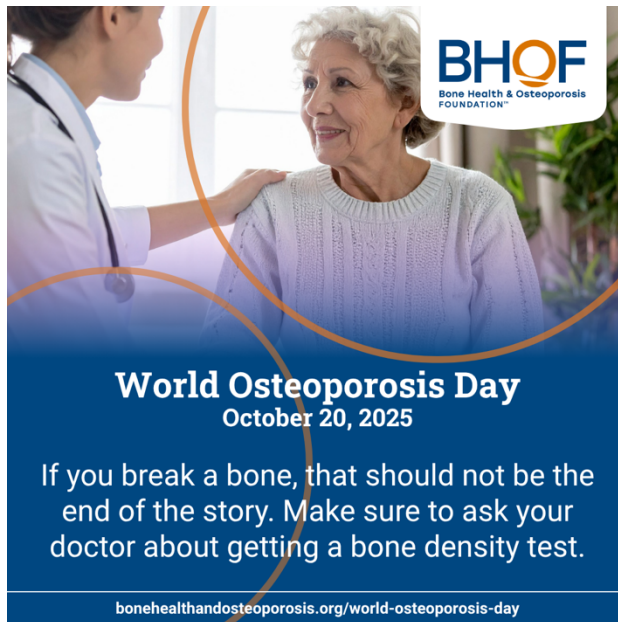


If you've had a fracture, follow-up care matters. Don't let a break go unchecked! A bone density test (DXA scan) can help detect osteoporosis and prevent future fractures. Talk to your healthcare provider: <https://www.bonehealthandosteoporosis.org/patients/communication-with-your-doctor>

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??? Did you know? ??? In women over the age of fifty, 83% remain undiagnosed and 88% remain untreated one year after experiencing a fracture. If you break a bone, that should not be the end of the story. Ask about getting a bone density test:
<https://www.bonehealthandosteoporosis.org/patients/diagnosis-information/bone-density-examtesting> #OsteoporosisFacts #OsteoporosisAwareness #BeBoneStrong
#WorldOsteoporosisDay



Every 20 seconds in the U.S., a woman aged 55 or older suffers a fracture – often the first visible sign of postmenopausal osteoporosis. Understand your risk factors for weakened bones and fractures. Take the bone health quiz: <https://www.bonehealthandosteoporosis.org/bone-health-quiz> #OsteoporosisFacts #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay

