

Social Media Toolkit

(Twitter handles provided where available)

2021 SCHOOL COUNSELOR OF THE YEAR

Olivia Carter

Jefferson Elementary School
Cape Girardeau, Mo.
(@CounselorCarter)

2021 SCHOOL COUNSELOR OF THE YEAR FINALISTS

Vanessa Barnes

Millbrook Magnet High School
Raleigh, N.C.
(@Vanessa37885768)

Megan Bledsoe

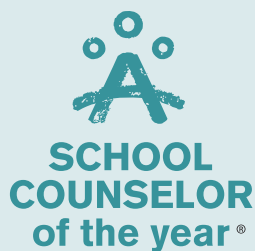
Discovery Middle School
Vancouver, Wash.
(@HarrisBledsoe)

Sarah Flier

Willow River Elementary School
Hudson, Wis.
(@FlierSarah)

Barbara Truluck

Palmer Middle School
Kennesaw, Ga.
(@PalmerCounselor)



Social Media Toolkit

2021 STATE SCHOOL COUNSELORS OF THE YEAR

(Twitter handles provided where available)

AnnaGrace Baldwin
Alabama

Erin Hamilton
Alaska

Jaime Clemens
Arizona

Susan Whatley
Arkansas
@SusanScwhatley

Sarah Slemmons
California
@schoolcounselorslems

Kelley Madden
Colorado

Virginia A. DeLong
Connecticut
@cscaadvocacy

Kirsten Coughlin
Delaware
@kcough28

Jillian Gaygan
Florida
@gayganguidance

Barbara Truluck
Georgia
@PalmerCounselor

Estela L. Calata
Guam
@stelcalata

Jon Morikawa
Hawaii

Justine Litzko
Idaho

Dr. Heidi Truax
Illinois
@doctrux

Victoria Smejkal
Indiana
@SCSmejkal

Aimee Hospodarsky
Iowa
@aimeehospo

Mistie Knox
Kansas
@MKnox224

Andrea Sebastian
Kentucky
@RESRocks

Amy Arceneaux
Louisiana

Kris Croteau
Maine

Kathleen Klecan
Maryland
@CounselKlec

Karen McCrillis
Massachusetts
@KarenMccrillis

Betsy Kanagawa
Michigan

Amanda Bomstad
Minnesota

Olivia Carter
Missouri
@CounselorCarter

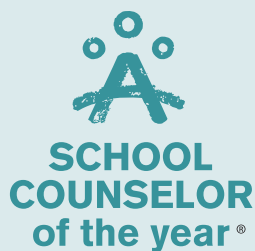
Teresa Majerus
Montana

Megan McDougal
Nebraska

Leighanne Mainguy
Nevada
@lamainguy

Sara Wilmot
New Hampshire

Indra Lyn Owens, M.Ed.
New Jersey
@IndraLynOwens



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2021 STATE SCHOOL COUNSELORS OF THE YEAR

(Twitter handles provided where available)

Elesha Fetrow
New Mexico
@Eleshafetrow1

Laura J. Mesa
New York

Vanessa Barnes
North Carolina
@Vanessa37885768

Kylie Wallender
North Dakota

Jenny Nicely
Ohio

Missy Smith
Oklahoma
@counselingsmith

Ricky Almeida
Oregon

Emilia Peiffer
Pennsylvania

Eliza Bryant
Rhode Island
@tapastars

Dr. Donna B. Huger
South Carolina
@DrHuger

Randi Hartman
South Dakota

Kimberly Kay Rollins
Tennessee

Rhonda Ramirez
Texas
@NFHSCounselors

Lee Ann S. Elzey
Utah

Rachel Luks Petraska
Vermont
@SCScounselors

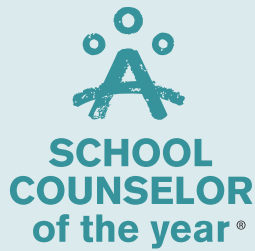
Kathleen Johnston Otal
Virginia
@KathleenOtal

Megan Bledsoe
Washington
@HarrisBledsoe

Anna Simmons
West Virginia
@acsimmons14

Sarah Flier
Wisconsin
@FlierSarah

Michaela Ann Williams
Wyoming



Social Media Toolkit

Sample messages to use on social media platforms.

TWITTER

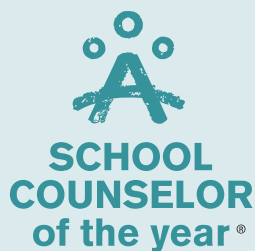


- I'm joining the nation's top school counselors for @ASCATweets 2021 School Counselor of the Year virtual celebration. #SCOY21 *(include selfie)*
- Thank you @ASCATweets for continuing to recognize the hard work of school counseling professionals #SCOY21 *(include selfie in virtual gala wear or photo at school/desk)*
- Virtual learning and racism/bias have shown that school counselors are more important than ever. Today, we celebrate them #SCOY21. Learn more: schoolcounselor.org/scoy
- This week, [State Abbreviation or state association's Twitter handle]'s own [State Rep Name or Twitter Handle] will be honored as one of the nation's top school counselors! Congrats! #SCOY21
- **For Administrators and Others:**
Grateful for school counselors' essential work on students' behalf, especially [State honoree's name or Twitter handle] who's being honored as one of the nation's top school counselors. #SCOY21

FACEBOOK



- This week, the nation's top school counselors will be honored by the American School Counselor Association's 2021 School Counselor of Year celebration. Learn more about this award and the honorees and how you can join the celebration on Facebook Live. schoolcounselor.org/scoy
- Did you know that [State Honoree Name] from [School Name & City/State] is being recognized as one of the nation's top school counselors? Learn more: schoolcounselor.org/scoy.
- **For Administrators and Others:**
[State Honoree Name or Twitter Handle] is representing [State Abbreviation] in the American School Counselor Association's School Counselor of the Year virtual celebration on Facebook Live this Thursday night (2/4). Thanks for your work on students' behalf.



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Sample messages to use on social media platforms.

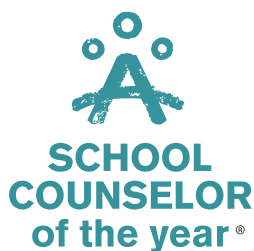
INSTAGRAM

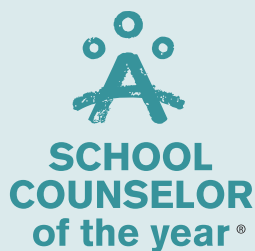


- I'm celebrating @WeAreASCA's 2021 School Counselor of the Year, the finalists and all the state honorees! #SCOY21 *(include selfie)*
- Thank you @WeAreASCA for continuing to recognize the hard work of school counseling professionals. #SCOY21 *(include selfie)*
- The nation's top school counselors are being honored in a virtual gala on Facebook Live, for @ASCATweets School Counselor of the Year Gala. Learn more: schoolcounselor.org/scoy *(include screen capture from the event)*
- **For Administrators and Others:**
School counselors help my students succeed! Thank you @WeAreASCA for honoring school counselors. #SCOY21 *(include photo of administrator and school counselor in SCOY mask)*

Downloadable
SCOY logo

Downloadable
Instagram graphic





Social Media Toolkit

STATE SCHOOL COUNSELOR ASSOCIATION TWITTER HANDLES

Alabama @AlabamaSCA	Montana @MSCAMontana
Alaska @MyAkSCA	Nebraska @NSCATweets
Arizona @AzSCA	Nevada @nvscatweets
Arkansas @ar_counselors	New Hampshire NA
California @MyCASC	New Jersey @NJSCA
Colorado @CSCATweets	New Mexico @nmecatweets
Connecticut @CSCA_Counseling	New York @NYSSCATweets
Delaware @mysca1	North Carolina @NCSCA
Florida @myFSCA	North Dakota NA
Georgia @WeAreGSCA	Ohio @OSCA_tweets
Guam NA	Oklahoma @OKSCA
Hawaii @hscatweets	Oregon @OregonSCA
Idaho NA	Pennsylvania @myPSCA
Illinois @myisca	Rhode Island @RISCATweets
Indiana @ISCA_IN	South Carolina (PSSCA) @PSSCA_Counselor
Iowa @IowaSCATweets	South Dakota @SDSCounselors
Kansas @KSCA_tweets	Tennessee @TSCATweets
Kentucky @KentuckySCA	Texas (LSSSCA) @LSSSCA1
Louisiana @MyLSCA	Utah @uscatweets
Maine @MESchoolCounsel	Vermont @VermontSCA
Maryland @MSCA_MD	Virginia @VSCA
Massachusetts @MascaSchool	Washington @wscaspeaks
Michigan @theMSCA	West Virginia @WestVirginiaSCA
Minnesota @wearemsca	Wisconsin @WSCAcounselor
Missouri @myMSCA	Wyoming @WyomingSCA

OFFICIAL HASHTAG: #SCOY21

WEBSITE: schoolcounselor.org/scoy

Presented by the American School Counselor Association