

Raise awareness of **OSTEOPATHY AWARENESS MONTH**



A life well lived is worth celebrating.

April is Osteopathy Awareness Month.
Celebrate health. Explore osteopathy.

[Find out more](#)

Sharing knowledge opens doors for us all.

Join us this Osteopathy Awareness Month to promote the benefits of osteopathy and raise the profile of the profession you love.

As a valued member we need your help in our *Osteopathy Awareness Month* campaign this April, and we have made it easy for you to support this awareness drive.

Living with pain should not be normalised, and life without pain is worth celebrating! So, we've designed a campaign to promote the health and wellbeing benefits of osteopathy with everyday Australians.

Osteopathy Awareness Month is an opportunity for you to engage with their own audiences. In promoting your profession, you highlight your own knowledge and services, increasing social engagement and encouraging bookings.

Osteopathy Awareness Month is an extension of World Osteopathic Healthcare Week taking place 15-21 April. Dedicated to celebrating and promoting osteopathy, this month is about sharing your knowledge with a wider audience.

FIVE REASONS FOR MEMBERS TO GET INVOLVED THIS APRIL

1. Amplify osteopathy awareness as a profession to generate new business
2. Easy ready-to-use content for your social media – saving you time
3. Fresh blogs and resources to share, aimed at patients to educate them on the value of osteopathy – we want to make your busy life easier
4. Unite the profession for a cause while showcasing the important work we do
5. Connect with other osteopaths and encourage community engagement

As part of this campaign, we have designed assets for you to use on your marketing channels to promote osteopathy.

Below you will find the following assets:

- Facebook, Instagram and LinkedIn social graphics and suggested social post copy as a guide
- Banners for you to use on your patient emails or website
- Newsletter copy to share with your clients, colleagues or network
- A4 flyer for display in your reception area

The content below is tailored for our different types of members so there is something to suit everyone. Please keep in mind these posts are suggestions and a guide. You know your audience best, so feel free to adapt as you see fit.

Not sure what you can and can't post on social media?

Check out the Apha guidelines and best practice here:

osteopathy.org.au/article/best-practice-guidelines-for-social-media

and here's a link to an overview of the Apha advertising guidelines:

osteopathy.org.au/article/a-guide-for-osteopaths--ahpra-advertising-guidelines

As your professional association we are asking you to like our posts, share the content we've had curated for you and help us raise the profile of osteopathy with your communities.

Want to do more than post on social media? That's totally up to you. Why not take this opportunity to connect with your team for a team bonding day, volunteer day or mentor session.

Together we can make a difference!

SOCIAL MEDIA

Please tag Osteopathy Australia and hashtag #OsteopathyMonth2024 #WOHW2024 when posting to social media so we can like re-share your posts to our Instagram stories.

OUR SOCIAL HANDLES

Facebook: @OsteopathyAustralia

LinkedIn: @Osteopathy Australia

Instagram: @Osteopathyau

X: @osteoaus

SOCIAL SUGGESTED IMAGES

FACEBOOK



OSTEOPATHY AWARENESS MONTH

A life well lived is worth celebrating.

April is Osteopathy Awareness Month. Explore pathways to better health and celebrate the potential of osteopathy. Celebrate health. Explore osteopathy.

Whatisosteo.com





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SOCIAL SUGGESTED IMAGES

LINKEDIN



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SOCIAL SUGGESTED COPY

You know your audience best, so feel free to adapt as you see fit.

Member Category: Early Career

FACEBOOK

Happy Osteopathy Awareness Month! After years of study, I'm so excited to now be practicing as an osteopath, contributing to better movement and overall wellbeing for my patients.

[INSERT PERSONAL COMMENT: for instance, your favourite aspect of practicing.]

This April, I'm joining @Osteopathy Australia and osteopaths around the country in celebrating the whole-body approach that osteopathy brings to healthcare.

Know someone who could benefit from osteopathy? Tag them in the comments to spread the word.



Find out more: whatisosteo.com

#OsteopathyMonth2024 #Osteopathy
#OsteopathyAwarenessMonth #DOProud

LINKEDIN

April is Osteopathy Awareness Month, and I am proud to unite with @Osteopathy Australia and osteopaths nationwide to shine a light on what this whole-body approach brings to healthcare.

[INSERT PERSONAL COMMENT: for instance, your favourite aspect of practicing.]

Whether we're aiming to mitigate discomfort, optimise functionality, or foster whole-body wellbeing, raising awareness about osteopathy and its broad benefits is key.

Know someone who could benefit from osteopathy? Tag them in the comments or share this post to spread the word.

Find out more: www.whatisosteo.com

#OsteopathyMonth2024 #Osteopathy #OsteopathyAwarenessMonth #OsteopathyAu #OsteopathyAustralia
#OsteoNearYou #FindAnOsteo #FindAnOsteoau #Health #Wellbeing #OsteoAdvice #BenefitsOfAnOsteo
#OsteoHelp #PrimaryHealthcarePractitioners #HealthCarePractitioners #SeeAnOsteopath #DOProud

INSTAGRAM

April is Osteopathy Awareness Month! That means we're joining @osteopathyau and osteopaths around the country in highlighting the potential benefits of osteopathy.

[INSERT PERSONAL COMMENT: for instance, your favourite aspect of practicing.]

Find out more about osteopathy at the link in bio and share with your friends.

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#DOProud

SOCIAL SUGGESTED COPY

Member Category: Mid Career

FACEBOOK

Happy Osteopathy Awareness Month! April is a time to reflect on my career and the passion I feel for the profession.

[INSERT PERSONAL COMMENT: for instance, your favourite aspect of practicing.]

I'm excited to join @OsteopathyAustralia and osteopaths across the country in celebrating the whole-body approach osteopathy brings to healthcare, treating the whole person, not just their symptoms.

Visit www.whatisosteo.com to find out more and share the link with someone that could benefit from osteopathic treatment.

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#HealthCarePractitioners #SeeAnOsteopath
#ShakeYourPainShadow #DOProud

INSTAGRAM

April is Osteopathy Awareness Month. As an osteopath, I'm proud to be contributing to the wellbeing of individuals with personalised care.

This month I'm joining @osteopathyau and my fellow osteopaths in celebrating the whole-body approach of osteopathy.

[INSERT PERSONAL COMMENT: for instance, the impact you have.]

Know someone who could benefit from osteopathy? Tag them in the comments or share this post to spread the word.

Find out more at the link in bio.

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SOCIAL SUGGESTED COPY

Member Category: Mid Career

LINKEDIN

April is Osteopathy Awareness Month.

As a member of @Osteopathy Australia, I'm excited to highlight the whole-body impact osteopathy has on health and wellbeing.

[INSERT PERSONAL COMMENT: share why you are passionate about osteopathy.]

We are dedicated to showcasing the tailored journey to wellness osteopathy provides and our commitment to personalised care for everyone.

Join us in celebrating osteopathy and this whole-body approach whether it's relieving pain, optimising performance, or nurturing overall wellbeing, we are all commitment to this profession.

Find out more: www.whatisosteo.com

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SOCIAL SUGGESTED COPY

Member Category: Clinic

FACEBOOK

April is Osteopathy Awareness Month, and our clinic is excited to join @OsteopathyAustralia and fellow osteopaths across the country in celebrating this whole-body healthcare approach. Osteopathy treats the whole person, not just their symptoms.

Let's use this Osteopathy Awareness Month to share our passion for osteopathy and the broad perspective it brings to healthcare.

Know someone who could benefit from osteopathy? Tag them in the comments or share this post to spread the word.

Find out more: www.whatisosteo.com

#OsteopathyMonth2024 #Osteopathy
#OsteopathyAwarenessMonth #DOProud

LINKEDIN

April marks Osteopathy Awareness Month, and we are excited to highlight the whole-body approach of osteopathy alongside @Osteopathy Australia.

[INSERT PERSONAL COMMENT: about your clinics philosophy or approach to whole-body care.]

Know someone who could benefit from osteopathy? Tag them in the comments or share this post to spread the word.

Find out more: www.whatisosteo.com

#OsteopathyMonth2024

INSTAGRAM

April is Osteopathy Awareness Month!

Our clinic is celebrating by joining @osteopathyau in showcasing the whole-body care osteopathy provides. It's about supporting your overall health and wellbeing.

Know someone who could benefit from osteopathy? Tag them in the comments or share this post to spread the word.

Find out more at the link in bio.

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SOCIAL SUGGESTED COPY

Member Category: Osteopaths

FACEBOOK

April is Osteopathy Awareness Month! As a member of @OsteopathyAustralia, I am keen to discuss the role of osteopathy in healthcare. My commitment to osteopathy is driven by its whole person approach to patient care, focusing on understanding the interconnectedness of the body.

Know someone who might be interested to know more about osteopathy? Share this post and check out www.whatisosteo.com

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LINKEDIN

April is Osteopathy Awareness Month, and alongside @Osteopathy Australia and my fellow osteopaths, we're shining a light on the impact of our work.

We're proud of the positive impact our work has on our patients, their families, and their communities.

We strive to improve health and wellbeing through our whole-body approach.

Join us in celebrating osteopathy and its contribution to health. It's a time to share our passion for the profession and its wide range of benefits.

Tag a friend in the comments to spread the word, and find out more www.whatisosteo.com

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INSTAGRAM

April is Osteopathy Awareness Month! Join us in recognising the meaningful difference we make as osteopaths, and the benefits the profession brings to people in pain. @osteopathyau is standing with osteopaths around the country to spread the word. If you want to know more, visit the link in bio.

Question? Ask us... 🙋 🙋

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SOCIAL SUGGESTED COPY

Member Category: Academic

FACEBOOK

April is Osteopathy Awareness Month. As a member of @OsteopathyAustralia, I want to highlight the significant role that education and research have played in enriching the osteopathy profession.

[INSERT PERSONAL COMMENT: for instance, how your university has contributed to the field, focusing on educational advancements or research initiatives.]

This month let's acknowledge and celebrate the invaluable contribution of education and research in developing and advocating for osteopathy.

It's through dedicated teaching and innovative studies that we continue to advance our profession, encouraging aspiring osteopaths and sharing groundbreaking knowledge.

Share this post to spread the word, or find out more: www.whatisosteo.com

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INSTAGRAM

April is Osteopathy Awareness Month! A time to celebrate with my colleagues the important role education and research plays in developing and advocating for osteopathy.

[INSERT PERSONAL COMMENT: for instance, how your university has contributed to the field, focusing on educational advancements or research initiatives.]

Join @osteopathyau and my fellow osteopaths as we spotlight our profession.

Tag a friend and let's keep raising awareness together!

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SOCIAL SUGGESTED COPY

Member Category: Academic

LINKEDIN

There are four university campuses nationwide where osteopathy is taught. As a profession, we are highly educated, regulated and passionate about making a difference in our patient's lives.

[INSERT PERSONAL COMMENT: for instance, consider sharing how your university or education has shaped your approach to osteopathy focusing on the value of education rather than treatment outcomes.]

This April, join @Osteopathy Australia to celebrate Osteopathy Awareness Month. It's a time to acknowledge our profession's dedication, to inspire future osteopaths, and share information about osteopathy's whole-body approach to healthcare.

Tag a friend and let's keep raising awareness together!

Find out more here: www.whatisosteo.com

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OSTEOPATHY AWARENESS MONTH



EMAIL, WEB & PRINT

EMAIL & WEB

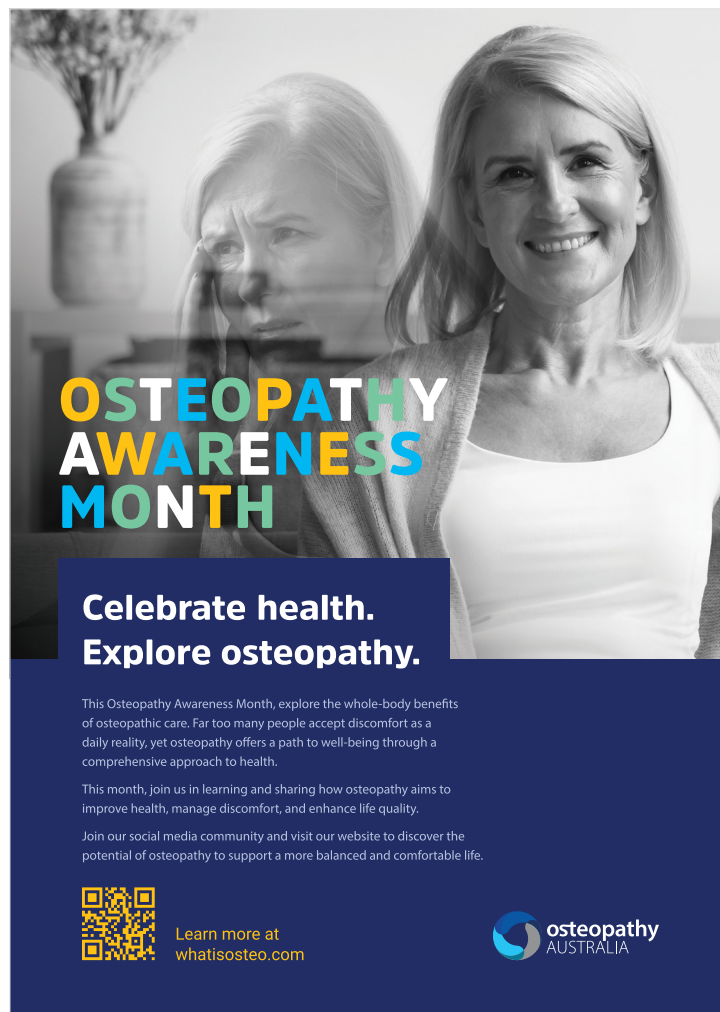
Banner (newsletter or website)



You can use this image in your newsletter or on your website.

PRINT

A4 Flyer - [Download here](#)



You can print this A4 Flyer and use it as marketing material or as an ad.

If you experience any issues with downloading any of the above assets, please email us at: info@osteopathy.org.au