



FDA OFFICE OF WOMEN'S HEALTH (OWH)
KNOWLEDGE AND NEWS ON WOMEN'S HEALTH (KNOWH)
National Women's Health Week:
Partner Social Media Toolkit

Know Your Pelvic Floor

FDA Office of Women's Health National Women's Health Week:

Partner Social Media Toolkit

National Women's Health Week (NWHW) is an annual observance dedicated to empowering women and girls of all ages to prioritize their health and well-being. Each year, the FDA Office of Women's Health (OWH) celebrates NWHW by spotlighting key health topics that affect women at every stage of life and supports OWH's **Knowledge and News on Women's Health (KNOWH)** outreach initiative.

This year, NWHW is May 11–17 and OWH's theme, **Know Your Pelvic Floor**, encourages women of all ages to learn more about their pelvic floor—including types of pelvic floor disorders, risk factors, symptoms, treatment options, and proactive steps to strengthen and support their pelvic floor and overall wellness.

Share these NWHW resources with friends, family, and community members to help them make their pelvic floor a priority as well.

If you're a health care provider, these resources can help you spark important conversations with patients of all ages.

How To Use This Toolkit:

- Share our NWHW messages and digital resources on social media with your followers. Copy and paste our X (formerly Twitter), Facebook, Instagram messages, and downloadable digital images into your social media posts. We have a sample blog message that you can share too.
- Use the hashtag **#Knowyourpelvicfloor** to help promote this year's theme and the hashtag **#NWHW2025** to promote National Women's Health Week.
- Tag [@FDAWomen](#) on X (formerly Twitter) to increase the reach of your messages.
- Follow us on social media!
 - X (formerly Twitter): [@FDAWomen](#)
 - Facebook: [U.S. Food and Drug Administration](#)
 - Instagram: [U.S. FDA \(@fda\)](#)
 - Threads: [U.S. FDA \(@fda\)](#)

Table of Contents:

- [Sample X \(Twitter\) Posts](#)
- [Sample Facebook Posts](#)
- [Sample Instagram Posts](#)
- [Sample Blog Post](#)
- [Sample Graphics](#)

Sample X (Twitter) Posts

1. Your pelvic floor supports bladder, bowel, and sexual health, which is key to your well-being. Watch this video from [@FDAWomen](#) to learn more about your pelvic floor: <https://www.youtube.com/watch?v=1R4mvl4pE14>. #Knowyourpelvicfloor #NWHW2025
2. 1 in 4 U.S. women will experience a pelvic floor disorder (PFD). You're not alone—and you don't have to suffer in silence. Read this #KNOWH blog from [@FDAWomen](#) and talk with your health care provider to learn the facts about PFDs. <https://www.fda.gov/consumers/knowledge-and-news-women-owh-blog/what-women-need-know-about-their-pelvic-floor> #NWHW2025
3. Pelvic floor disorders can develop due to childbirth, obesity, aging, genetics, and more. Knowing the risk factors can help you be proactive. [@FDAWomen](#) has resources that can help you stay one step ahead: <https://www.fda.gov/consumers/womens-health/national-womens-health-week-nwhw> #Knowyourpelvicfloor #NWHW2025
4. Health care providers—start the conversation. Encourage your patients to protect their pelvic floor with small steps: a healthy weight, a high-fiber diet, core exercises, and regular check-ups. [@FDAWomen](#) has resources to help you: <https://www.fda.gov/consumers/womens-health/national-womens-health-week-nwhw> #NWHW2025

Sample Facebook Posts

1. The pelvic floor is made of a group of muscles that support bladder, bowel, and sexual function—making the health of the pelvic floor essential for overall well-being. This National Women's Health Week, read and share resources from [U.S. Food and Drug Administration](#) Office of Women's Health to help you #Knowyourpelvicfloor. <https://www.fda.gov/consumers/womens-health/national-womens-health-week-nwhw> #NWHW2025 #pelvicfloorawareness
2. 1 in 4 U.S. women will experience a pelvic floor disorder (PFD). If you are experiencing pelvic pain, incontinence, or discomfort, you are not alone, and you don't have to live in silence or embarrassment. This National Women's Health Week talk with your health care provider and watch this video from [U.S. Food and Drug Administration](#) Office of Women's Health to learn more about PFDs: <https://www.youtube.com/watch?v=1R4mvl4pE14> #NWHW2025 #pelvicfloorawareness
3. Pelvic floor disorders (PFDs) can occur when the muscles or tissues of the pelvic floor become weakened or injured due to childbirth, obesity, age, genetics, and other factors. Read and share this blog from [U.S. Food and Drug Administration](#) Office of Women's Health to learn more about your risk factors and how to protect your pelvic floor: <https://www.fda.gov/consumers/knowledge-and-news-women-owh-blog/what-women-need-know-about-their-pelvic-floor> #NWHW2025 #pelvicfloorawareness
4. Health care providers—encourage your patients to protect and strengthen their pelvic floor by maintaining a healthy weight, eating a high-fiber diet, staying active with core-

strengthening exercises and getting regular check-ups. Learn more about #pelvicfloorawareness from [U.S. Food and Drug Administration](#) Office of Women's Health <https://www.fda.gov/consumers/womens-health/national-womens-health-week-nwhw> #NWHW2025 #pelvicfloorawareness

Sample Instagram Posts

1. **#DYK the pelvic floor muscles play a huge role in a woman's overall health?** They support the bladder, bowel, and sexual function—making the health of the pelvic floor essential for overall well-being. Visit [@FDA](#) Office of Women's Health Knowledge and News on Women's Health blog to learn what women need to know about their pelvic floor. #NWHW2025 #pelvicfloorawareness
2. **What causes pelvic floor disorders (PFDs)?** They can happen when the muscles or tissues of the pelvic floor are weakened or injured—often from childbirth, obesity, aging, genetics, and more. Visit [@FDA](#) Office of Women's Health National Women's Health Week webpage to watch their #Knowyourpelvicfloor video. #NWHW2025
3. **Health care providers—it starts with you.** Make #pelvicfloorawareness a priority. Encourage your patients to:
 - Maintain a healthy weight.
 - Eat a high-fiber diet.
 - Strengthen your pelvic floor with pelvic floor physical therapy exercises.
 - Get regular check-ups.

Visit [@FDA](#) Office of Women's Health National Women's Health Week webpage for resources to help your patients protect their pelvic floor. #NWHW2025
#Knowyourpelvicfloor

Sample Blog Post

National Women's Health Week (NWHW) is an annual observance dedicated to empowering women and girls of all ages to prioritize their health and well-being. FDA Office of Women's Health (OWH) is committed to protecting and promoting the health of women. Each year, OWH celebrates NWHW by spotlighting key health topics that affect women at every stage of life and supporting OWH's **Knowledge and News on Women's Health (KNOWH)** outreach initiative. This year, NWHW is May 11–17 and OWH's theme, **Know Your Pelvic Floor**, encourages women of all ages to learn more about their pelvic floor—including types of pelvic floor disorders, risk factors, symptoms, treatment, options and proactive steps to strengthen and support the pelvic floor and overall wellness.

Throughout NWHW, OWH will share information to help you **Know Your Pelvic Floor**. Visit FDA OWH's [NWHW webpage](#) for more information on NWHW activities. Follow FDA OWH on [X](#) and U.S. FDA on [Facebook](#) and [Instagram](#) to learn more about #pelvicfloorawareness.

Having a strong and healthy pelvic floor is important for a woman's overall well-being. Understanding the signs of pelvic floor disorders and getting treatment early can help prevent discomfort and improve quality of life. Getting regular check-ups and talking with your health care provider can help you learn more about how to support the health of your pelvic floor and overall well-being. This NWHW, take time to **Know Your Pelvic Floor**. It's never too early or too late to make the health of your pelvic floor a priority. A strong, healthy, pelvic floor provides the foundation for movement, stability, and comfort.

For more information and resources about other women's health topics, research, and education and training, visit www.fda.gov/womens.

Sample Graphics

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

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

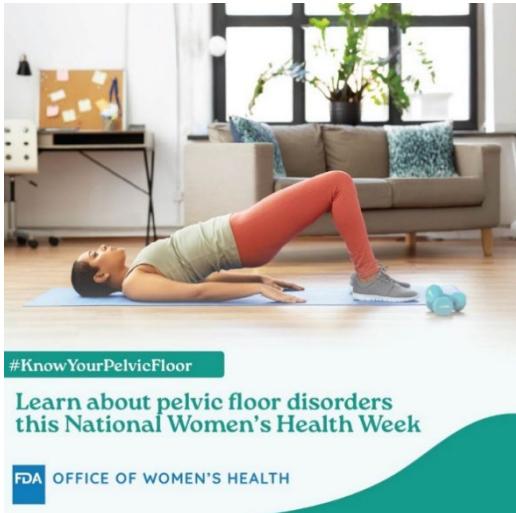
Blog header – 1600x900px



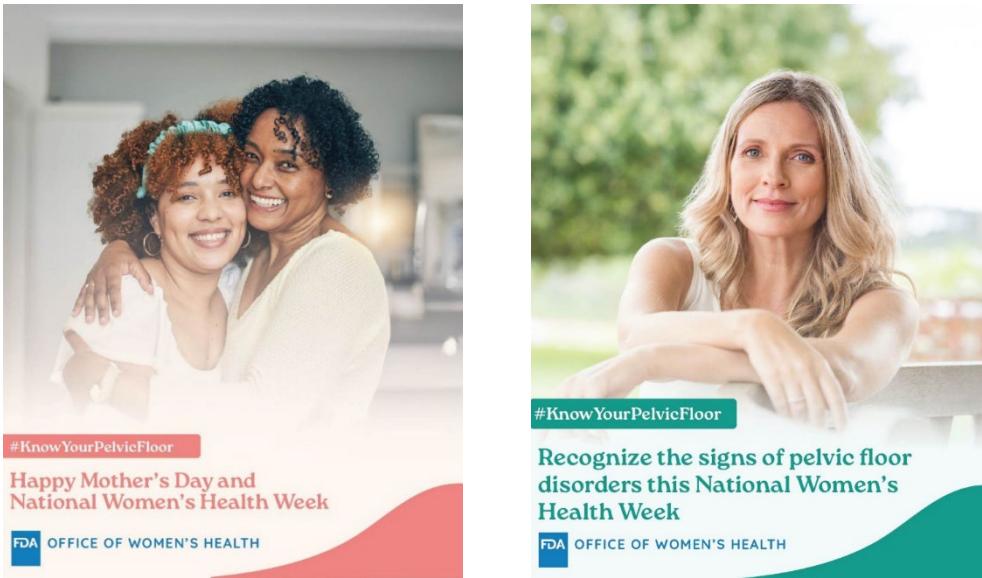
X - 1200 x 675px



Facebook – 1080 x 1080px



Instagram - 1080 x 1350px



Instagram Story (1080x1920 pixels)

