

PROMOTIONAL Toolkit

HAPPY
National
School
Counseling
Week



We appreciate your involvement and support of National School Counseling Week 2019 (#NSCW19). We've included information about the annual celebration and sample communication you can use to show your support for school counselors. If you have any questions or need additional information, please contact Lachelle Metcalf at lmetcalf@schoolcounselor.org.

PURPOSE AND DESCRIPTION:

National School Counseling Week 2019, "School Counselors: Providing Lessons for Life," will be celebrated from Feb. 4-8, 2019, to focus public attention on the unique contribution of school counselors within U.S. school systems. National School Counseling Week, sponsored by ASCA, highlights the tremendous impact school counselors can have in helping students achieve school success and plan for a career. National School Counseling Week is always celebrated the first full week in February.

HASHTAG & WEBSITE LINK

#NSCW19

www.schoolcounselor.org/NSCW

ASCA SOCIAL MEDIA



Twitter: @ASCATweets



Instagram: @WeAreASCA



Facebook: www.facebook.com/AmericanSchoolCounselorAssociation

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SAMPLE SOCIAL MEDIA COMMUNICATION

Click the social media buttons to access the plain text version of the sample posts.

1. National School Counseling Week [#NSCW19] is Feb. 4-8. A perfect time to recognize the work of 100K+ #schoolcounselors across the nation!
2. School counselors help students learn lessons that will help them succeed in life. Have you thanked your #schoolcounselor today? Celebrate National School Counseling Week (2/4-8) #NSCW19
3. 100K+ #schoolcounselors provide students with academic, college/career and social/emotional development. Bottom line: school counselors are helping students win. This week we celebrate them. Happy #NSCW19!
4. #schoolcounselors help thousands of K-12 students worldwide. This week we celebrate their efforts, hard work and dedication. Happy #NSCW19!
5. Join @ASCATweets in celebrating #NSCW19, which promotes the unique contributions of 100,000+ #schoolcounselors around the globe.
6. School counselors help students in more ways than you realize [learn more: <http://bit.ly/SCRole>]. This week we celebrate them. Happy #NSCW19!
7. #NSCW19 is Feb. 4-8, 2019. The week sponsored by @ASCATweets highlights the unique contribution of school counselors and the tremendous impact they can have in helping students achieve school success and plan for a career. Take a moment to thank your local school counselor(s).

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SAMPLE SOCIAL MEDIA COMMUNICATION

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1. National School Counseling Week 2019 is Feb. 4-8. The week, sponsored by the American School Counselor Association (ASCA), highlights the unique contribution of school counselors within U.S. school systems and the tremendous impact they can have in helping students achieve school success and plan for a career. Take a moment to thank your local school counselor(s).
2. School counselors help students in more ways than you realize. This week we celebrate them as a part of National School Counseling Week 2019. Learn more about the role of this necessary profession: <http://bit.ly/SCRole>.

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GRAPHICS

SCHOOL COUNSELORS: Providing Lessons for Life

Take a photo/video of the day's theme and share on Twitter, Facebook and/or Instagram with the hashtag #NSCW19. Get students, families and school colleagues in on the fun. Encourage them to download and use the supporter signs listed below.



FEB 4 MONDAY: Happy National School Counseling Week
Take a picture/video with the National School Counseling Week sign

FEB 5 TUESDAY: Lessons Learned
SCHOOL COUNSELORS: Take a photo with the sign - "As a school counselor, I have learned..."

FEB 6 WEDNESDAY: Lessons Shared
SCHOOL COUNSELORS: Download the "As a school counselor, I want my students to know..." sign
SUPPORTERS: Download the "My school counselor taught me..." sign

FEB 7 THURSDAY: Life #Goals
SCHOOL COUNSELORS: Download the "This School Counselor's #Goal" sign and share your school counseling goals
SUPPORTERS: Download the "Thank you (insert school counselor's name) for helping me set my #goal to become a..." sign

FEB 8 FRIDAY: Building Better Humans
SCHOOL COUNSELORS: Download the "I'm Building Better Humans by..." sign
SUPPORTERS: "My school counselor helps me be better by..."

Download all signs from www.schoolcounselor.org/NSCW

NATIONAL SCHOOL COUNSELING WEEK • FEB. 4-8, 2019



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ADDITIONAL LINKS

Access the #NSCW19 press release and a newsletter/email blurb to use in your communications by clicking the buttons.

