School Social Work Association of America

National School Social Work Week
Partner Toolkit

The School Social Work Association of America (SSWAA) is proud to promote National School Social Work Week, held the first full calendar week of March (Sunday, March 6 – Saturday, March 12, 2022).

National School Social Work week is a great way to recognize School Social Workers and celebrate the impactful work they are doing in their school and community. This toolkit includes resources to help you show appreciation for School Social Workers during National School Social Work Week.

2022 National School Social Work Week Theme:
Time to Shine

"Nothing can dim the light that shines from within." -Maya Angelou

It is our TIME TO SHINE!

SSWAA believes that School Social Workers shine brightly for their students, families, and school communities. Shining hope. Shining understanding. Shining respect. SSWAA wants to support and celebrate School Social Workers across the country during the 2022 National School Social Work week.

Partners are encouraged to recognize the impactful work of School Social Workers by sharing social media posts, images, and other information.

Promote School Social Work Week on social media

Recognize the value of School Social Workers during National School Social Work Week on your social media channels, newsletters, and other communications by sharing information and resources.

- Use these hashtags: #timetoshine; #SSWweek2022
- Follow and tag SSWAA on Twitter, Facebook, and Instagram

Feel free to use these social media posts (below) during National School Social Work Week and don't forget to tag SSWAA.

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TWITTER:

We are proud to partner with @TheSSWAA during #SSWweek2022 to celebrate the work School Social Workers do to support students, families, and their communities.

We're celebrating National #SSWweek2022! Join us in advocating for the impactful work School Social Workers have across the country and globe!

Happy #SSWweek2022 to all School Social Workers! We're proud to join with @TheSSWAA to recognize and celebrate School Social Workers!

We are grateful to the School Social Workers who shine brightly for their students, families, and school communities. Thank a School Social Worker today for #SSWweek2022

Shining hope. Shining understanding. Shining respect. School Social Workers are trained mental health professional who are the link between the home, school, and community. Thank a School Social Worker today for #SSWweek2022.

School based mental health professionals are more important now than ever! Join us as we recognize the impactful work School Social Workers have on our students, families, and communities every day. #SSWweek2022

Schools often are one of the first places where mental health issues are recognized and addressed. Join us and thank a School Social Worker during #SSWweek2022 and advocate for the need for more School Social Workers today!

FACEBOOK:

Happy #SSWweek2022! We are proud to recognize School Social Workers as they support and provide direct services to students who experience academic and social difficulties, developing relationships that bolster self-esteem and reward positive behavior. Join us and @TheSSWAA in thanking a School Social Worker today!

We are proud to partner with @TheSSWAA during #SSWweek2022. School Social Workers provide mental health services in schools and have specialized training to meet students' social-emotional needs. Schools often are one of the first places where mental health issues are recognized and addressed.

We're celebrating National #SSWweek2022! School Social Workers serve as the primary mental health providers for students and may be the only counseling professionals available to students and their families to initially identify and provide interventions for those issues.

School Social Workers design and implement school-based programs to promote a positive school climate among all students. They work with the entire student body to identify students in need of more intensive interventions and connect students to additional services where needed. Thank a School Social Worker today for the impact and work they are doing for your school and community! #SSWweek2022

School Social Workers serve as a resource to the principal and other educators. Working more closely with individual students and their families, School Social Workers additionally create a bridge between the school and the community when linking services. #SSWweek2022

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Social Media Graphics

Click on the images below to view and save the full-size image to repost on your social media posts.