

World Osteoporosis Day

October 20, 2023
Social Media Toolkit



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

Approximately 54 million Americans have low bone density or osteoporosis. This October, the Bone Health and Osteoporosis Foundation (BHOFF) 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, share on social media, and participate in the Osteo-a-Gogo awareness dance campaign. 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 BHOFF in your posts so we can share/amplify!

Facebook: [@bonehealthandosteoporosisfoundation](#)

Twitter: [@bonehealthBHOFF](#)

LinkedIn: [@bonehealthandosteoporosis](#)

Instagram: [@bonehealthandosteoporosisfoundation](#)



Use the following hashtags:

#WorldOsteoporosisDay

#BeBoneStrong

#OsteoporosisAwareness



Additional tips:

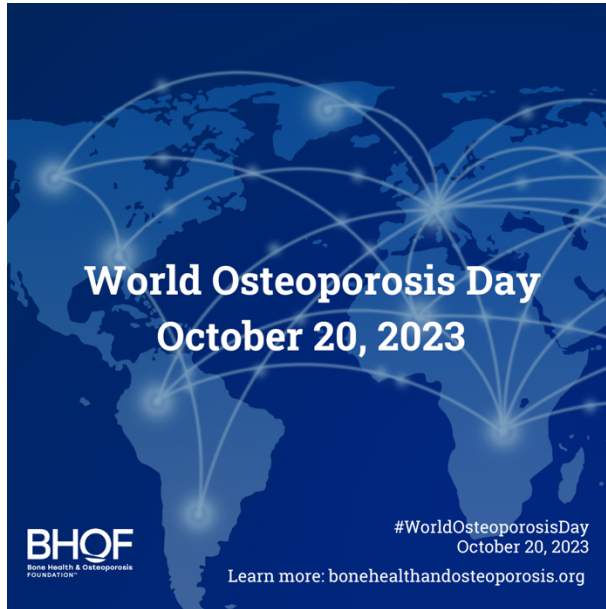
- Personalize posts or copy and paste the suggested text we've provided.
- Encourage your social media followers to get involved and spread the word!
- Share and repost BHOFF content.

Suggested Social Media Posts

For Use on Facebook, X (formerly Twitter), LinkedIn and Instagram

[Click here](#) to download 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



Childhood and young adulthood are bone-building years! Learn about ways to help your kids maximize their bone health and prevent osteoporosis later in life.

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



There are two types of 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>

#OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



The foods you eat can affect your bones! Learn about foods that are rich in calcium, vitamin D and other nutrients that are important for your bone health.

<https://www.bonehealthandosteoporosis.org/patients/treatment/nutrition> #OsteoporosisAwareness

#BeBoneStrong #WorldOsteoporosisDay 🎧 Listen to the podcast here: <https://www.bonetalk.org>



Have you broken a bone after age 50? Without treatment, one fracture can lead to another. Get tested, get treated! Talk to your doctor!

<https://www.bonehealthandosteoporosis.org/patients/communication-with-your-doctor/>

#OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay

