



FDA

U.S. FOOD & DRUG
ADMINISTRATION



FDA OFFICE OF WOMEN'S HEALTH

National Women's Health Week: Partner Social Media Toolkit

National Women's Health Week: Partner Social Media Toolkit

National Women's Health Week (NWHW) is an annual week-long observance that begins on Mother's Day. Each year, the U.S. Food and Drug Administration Office of Women's Health (FDA OWH) chooses a theme that encourages women to take action to prioritize their health and well-being.

This year's theme is "[Know Your Bones](#)," to empower women to take charge of their bone health, including preventing and managing [osteoporosis](#). Osteoporosis is a disease that causes your bones to become weak and break easily. Anyone can develop osteoporosis, but it is about four times more common in women than men.

FDA OWH encourages all women to use NWHW 2024 as an opportunity to be proactive and learn about their bone health. Share these NWHW resources with the women in your communities to help them prioritize their bone health, too.

If you're a health care provider, these resources can be a helpful conversation starter for patients of all ages. Share these posts and graphics to your social media channels to encourage women to learn more about bone health this NWHW.

How To Use This Toolkit:

- Share our messages and digital resources on social media. Copy and paste our X (Twitter), Facebook, and Instagram messages into your social media posts for your audiences. You can also share our sample blog message with your network. Use our messages with the downloadable digital images based on your preferences.
- Use the hashtag [#KnowYourBones](#) to help promote the initiative. Also, consider using the secondary hashtag [#NWHW2024](#) to promote National Women's Health Week.
- Tag [@FDAWomen](#) on X (Twitter) to increase the reach of the message.
- Follow us on social media!
 - X (Twitter): [@FDAWomen](#)
 - Facebook: [U.S. Food and Drug Administration](#)
 - Instagram: [U.S. FDA \(@fda\)](#)

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Sample X (Twitter) Posts

1. #Osteoporosis is a disease that causes your bones to become weak and break easily. @FDAWomen has information that may help you reduce your risk of developing osteoporosis and ways to manage it if you have osteoporosis. <https://www.fda.gov/consumers/womens-health-topics/osteoporosis> #NWHW2024 #KnowYourBones
2. While anyone can get osteoporosis, women are more likely to get it than men. Take steps now to #KnowYourBones and help lower your risk of developing this disease later. Learn more from @FDAWomen: www.fda.gov/consumers/womens-health-topics/osteoporosis #NWHW2024
3. #Osteoporosis is a silent bone disease, which means you may not even know you have it until you break a bone. Getting enough vitamin D, calcium, and exercise can help lower your risk. Learn more from @FDAWomen: www.fda.gov/consumers/womens-health-topics/osteoporosis #NWHW2024 #KnowYourBones.
4. Anyone can get osteoporosis, but it's about four times more common in women than men. Health care providers, talk with your patients about making a plan to keep their bones healthy and share this information with them from @FDAWomen: <https://www.fda.gov/media/121842/download?attachment> #NWHW2024 #KnowYourBones

Sample Facebook Posts

1. Osteoporosis is a disease that causes your bones to become weak and break easily. @U.S. Food and Drug Administration Office of Women's Health has information to help you understand osteoporosis, take action to reduce your risk of developing it and manage it if you already have osteoporosis. It's never too early or late to #KnowYourBones. <https://www.fda.gov/consumers/womens-health-topics/osteoporosis> #NWHW2024
2. While anyone can get osteoporosis, women are more likely to get it than men. Factors like your age, a family history of #osteoporosis, and having a slim, thin body could make your risk of developing osteoporosis higher. Learn more about risk factors from @U.S. Food and Drug Administration Office of Women's Health: www.fda.gov/consumers/womens-health-topics/osteoporosis #KnowYourBones #NWHW2024
3. Osteoporosis is a silent bone disease, which means you may not even know you have it until you break a bone. Even though there's no cure, you can help prevent osteoporosis or keep it from getting worse. Getting enough vitamin D, calcium, and exercise may help lower your risk. Talk to your health care provider about what you can do and learn more from @U.S. Food and Drug Administration Office of Women's Health: www.fda.gov/consumers/womens-health-topics/osteoporosis #NWHW2024 #KnowYourBones
4. There is no cure for osteoporosis. Talk with your health care provider about osteoporosis screening, lifestyle changes, and possible treatments that can help keep your bones strong. Learn more from @U.S. Food and Drug Administration Office of Women's Health. www.fda.gov/consumers/womens-health-topics/osteoporosis #NWHW2024 #KnowYourBones

Sample Instagram Posts

1. Osteoporosis is a disease that causes your bones to become weak and break easily. Take steps to #KnowYourBones by understanding osteoporosis and your risk factors by visiting the @FDA Office of Women's Health website. #NWHW2024 #WomensHealth
2. You're not too young to start thinking about #osteoporosis. While anyone can develop #osteoporosis, women are more likely to get it than men. And you might be at even higher risk if you:
 - Are over age 50
 - Smoke
 - Have a slim, thin body
 - Have family members who had osteoporosis
 - Do not get enough weight-bearing exercise, such as walking
 - Drink alcohol (more than 3 drinks a day)
 - Have certain other medical conditions or take certain medicines for a long time

Take steps now to #KnowYourBones early on and help reduce your risk of developing osteoporosis later. Learn more from @FDA Office of Women's Health #NWHW2024 #WomensHealth

3. #Osteoporosis is a silent disease, and you may not even know you have it until you break a bone. Talk with your health care provider about osteoporosis screening, lifestyle changes, and ways to manage your condition if you already have osteoporosis to help keep your bones strong. Visit the @FDA Office of Women's Health website. #KnowYourBones #WomensHealth

Sample Blog Post

National Women's Health Week (NWHW) is an annual observance that encourages women to prioritize their health and well-being. During NWHW, the U.S. Food and Drug Administration's Office of Women's Health (FDA OWH) celebrates women's health by highlighting important health topics and connecting women of all ages with information and resources to help them take charge of their health.

This year, NWHW is May 12–18, 2024, and FDA OWH's theme is "Know Your Bones," to empower women to take charge of their bone health, including preventing and managing osteoporosis. Use this week as an opportunity to learn more about the importance of prioritizing bone health for women and share tips for maintaining strong bone health.

Throughout NWHW24, FDA OWH will share information on social media to help you Know Your Bones. Follow FDA OWH on [X](#) and U.S. FDA on [Facebook](#) and [Instagram](#) to learn more about prioritizing your bone health.

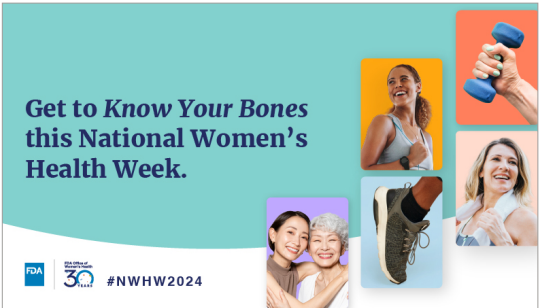
Visit FDA OWH's [NWHW webpage](#) for more information on OWH's NWHW activities and helpful resources about keeping your bones healthy. For information and resources about other [women's health topics](#), [research](#), and [education and training](#) visit <https://www.fda.gov/womens>.

Sample Graphics

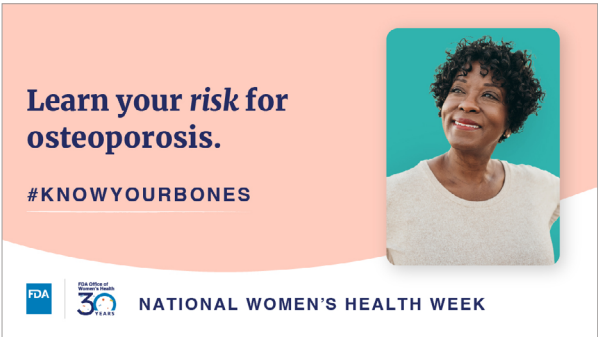
Use these graphics on your social media channels to accompany the posts above.

[Download the graphic files \(.zip\).](#)

Blog Header – 788 x 450px



X – 1200 x 675px



Facebook – 1080 x 1080px



Instagram – 1080 x 1080px

