

Supporting the Menopause Journey in the Workplace

A Social Media Toolkit by the Society for Women's Health Research

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Half of all individuals employed in the United States between the ages of 40 and 64 are women – the majority of whom have begun or completed the menopause transition.

Menopause symptoms do not have to be a barrier to business productivity, career goals, or workplace wellness. It is imperative that we all, from colleagues to companies, work to ensure the well-being and continued productivity of women throughout their careers.

Inspired by the findings of the [Employee Perspectives and Challenges Concerning the Transition of Menopause \(EMPACT Menopause\) Study](#), the Society for Women's Health Research (SWHR) developed the Menopause Workplace Resource Guides, a set of resource guides to help address the significant gaps for midlife and older women in the workplace and ultimately, to help improve wellness for all individuals at work. Explore the [Menopause Workplace Resource Guide for Managers](#) and [Menopause Workplace Resource Guide for Women](#).

Extending on the work of the EMPACT Menopause Study, SWHR convened a [Menopause Equity Working Group](#) in January of 2025 to foster additional discussion in this area. Among results from the group was the [Roadmap to Menopause-Friendly Workplaces](#), another resource to support the menopause journey in the workplace.

Join the Society for Women's Health Research in speaking up and speaking out about menopause wellness in our offices, in our communities, and at home.

Explore the menopause social media toolkit today!



Support Menopause Conversations on Social Media

Social Media Copy for Individuals

Facebook, LinkedIn, Instagram:

Having conversations about #menopause with coworkers and peers is a vital step toward breaking down barriers, creating a supportive workplace culture, and normalizing menopause experiences. Check out the @Society for Women's Health Research Menopause Workplace Resource Guide for Women:

<https://ow.ly/IWYt50QYWQW>

#SWHRtalksMenopause

More than 75% of women work throughout the #menopause transition (which is typically in their 40s and 50s) and for years post-menopause. Read the @Society for Women's Health Research Menopause Workplace Resource Guide for Women, created to support women in the workplace during their menopause journey:

<https://ow.ly/IWYt50QYWQW>

#SWHRtalksMenopause

1 in 4 women considered not pursuing or did not pursue a leadership opportunity due to the impacts of #menopause, according to the @Society for Women's Health Research EMPACT Menopause Study. We can stop this trend. SWHR created the Menopause Workplace Resource Guide for Women to support midlife women in the workplace: <https://ow.ly/IWYt50QYWQW>
#SWHRtalksMenopause

X (Twitter):

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Do you work in a menopause-friendly workplace?
According to the @Society for Women's Health Research, benefits of a menopause-friendly workplace include retained institutional knowledge and talent; reduced absenteeism and burnout; increased employee satisfaction and productivity; engaged employees - and much more! Explore the SWHR Roadmap to Menopause-Friendly Workplaces to learn more:
<https://ow.ly/97Hx50WT7BY>
#SWHRtalksMenopause

Menopause symptoms do not have to be a barrier to your work. Employers are responsible for creating and maintaining a healthy work environment for all employees, including those going through menopause. While there are no federal mandates specifically related to menopause and employment, there are laws and resources that can support your wellness at work. Learn more from the @Society for Women's Health Research: <https://ow.ly/N8bi50WT7tL>
[#SWHRtalksMenopause](#)

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<https://ow.ly/Erua50WT7A7>
#SWHRtalksMenopause

Social Media Copy for Managers

Facebook, LinkedIn, Instagram:

By fostering a culture of open communication, employees may be more inclined to share their concerns or needs related to #menopause and other workplace wellness situations. Download the @Society for Women's Health Research Menopause Workplace Resource Guide for Managers to learn more about fostering menopause-friendly workplaces: <https://ow.ly/3TZc50QYWLN>
#SWHRtalksMenopause

X (Twitter):

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#SWHRtalksMenopause

An estimated \$150 billion is lost in menopause-related productivity costs worldwide each year. Supporting women at work during midlife is both a wellness and business imperative. Read the @Society for Women's Health Research Menopause Workplace Resource Guide for Managers to learn more about fostering menopause-friendly workplaces:

<https://ow.ly/3TZc50QYWLN>

#SWHRtalksMenopause

1 in 3 women considered reducing or reduced their workload due to #menopause, according to the @Society for Women's Health Research EMPACT Menopause Study. This does not have to be our reality. SWHR created the Menopause Workplace Resource Guide for Managers to support midlife women in the workplace:

<https://ow.ly/3TZc50QYWLN>

#SWHRtalksMenopause

It is financially favorable for employers to consider menopause-friendly workplace policies that can improve employee productivity and reduce health care expenditures. Follow the steps of the @Society for Women's Health Research Roadmap to Menopause-Friendly Workplaces to learn more about how to your support employees through and after midlife:

<https://ow.ly/97Hx50WT7BY>

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A 2023 report found that 64% of employees want menopause-related benefits. Organizations that do not offer supportive workplace practices for employees in midlife may be falling behind on the times. Explore the @Society for Women's Health Research array of resources for menopause-friendly workplaces today: <https://ow.ly/N8bi50WT7tL> #SWHRtalksMenopause

A 2023 report found that 64% of employees want menopause-related benefits. All employers should aim to offer supportive workplace practices for midlife and beyond. Explore @SWHR's array of resources for menopause-friendly workplaces today: <https://ow.ly/N8bi50WT7tL> #SWHRtalksMenopause

Social Media Copy for the Poster

Facebook, LinkedIn, Instagram:

Personal health can be a challenging topic to discuss in a professional setting, but conversations with trusted coworkers can result in individuals feeling seen, heard, and better supported. Are you ready to open up the menopause conversation at work? Download your copy of the "Supporting the Menopause Journey in the Workplace" Poster from @SWHR today! <https://ow.ly/Fv4V50QYWTv> #SWHRtalksMenopause

X (Twitter):

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Social Media Copy for the Roadmap

Facebook, LinkedIn, Instagram:

What do accountability, assessment, action, and appraisal all have in common? These are essential steps to building a menopause-friendly workplace, according to the @Society for Women's Health Research Roadmap to Menopause-Friendly Workplaces. How we build relationships, cultivate well-being, and set and review policies all impact workplace wellness, especially for individuals during and after menopause. Learn more: <https://ow.ly/97Hx50WT7BY> #SWHRtalksMenopause

X (Twitter):

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Social Media Copy to Share Your Story

Facebook, LinkedIn, Instagram:

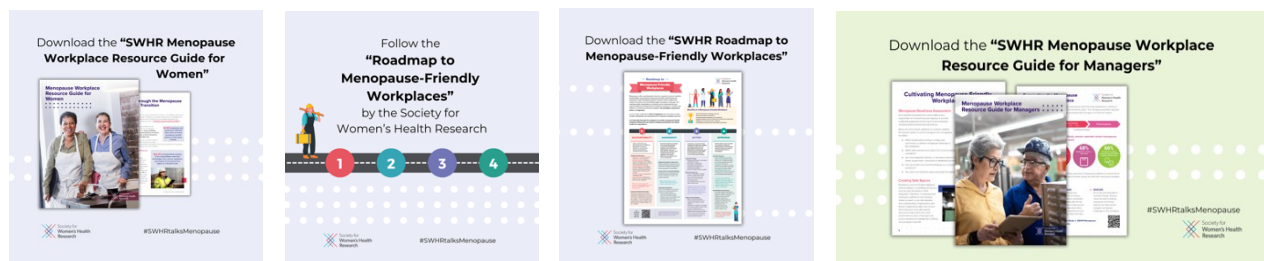
Has menopause impacted your work life? Have menopause symptoms interfered with your time at work? Opening the menopause conversation can benefit you and others going through a similar situation. Share your menopause story on social media using the hashtag #SWHRtalksMenopause!

X (Twitter):

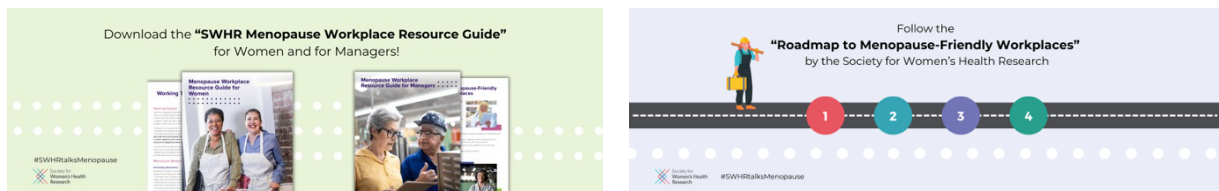
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Social Media Graphics

Square & Rectangle Social Media Graphics



Banner Graphics for Newsletter & Website



Download all these graphics here: <https://drive.google.com/drive/folders/1Y9i-8SeT8Hu1LMQINISkdP-1I7P8fieO?usp=sharing>

Connect with SWHR

Suggested Hashtags:

- #SWHRtalksMenopause
- #SWHRtalksMidlife
- #MenoapuseWellness
- #MenoapuseAtWork
- #WorkplaceWellness
- #WomenAtWork

SWHR Accounts:

				
@SWHR	@Society for Women's Health Research	@Society for Women's Health Research	@swhr_official	@SocietyforWome nsHealthResearch



Menopause Resources

- Endocrine Society Menopause Map: <https://www.endocrine.org/menopausemap/index.html>
- The Hot Years Magazine: <https://www.mymenopausemag.com/>
- Impact of Menopause Symptoms on Women in the Workplace: <https://doi.org/10.1016/j.mayocp.2023.02.025>
- Menopause Information Pack for Organizations (MIPO) resources: <https://www.menopauseatwork.org/free-resources>
- Reed Menopause Policy template (UK): <https://www.reedglobal.hu/en/blog/2023/07/menopause-policy-downloadable-template>
- SWHR EMPACT Menopause Bulletin: https://swhr.org/swhr_resource/empact-menopause-study
- SWHR Menopause Preparedness Toolkit: https://swhr.org/swhr_resource/menopause-preparedness-toolkit-a-womans-empowerment-guide
- SWHR Menopause Preparedness Toolkit Video Series: https://swhr.org/swhr_resource/menopause-toolkit-video-series/
- SWHR Menopause Workplace Resource Guide for Managers: https://swhr.org/swhr_resource/menopause-workplace-resource-guide-for-managers
- SWHR Menopause Workplace Resource Guide for Women: https://swhr.org/swhr_resource/menopause-workplace-resource-guide-for-women
- SWHR Navigating Menopause Care Resource Guide: <https://swhr.org/resources/navigating-menopause-care-resource-guide/>
- SWHR Roadmap to Menopause-Friendly Workplaces: <https://swhr.org/resources/roadmap-to-menopause-friendly-workplaces/>
- Working Through Menopause: The Impact on Women, Businesses and the Bottom Line: <https://drmach.com/workingthroughmenopause>

Support Organizations

- Black Girl's Guide to Surviving Menopause: <https://blackgirlsguidetosurvivingmenopause.com>
- Economic Impact of Menopause: Individual and Collective Costs: <https://www.aarp.org/pri/topics/work-finance-retirement/employers-workforce/menopause-workplace/>
- How Can Senior Leaders Better Support Those Experiencing Menopause in the Workplace?: <https://www.forbes.com/councils/forbesbusinesscouncil/2024/05/31/how-can-senior-leaders-better-support-those-experiencing-menopause-in-the-workplace/>
- Insights into Workforce Well-Being: <https://www.wellbeingworksbetter.org/en/scorecard>
- Job Accommodation Network: <https://askjan.org>
- Let's Talk Menopause: <https://www.letstalkmenopause.org>

- Making Menopause Work Initiative: <https://menopause.org/workplace>
- Menopause Information Pack for Organizations (MIPO): <https://www.menopauseatwork.org>
- National Menopause Foundation: <https://nationalmenopausefoundation.org>
- Red Hot Mamas: <https://redhotmamas.org>
- Smarter Menopause (UK): <https://smartermenopause.com>
- The Menopause Society (formerly North American Menopause Society): <https://www.menopause.org>
- Women Living Better: <https://womenlivingbetter.org>

