

# PROMOTIONAL TOOLKIT

Thank you for support of National School Counseling Week 2021 (#NSCW21). 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 2021, "All In For All Students," will be celebrated Feb. 1-5, 2021, 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

#NSCW21

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

## ASCA SOCIAL MEDIA



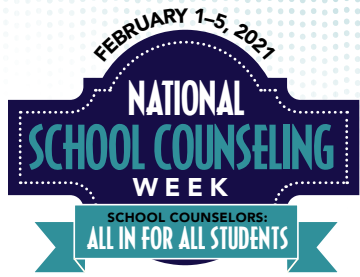
Twitter: [@ASCAtweets](https://twitter.com/ASCAtweets)



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. 1–5. We are excited to recognize the work of 110K+ #schoolcounselors across the nation! #NSCW21
2. School counselors are “All In For All Students” every day. Have you thanked your #schoolcounselor today? Celebrate National School Counseling Week (Feb. 1–5) #NSCW21.
3. Nearly 110K #schoolcounselors provide students with academic, college/career and social/emotional development. School counselors celebrate all students. This week we celebrate school counselors! #NSCW21
4. #schoolcounselors help 51 million K-12 students nationwide. This week we honor their efforts, hard work and dedication. Happy #NSCW21!
5. Join @ASCATweets in celebrating #NSCW21, which promotes the unique contributions of the nearly 110K #schoolcounselors around the country.
6. Do you know what “All In For All Students” means? Learn more about school counselors. #NSCW21. <https://www.schoolcounselor.org/Role>
7. @ASCATweets' #NSCW21, Feb. 1–5, celebrates the critical contributions of school counselors to students' academic success and social/emotional health. Thank you, #schoolcounselors. #NSCW21

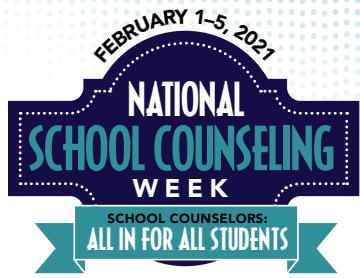


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## SAMPLE SOCIAL MEDIA COMMUNICATION

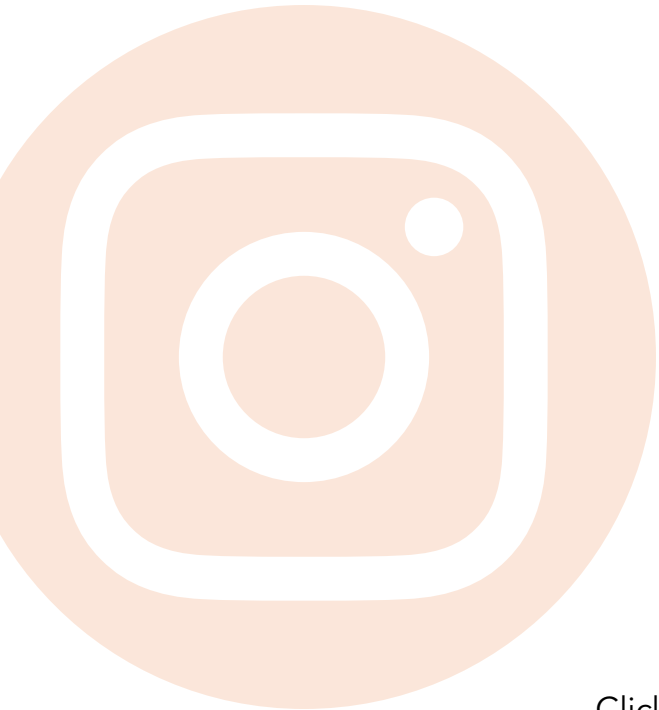


1. National School Counseling Week 2021 (Feb. 1–5), sponsored by the American School Counselor Association (ASCA), highlights the essential contribution of school counselors within U.S. school systems and the tremendous impact they have in helping students achieve school success and plan for a career. Take a moment to thank your local school counselor(s).
2. School counselors help students in more ways than you realize. This week we celebrate them as a part of National School Counseling Week 2021. Learn more about the role of this essential profession: <https://www.schoolcounselor.org/Role>



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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 #NSCW21.

1. School counselors are ALL IN FOR ALL STUDENTS every day. Thank a school counselor today! #NSCW21 @WeAreASCA
2. More than 110K school counselors provide students with academic, college/career and social/emotional development. This week, we celebrate all school counselors. #NSCW21 @WeAreASCA
3. We join @WeAreASCA in honoring the contributions of school counselors, who are more important now than ever before. #NSCW21
4. National School Counseling Week, Feb 3-7, 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. #NSCW21 @WeAreASCA

Click graphics at right for full-size images.





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## GRAPHICS



**2021 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 2021 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. 1	TUES., FEB. 2	WED., FEB. 3	THURS., FEB. 4	FRI., FEB. 5
<p><b>Photo challenge:</b> I'm All In for students because ...</p> <p><b>Webinar:</b> TeacherTalk: School Counselors Collaborating for Student Success, 4 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Olivia Carter, 2021 School Counselor of the Year</p> 	<p><b>Photo challenge:</b> I'm All In for my professional development because ...</p> <p><b>Webinar:</b> State of the Profession: Protecting the School Counselor Role, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Vanessa Barnes, 2021 Finalist</p> 	<p><b>Photo challenge:</b> I'm All In for collaboration because ...</p> <p><b>Webinar:</b> State of the Profession: School Counselors Respond to COVID-19, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Megan Bledsoe, 2021 Finalist</p> 	<p><b>Photo challenge:</b> I'm All In for building an equitable, inclusive school because ...</p> <p><b>Webinar:</b> State of the Profession: School Counselor Demographics and DEI, 2 p.m. EST</p> <p><b>School Counselor of the Year Gala,</b> 8 p.m. EST – Live on Facebook</p> <p><b>Instagram takeover and podcast:</b> Sarah Flier, 2021 Finalist</p> 	<p><b>Photo challenge:</b> I'm All In for school counseling because ...</p> <p><b>Webinar:</b> State of the Profession Q&amp;A, 2 p.m. EST</p> <p><b>Instagram takeover and podcast:</b> Barbara Truluck, 2021 Finalist</p> 





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## ADDITIONAL RESOURCES



Access the customizable #NSCW21 press release at <https://tinyurl.com/NSCW21release>

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. National School Counseling Week 2020 (#NSCW21) is Feb. 1-5, 2021. The week, presented by the American School Counselor Association (ASCA), 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 #NSCW21 on social media.

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

