

Promotional Toolkit

We appreciate your involvement and support of National School Counseling Week 2020 (#NSCW2020). 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 Kathleen Rakestraw at krakestraw@schoolcounselor.org.

PURPOSE AND DESCRIPTION:

National School Counseling Week 2020, "School Counselors: Helping Build Better Humans," will be celebrated from Feb. 3-7, 2020, 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

#NSCW2020

www.schoolcounselor.org/NSCW

ASCA SOCIAL MEDIA



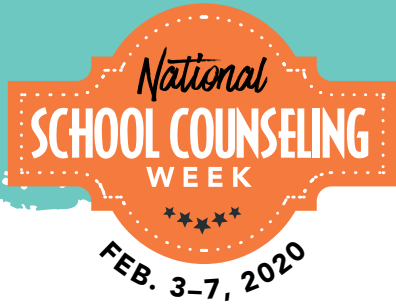
Twitter: [@ASCAtweets](https://twitter.com/ASCAtweets)



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



Facebook: www.facebook.com/AmericanSchoolCounselorAssociation

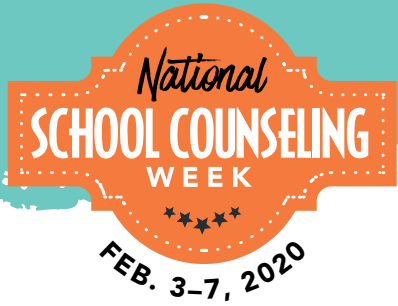


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SAMPLE SOCIAL MEDIA COMMUNICATION

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

1. National School Counseling Week [#NSCW2020] is Feb. 3–7. A perfect time to recognize the work of 100K+ #schoolcounselors across the nation!
2. School counselors are helping students become better humans, every day. Have you thanked your #schoolcounselor today? Celebrate National School Counseling Week (2/3–7) #NSCW2020
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 #NSCW2020!
4. #schoolcounselors help thousands of K-12 students worldwide. This week we celebrate their efforts, hard work and dedication. Happy #NSCW2020!
5. Join @ASCAtweets in celebrating #NSCW2020, 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 #NSCW2020!
7. #NSCW2020 is Feb. 3-7, 2020. 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).

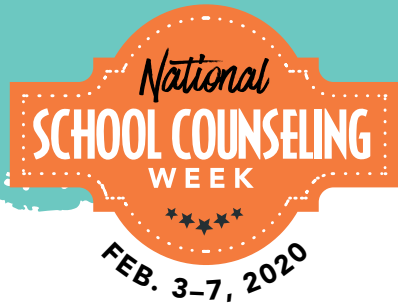


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SAMPLE SOCIAL MEDIA COMMUNICATION

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1. National School Counseling Week 2020 is Feb. 3–7. 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 2020. Learn more about the role of this necessary profession: <http://bit.ly/SCRole>.

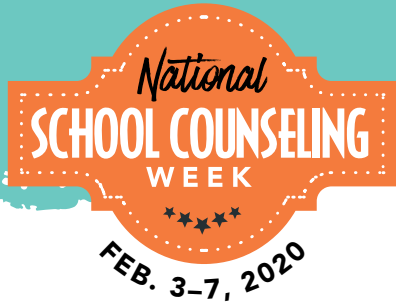


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SAMPLE SOCIAL MEDIA COMMUNICATION

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3. 100K+ #schoolcounselors provide students with academic, college/career and social/emotional development. School counselors are helping students win. This week we celebrate them. Happy NSCW2020!
4. #schoolcounselors help thousands of K-12 students worldwide. This week we celebrate their efforts, hard work and dedication. Happy NSCW2020!
5. Join @WeAreASCA in celebrating #NSCW2020, which promotes the unique contributions of 100,000+ #schoolcounselors around the globe.
6. National School Counseling Week 2020 is Feb. 3–7, 2020. The week, sponsored by @WeAreASCA, 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). NSCW2020



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GRAPHICS

SCHOOL COUNSELORS: *Helping Build Better Humans*



Take a photo/video of the day's theme and share on Twitter, Facebook and/or Instagram with the hashtag #NSCW2020. Get students, families and school colleagues in on the fun. Encourage them to download and use the supporter signs listed below.

FEB 3 MONDAY: Happy National School Counseling Week
Take a picture/video with the National School Counseling Week sign

FEB 4 TUESDAY: Lend a Helping Hand
School counselors: Take a photo with the sign – "I'm helping build better humans by..."

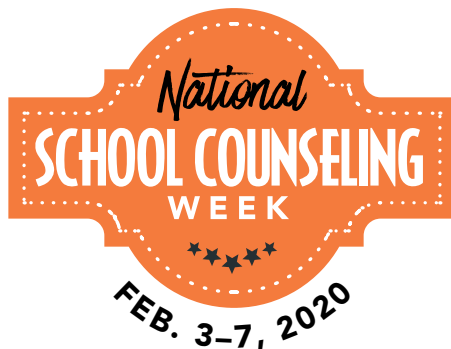
FEB 5 WEDNESDAY: Offer Encouragement
School counselors: Download the "My students help me be a better human by..." sign
Supporters: Download the "My school counselor helps me be better by..." sign

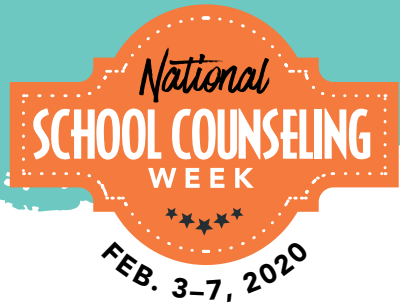


FEB 6 THURSDAY: Show Appreciation
Supporters: Download the "Thank you _____ (insert school counselor's name) for _____ (share something your learned/gained from working with your school counselor)."

FEB 7 FRIDAY: Be the Change in the World
All: Download the "Better humans are..." sign

DOWNLOAD ALL SIGNS FROM WWW.SCHOOLCOUNSELOR.ORG/NSCW





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ADDITIONAL LINKS

Access the #NSCW2020 press release and a newsletter/email blurb to use in your communications by clicking the buttons.

