



# PROMOTIONAL TOOLKIT

**T**hank you for support of National School Counseling Week 2022 (#NSCW22). Below, you'll find information about the annual celebration and sample messages you can use to show your support for school counselors. If you have any questions or need additional information, please contact Kathleen Rakestraw at [krakestraw@schoolcounselor.org](mailto:krakestraw@schoolcounselor.org) or Angie Hickman at [ahickman@schoolcounselor.org](mailto:ahickman@schoolcounselor.org).

## PURPOSE AND DESCRIPTION:

National School Counseling Week 2022, "School Counseling: Better Together," will be celebrated Feb. 7-11, 2022, to focus public attention on the unique contribution of school counselors within U.S. school systems. National School Counseling Week, sponsored by ASCA, highlights school counselors' tremendous impact 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

#NSCW22

[www.schoolcounselor.org/NSCW](http://www.schoolcounselor.org/NSCW)

## ASCA SOCIAL MEDIA



Twitter: [@ASCAtweets](https://twitter.com/ASCAtweets)



Instagram: [@WeAreASCA](https://www.instagram.com/WeAreASCA)



Facebook: [www.facebook.com/AmericanSchoolCounselorAssociation](https://www.facebook.com/AmericanSchoolCounselorAssociation)



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## SAMPLE SOCIAL MEDIA COMMUNICATION



**NOTE:** Make it personal. Thank a specific school counselor you know, whether it's a friend, your child's school counselor or your own school counselor. How did a school counselor have an impact on your life and career?

1. National School Counseling Week is Feb. 7-11. We are excited to recognize the work of the 110,000 #schoolcounselors across the nation! #NSCW22
2. School counselors collaborate with multiple school staff to support student success. #BetterTogether #NSCW22
3. Every student deserves a #schoolcounselor. School counselors and students are #BetterTogether. #NSCW22
4. #SchoolCounselors serve 51 million K-12 students nationwide. This week we celebrate them! #NSCW22
5. Join @ASCAtweets in celebrating #NSCW22, which highlights the unique contributions of the nation's 110,000 #schoolcounselors. #NSCW22
6. Do you know what #schoolcounselors really do? Spoiler alert: It's a lot. This week, we're celebrating their dedication to all students. #NSCW22 #BetterTogether
7. Every day, school counselors make a difference for students. Learn more at [www.schoolcounselor.org/role](http://www.schoolcounselor.org/role). #NSCW22 #BetterTogether



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## SAMPLE SOCIAL MEDIA COMMUNICATION

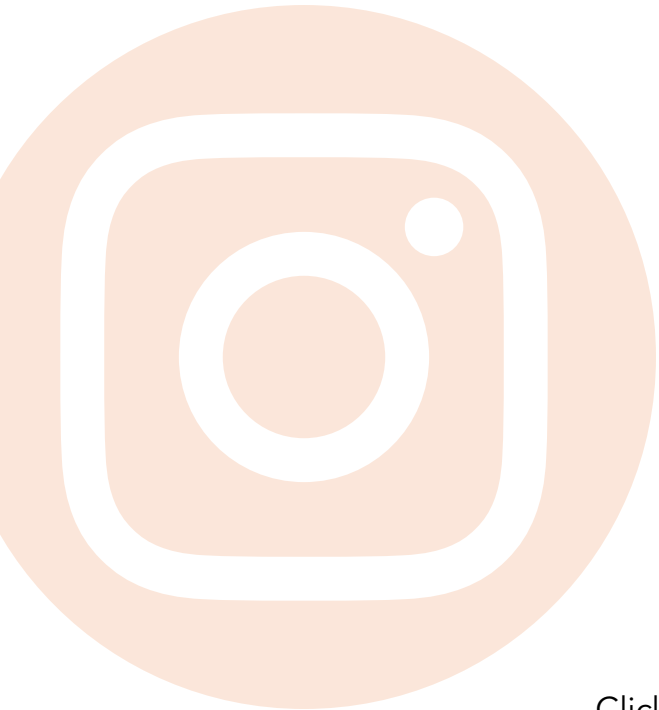


1. National School Counseling Week 2022 (Feb. 7-11), sponsored by the American School Counselor Association (ASCA), highlights the essential contribution of school counselors within U.S. school systems and the tremendous impact they have in helping students achieve school success and plan for a career. Take a moment to thank your local school counselor(s).
2. School counselors help students in more ways than you may know. This week we celebrate them as a part of National School Counseling Week 2022. Learn more about the role of this essential profession: <https://www.schoolcounselor.org/role>
3. Every student deserves a school counselor. to help with academic achievement strategies, managing emotions and applying interpersonal skills, and planning for postsecondary options. Students and school counselors are #BetterTogether.



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## SAMPLE SOCIAL MEDIA COMMUNICATION



Use the following sample posts with your own image honoring school counselors or download the graphics below. Be sure to tag @WeAreASCA and #NSCW22.

1. When administrators, teachers, school counselors and other mental health professionals collaborate, students succeed. We're #BetterTogether. #NSCW22 @WeAreASCA
2. More than 110K school counselors provide students with academic, college/career and social/emotional development. This week, we celebrate all school counselors. #NSCW22 @WeAreASCA
3. We join @WeAreASCA in honoring the contributions of school counselors. #NSCW22
4. National School Counseling Week, Feb 7-11, highlights the unique contributions of school counselors within U.S. school systems and their tremendous impact on student success. Please thank your local school counselors. #NSCW22 @WeAreASCA

Click graphics at right for full-size images.





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## GRAPHICS

**2022 NATIONAL SCHOOL COUNSELING WEEK AND SCHOOL COUNSELOR OF THE YEAR EVENTS**

Make your plans now to celebrate National School Counseling Week, as we also honor the 2022 School Counselor of the Year, finalists and state honorees. Visit [www.schoolcounselor.org/nscw](http://www.schoolcounselor.org/nscw) for more information and login links.

MON., FEB. 7	TUES., FEB. 8	WED., FEB. 9	THURS., FEB. 10	FRI., FEB. 11
<p><b>Photo challenge:</b> School counselors and other school-based mental health professionals are better together because...</p> <p><b>Webinar:</b> What Works: Anti-Racism at School, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Alma Lopez, 2022 School Counselor of the Year</p>	<p><b>Photo challenge:</b> School counselors and administrators are better together because...</p> <p><b>Webinar:</b> Leadership in School Counseling, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Matthew Berry, 2022 Finalist</p>	<p><b>Photo challenge:</b> School counselors and teachers are better together because...</p> <p><b>Webinar:</b> Advocacy in School Counseling, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Teshia Stovall Dula, 2022 Finalist</p>	<p><b>Photo challenge:</b> School counselors and the community are better together because...</p> <p><b>Webinar:</b> Collaboration in School Counseling, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Marianne Matt, 2022 Finalist</p>	<p><b>Photo challenge:</b> School counselors are better together because...</p> <p><b>Webinar:</b> Systemic Change in School Counseling, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Ashley Wright, 2022 Finalist</p>



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## ADDITIONAL RESOURCES



Access the customizable #NSCW22 press release at <https://bit.ly/nscw-press-release>

Access the daily photo challenge graphics [here](#).

Use the following sample announcement in your newsletter or other communication:

Thank you for supporting National School Counseling Week 2022 (#NSCW22) Feb. 7-11, 2022. Presented by the American School Counselor Association (ASCA), National School Counseling Week highlights the unique contribution of school counselors within U.S. school systems and the tremendous impact they have in helping students achieve school success and plan for a career. Take a moment to thank your local school counselor(s). Follow #NSCW22 on social media.

To learn more about National School Counseling Week, visit [www.schoolcounselor.org/nscw](http://www.schoolcounselor.org/nscw).

