



PROMOTIONAL TOOLKIT

SCHOOL COUNSELING: STANDARDS-BASED, STUDENT-FOCUSED

Thank you for supporting National School Counseling Week 2024 (#NSCW24). Below, you'll find information about the annual celebration and sample messages you can use to celebrate for school counselors. If you have any questions or need additional information, please contact Kayla Shelton at kshelton@schoolcounselor.org

PURPOSE AND DESCRIPTION:

National School Counseling Week 2024, "School Counseling: Standards-Based, Student-Focused," celebrated Feb. 5-9, 2024, focuses public attention on the unique contribution of school counselors within U.S. school systems. National School Counseling Week, presented 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

#NSCW24

www.schoolcounselor.org/NSCW

ASCA SOCIAL MEDIA



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



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



Facebook: www.facebook.com/AmericanSchoolCounselorAssociation



LinkedIn: <https://www.linkedin.com/company/american-school-counselor-association/>

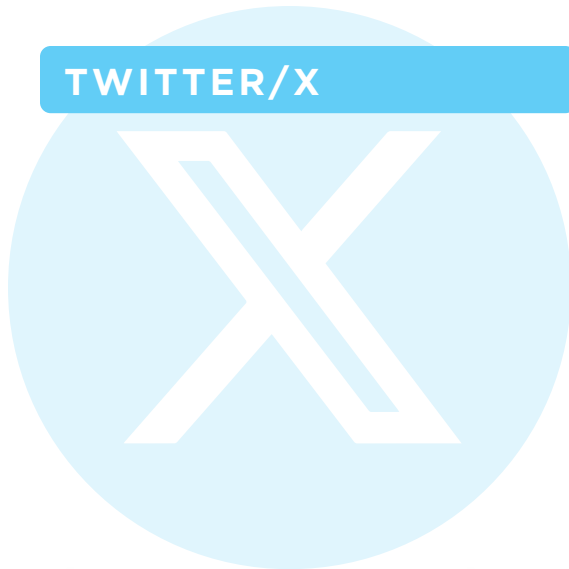


PROMOTIONAL TOOLKIT

SCHOOL COUNSELING: STANDARDS-BASED, STUDENT-FOCUSED

SAMPLE SOCIAL MEDIA COMMUNICATIONS

TWITTER/X



Click graphic for full-size image.

1. National School Counseling Week is Feb. 5-9. We are excited to recognize the work of the 121,000 #schoolcounselors across the nation! #NSCW24
2. How are school counselors #StandardsBased? Find out at schoolcounselor.org/Standards. #NSCW24
3. Every student deserves a #schoolcounselor. School counselors are #StandardsBased and #StudentFocused. #NSCW24
4. #SchoolCounselors serve nearly 50 million K-12 students nationwide. This week we celebrate them! #NSCW24
5. Join @ASCAtweets in celebrating #NSCW24, which highlights the unique contributions of the nation's 121,000 #schoolcounselors. #NSCW24
6. Do you know what #schoolcounselors really do? Spoiler alert: It's a lot. This week, we're celebrating their dedication to all students. #NSCW24 #StandardsBased #StudentFocused
7. Every day, school counselors make a difference for students. Learn more at schoolcounselor.org/role. #NSCW24 #StandardsBased #StudentFocused

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?



PROMOTIONAL TOOLKIT

SCHOOL COUNSELING: STANDARDS-BASED, STUDENT-FOCUSED

SAMPLE SOCIAL MEDIA COMMUNICATION

FACEBOOK

1. National School Counseling Week 2024 (Feb. 5-9), 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 2024. 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. School counselors are #StandardsBased and #StudentFocused
4. School counseling programs throughout the U.S. stay #StudentFocused by being #StandardsBased. Learn more at [schoolcounselor.org/standards](https://www.schoolcounselor.org/standards)

LINKEDIN



PROMOTIONAL TOOLKIT

SCHOOL COUNSELING: STANDARDS-BASED, STUDENT-FOCUSED

SAMPLE SOCIAL MEDIA COMMUNICATION

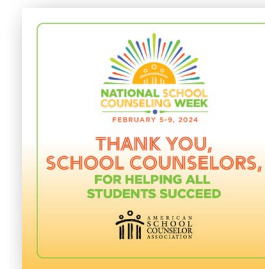
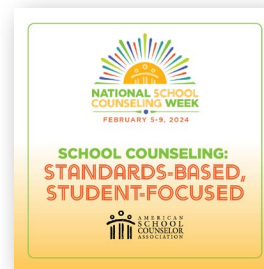
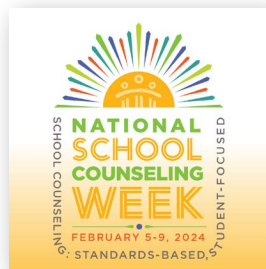
INSTAGRAM



Use the following sample posts with your own image honoring school counselors or download the graphics below. Be sure to tag @WeAreASCA and #NSCW24.

1. When administrators, teachers, school counselors and other mental health professionals collaborate, students succeed. #StandardsBased #StudentFocused. #NSCW24 @WeAreASCA
2. More than 120,000 school counselors provide students with academic, college/ career and social/emotional development. This week, we celebrate all school counselors. #NSCW24 @WeAreASCA
3. We join @WeAreASCA in honoring the contributions of school counselors. #NSCW24
4. National School Counseling Week, Feb 5-9, 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. #NSCW24 @WeAreASCA

Click graphics at right for full-size images.





PROMOTIONAL TOOLKIT

SCHOOL COUNSELING: STANDARDS-BASED, STUDENT-FOCUSED

GRAPHICS



FULL SIZE PHOTO/VIDEO CHALLENGE GRAPHIC



FULL SIZE NSCW LOGO



PROMOTIONAL TOOLKIT

SCHOOL COUNSELING: STANDARDS-BASED, STUDENT-FOCUSED

ADDITIONAL RESOURCES



Access the customizable #NSCW24 press release at [schoolcounselor.org/nscw-downloads](https://www.schoolcounselor.org/nscw-downloads)

Access the daily photo challenge graphics <https://www.schoolcounselor.org/nscw-photo-challenge>.

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

Thank you for supporting National School Counseling Week 2024 (#NSCW24) Feb. 5-9, 2024. 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 #NSCW24 on social media.

To learn more about National School Counseling Week, visit www.schoolcounselor.org/nscw.

