

Publish ready material to promote the SSWAA Twitterstorm:

To Tweet or not to Tweet ... that is the question!

The **School Social Work Association of America** (SSWAA) will be promoting a monthly Twitterstorm to raise awareness for the school social work profession and the vital and valuable role we play in school communities!

**WHY?** In order to raise awareness for our profession, every voice is needed! We need all to participate in this "storm" to further our reach and achieve greater impact. This message is important if we want stakeholders to understand our role and to advocate for more school social work positions.

**WHEN?** The **2nd Wednesday** of each month between **10:00am and 1:00pm ET**.  
**The next Twitterstorm is Wednesday, September 11th - MARK YOUR CALENDAR!**

**WHO?** All school social workers' "tweets" are needed! Also, share with **allies** and **friends** of school social work and ask them to participate!

**WHAT?** Tweet during 10am-1pm ET using any of the sample tweets below (provided for your convenience) or create your own!

Sample Tweets:

School Social Work is founded in social justice & empowering marginalized populations, uniquely qualifying them to address student, family, & community needs. @TheSSWAA @NASW @AFTunion @NEA @NAESP @NASSP @NSBAComm @AASAHQ @usedgov #Back2SchoolSocialWork #ClosingthegapSSW

Federal CRDC data reveals a ratio of 2,106:1 school social workers, nearly 8 times what is recommended by the experts. See <https://bit.ly/2PYiO1G> @TheSSWAA @ACLU @NASW @AFTunion @NEA @NAESP @NASSP @NSBAComm @AASAHQ @usedgov #Back2SchoolSocialWork #ClosingthegapSSW

Schools that employ school social workers see improved attendance rates, decreased suspensions & expulsions, improved academic achievement & graduation rates. @TheSSWAA @nasw #Back2SchoolSocialWork #ClosingthegapSSW @AFTunion @NEA @NAESP @NASSP @NSBAComm @AASAHQ @usedgov

Data shows that school social workers provide MH services to students which improve student health outcomes and also improve school safety. @ACLU @TheSSWAA #Back2SchoolSocialWork #ClosingthegapSSW @NASW @AFTunion @NEA @NAESP @NASSP @NSBAComm @AASAHQ @usedgov

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Publish ready material to promote the National Public Awareness Campaign:

SSWAA has partnered with NASW to create a National Public Education Campaign. But **every voice** is needed to spotlight the **vital work** and highlight the **valuable role** that School Social Workers play in the school community. **We need YOU** to be a part of this National Campaign!

Each month the campaign will highlight one of the unique and valuable roles of the School Social Worker. AUGUST THEME: The Role of School Social Work - Addressing Race and Ethnic Disproportionality.

For more information, follow the campaign at: <https://www.sswaa.org/communication-campaign>