



2019 World Osteoporosis Day Social Media Toolkit

October 20th is World Osteoporosis Day. The National Osteoporosis Foundation is proud to join organizations across the globe in a coordinated effort to raise awareness about the disease -- sharing resources to promote better bone health, and utilizing its social media channels to amplify the online conversation about the disease. Please join us by sharing the messages below on your personal and organizational social media profiles!

Tag NOF in your posts so we can share/RT

Facebook: [facebook.com/nationalosteoporosisfoundation](https://www.facebook.com/nationalosteoporosisfoundation)

LinkedIn: <https://www.linkedin.com/company/national-osteoporosis-foundation/>

Twitter: [@OsteoporosisNOF](https://twitter.com/OsteoporosisNOF)

Helpful Hashtags:

#WorldOsteoporosisDay
#osteoporosis
#BeBoneStrong

Tips:

- Your personal story/experience is more powerful than any content we could provide. Share your osteoporosis story online (as you feel comfortable).
- Feel free to rephrase/tweak messages below to sound more like you/your company voice.

Facebook/LinkedIn Posts:

- It's #WorldOsteoporosisDay! Let's make some noise about the all too silent disease of osteoporosis. Please share our Safe Movement Brochure with great info on how to prevent fragility fractures, as well as info on anti-fracture medicine, safe movement, and fall prevention: <http://bit.ly/2nnup0r>
- Looking for ways to #BeBoneStrong this #WorldOsteoporosisDay? Check out this list of 35 ways (in honor of our 35th anniversary this year) to protect your bones and ability to live your best life: <https://www.bonetalk.org/learn-more>
- It's #WorldOsteoporosisDay! Did you know only 9% of women covered by Medicare who suffered an osteoporotic fracture were screened for osteoporosis? THIS. IS.

UNACCEPTABLE. Help us make noise about this silent disease to increase screening rates! <https://www.bonehealthpolicyinstitute.org/>.

Twitter Posts:

- It's #WorldOsteoporosisDay! Our Safe Movement Brochure has great info! How to prevent fragility fractures? ✓ Anti-fracture medicine? ✓ Safe movement? ✓ Fall prevention? ✓ More here: <http://bit.ly/2nnup0r>
- Looking for ways to #BeBoneStrong this #WorldOsteoporosisDay? Check out this list of ways to protect your bones and ability to live your best life: <https://www.bonetalk.org/learn-more>
- Only 9% of women covered by Medicare who suffered an osteoporotic fracture were screened for osteoporosis. Let's make noise about this silent disease to increase screening rates! <https://www.bonehealthpolicyinstitute.org/>. #WorldOsteoporosisDay!