

World Osteoporosis Day

October 20, 2024
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](#)

X (formerly Twitter): [@bonehealthBHO](#)

LinkedIn: [@bonehealthandosteoporosis](#)

Instagram: [@bonehealthandosteoporosisfoundation](#)



Use the following hashtags:

[#WorldOsteoporosisDay](#)

[#BeBoneStrong](#)

[#OsteoporosisAwareness](#)



Additional tips:

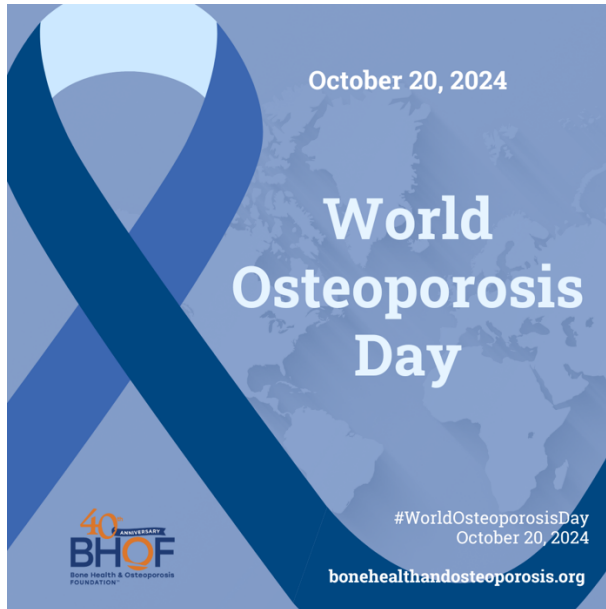
- Personalize posts or copy and paste the suggested text we've provided.
- Encourage your social media followers to get involved and spread the word!
- Share and repost BHO content.

Suggested Social Media Posts

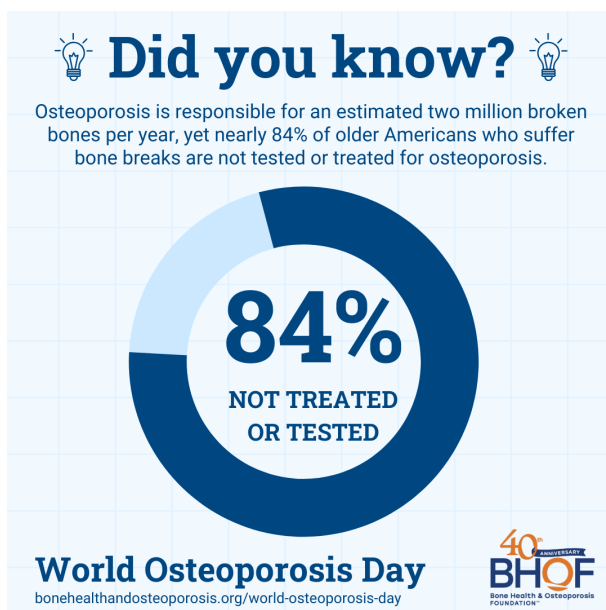
For Use on Facebook, X (formerly Twitter), LinkedIn and Instagram

[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



Did you know that 50% of repeat fractures could be avoided with cost-effective and well-tolerated treatments? Learn more here: <https://bit.ly/4gDsfAj> #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



Osteoporosis is common! One in two women and up to one in four men over the age of 50 will break a bone due to osteoporosis. Learn more here: <https://bit.ly/4gDsfAj> #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay

 **Did you know?** 



Approximately 1 in 2 women and up to 1 in 4 men over the age of 50 will break a bone due to osteoporosis.



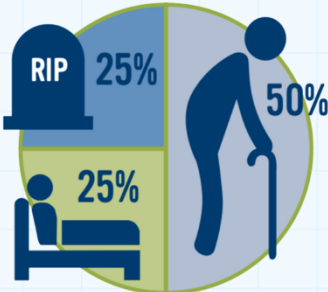
World Osteoporosis Day
bonehealthandosteoporosis.org/world-osteoporosis-day

40th ANNIVERSARY
BHOF
Bone Health & Osteoporosis
FOUNDATION

There are simple things you can do to prevent falls and fractures. Learn more about the steps you can take to protect yourself: <https://www.bonehealthandosteoporosis.org/patients/fracturesfall-prevention> #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay

 **Did you know?** 

Each year in the U.S., approximately 300,000 hip fractures occur.



Approximately 75,000 Americans who experience a hip fracture die in the year following the fracture. Another 75,000 Americans move from the hospital to a nursing home and never return "home." The remaining 150,000 Americans never regain their previous function. Six months after a hip fracture, only 15 percent of patients can walk across a room unaided.

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40th ANNIVERSARY
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The rapid decline in estrogen levels after menopause can weaken bones, making them more prone to fractures. Prioritize your bone health with weight-bearing exercises, a calcium-rich diet, and a conversation with your doctor. Learn more here:

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

#OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay

Did you know?

Women lose up to 20% of their bone density in the five-to-seven years after menopause.

20%
LOSS OF BONE DENSITY AFTER MENOPAUSE

People with osteoporosis cannot feel their bones getting weaker, and many people do not know they have osteoporosis until they break a bone.

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[bonehealthandosteoporosis.org/world-osteoporosis-day](https://www.bonehealthandosteoporosis.org/world-osteoporosis-day)

40th ANNIVERSARY
BHOF
Bone Health & Osteoporosis FOUNDATION™

BHOF is commemorating its 40th anniversary in 2024 by sharing 40 patient video stories to raise awareness about bone health and osteoporosis. Learn more here: <https://www.bonehealthandosteoporosis.org/40-faces-of-osteoporosis> #BeBoneStrong #OsteoporosisAwareness #40FacesOfOsteoporosis

