

# Social Media Toolkit

*(Twitter and Instagram handles provided where available)*

## 2022 SCHOOL COUNSELOR OF THE YEAR

### **Alma Lopez**

Livingston Middle School  
Livingston, Calif.  
@missalma\_lms (Twitter)

## 2022 SCHOOL COUNSELOR OF THE YEAR FINALISTS

### **Matthew Berry**

Ritenour Husky Academy  
Overland, Mo.  
@onewildcounselor (Instagram)  
@MatthewBerry1WC (Twitter)

### **Teshia Stovall Dula**

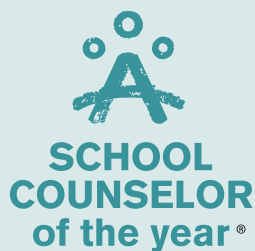
Hull Middle School  
Duluth, Ga.  
@dulateshia (Twitter)

### **Marianne Matt**

Capital High School  
Madison, Wis.  
@mmatt\_counselor (Twitter)

### **Ashley Wright**

Lucille J. Bradley Elementary  
Spring, Texas  
@mrswrightcisd (Twitter)



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## 2022 STATE SCHOOL COUNSELORS OF THE YEAR

*(Twitter and Instagram handles provided where available)*

Terri Coleman

**Alabama**

@telynn08 (Instagram)

Elizabeth Congdon-McGee

**Alaska**

Kristina Guy

**Arizona**

@kristinaguy (Twitter)  
@ctecounselor\_inaz  
(Instagram)

Samantha Ryan Tilley

**Arkansas**

@SamanthaTilley (Twitter)  
@sryantilley (Instagram)

Brooke Morgan

**Colorado**

Curtis R. Darragh IV

**Connecticut**

@rikercd (Twitter)

Grace Wilhelm

**Florida**

@counselorgames (Twitter)

Nicole Blomberg

**Hawaii**

@nicoblom6 (Instagram)

Amy Johannesen

**Idaho**

TaRael Kee

**Illinois**

@tkee06 (Twitter)  
@tkee06 (Instagram)

Connie Kessler Sivertson

**Indiana**

@conniesivertson (Twitter)  
@Inhswildcats (Instagram)

Angela Wittmer

**Iowa**

Dr. Lyndsey Brown

**Kansas**

@lyndseybrown89 (Twitter)  
@lyndseybrown1 (Instagram)

Heather Leigh Bushelman

**Kentucky**

@hbushelman (Twitter)

Barbara Gray

**Louisiana**

@barbara.t.gray.3 (Instagram)

Kimberly Raymond

**Maine**

@UMatterEveryday (Twitter)  
@SchoolCounselingJoy  
(Instagram)

Elizabeth P. O'Connor

**Maryland**

@CHS\_StudServ (Twitter)

Jessica Descartes

**Massachusetts**

@JDesca01 (Twitter)

Catherine Christine Livingston

**Michigan**

Keela Kuhlers

**Minnesota**

Belinda Tutor

**Mississippi**

@belindatutor (Instagram)

Heather Williams

**Montana**

@hnwill713 (Instagram)

Giovanna Zermeno

**Nebraska**

@giozercar79 (Twitter)

Rosalie Durazo-Ramirez

**Nevada**

@bettertoday4unme  
(Instagram)

Heather Machanoff

**New Hampshire**

Jillian Shadis

**New Jersey**

@jillshadis (Twitter)

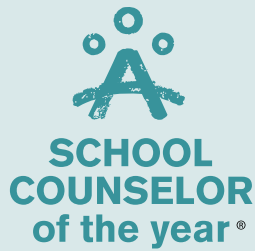
Heather Fried

**New Mexico**

OFFICIAL HASHTAG: #SCOY22

WEBSITE: [schoolcounselor.org/scoy](https://schoolcounselor.org/scoy)

Presented by the American School Counselor Association



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## 2022 STATE SCHOOL COUNSELORS OF THE YEAR

*(Twitter and Instagram handles provided where available)*

Nicole Mayers  
**New York**  
@NicoleMayers06 (Twitter)

Nancy Stavrakakis  
**North Carolina**  
@CounselorStav (Twitter)

Heather Berg  
**North Dakota**

Michelle Blanchard  
**Oregon**

Dr. Darlene Mack  
**Ohio**  
@tocarematters (Twitter)  
@darlenejmack (Instagram)

Christi Sturgeon  
**Oklahoma**  
@counselor\_christi (Instagram)

Lezlie DelVecchio-Marks  
**Pennsylvania**  
@LezlieDM (Twitter)  
@schoolcounselordm  
(instagram)“

Sarah Metro  
**Rhode Island**

Elesha Ellison  
**South Carolina**  
@eleshaellison(Twitter)

Nicole Weron  
**South Dakota**

Allyson Evans  
**Tennessee**

Alyssa Barson  
**Utah**

Timothy Elliott Chamberlin  
**Vermont**

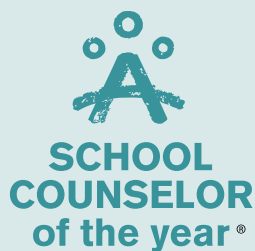
Joshua D. Hurley  
**Virginia**  
@JoshHurley14 (Twitter)

Lisa DiMurro  
**Washington**  
@LisaLee720 (Twitter)

Leah Kersey  
**West Virginia**  
@lkersey2 (Instagram)

Carolyn Normington  
**Wyoming**

Geolyn Diaz Egurrola  
**Guam**  
@gdegurrola (Instagram)



# Social Media Toolkit

## Sample messages to use on social media platforms.

### TWITTER

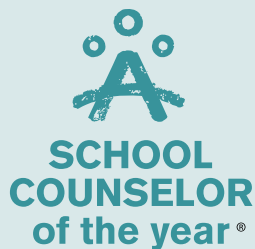


- I'm joining the nation's top school counselors for @ASCATweets 2022 School Counselor of the Year celebration in Washington, D.C. #SCOY22 *(include selfie)*
- Thank you @ASCATweets for continuing to recognize the hard work of school counseling professionals #SCOY22 *(include selfie in gala wear or photo at school/desk)*
- Every student deserves a school counselor. Today, we celebrate school counselors making a difference. #SCOY22. Learn more: [schoolcounselor.org/scoy](https://schoolcounselor.org/scoy)
- This week, [State Abbreviation or state association's Twitter handle]'s own [State Rep Name or Twitter Handle] will be honored as one of the nation's top school counselors! Congrats! #SCOY22
- **For Administrators and Others:**  
Grateful for school counselors' essential work on students' behalf, especially [State honoree's name or Twitter handle] who's being honored as one of the nation's top school counselors. #SCOY22

### FACEBOOK



- This week, the nation's top school counselors will be honored by the American School Counselor Association's 2022 School Counselor of Year celebration. Learn more about this award and the honorees. [schoolcounselor.org/scoy](https://schoolcounselor.org/scoy)
- Did you know that [State Honoree Name] from [School Name & City/State] is being recognized as one of the nation's top school counselors? Learn more: [schoolcounselor.org/scoy](https://schoolcounselor.org/scoy).
- **For Administrators and Others:**  
[State Honoree Name or Twitter Handle] is representing [State Abbreviation] in the American School Counselor Association's School Counselor of the Year celebration in Washington, D.C., tonight.. Thanks for your work on students' behalf.



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## Sample messages to use on social media platforms.

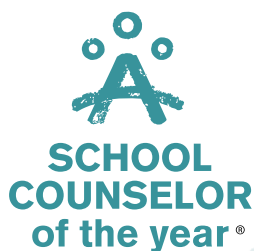
### INSTAGRAM

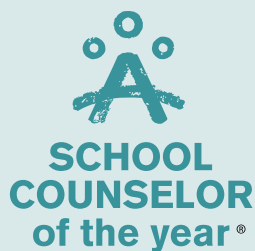


- I'm celebrating @WeAreASCA's 2022 School Counselor of the Year, the finalists and all the state honorees! #SCOY22 *(include selfie)*
- Thank you @WeAreASCA for continuing to recognize the hard work of school counseling professionals. #SCOY22 *(include selfie)*
- The nation's top school counselors are being honored at a gala in Washington, D.C., for @ASCATweets School Counselor of the Year Gala. Learn more: [schoolcounselor.org/scoy](https://schoolcounselor.org/scoy) *(include photo from the event)*
- **For Administrators and Others:**  
School counselors help my students succeed! Thank you @WeAreASCA for honoring school counselors. #SCOY22 *(include photo of administrator and school counselor)*

Downloadable  
SCOY logo

Downloadable  
Instagram graphic





# Social Media Toolkit

## STATE SCHOOL COUNSELOR ASSOCIATION TWITTER HANDLES

<b>Alabama</b> @AlabamaSCA	<b>Montana</b> @MSCAMontana
<b>Alaska</b> @MyAkSCA	<b>Nebraska</b> @NSCATweets
<b>Arizona</b> @AzSCA	<b>Nevada</b> @nvscatweets
<b>Arkansas</b> @ar_counselors	<b>New Hampshire NA</b>
<b>California</b> @MyCASC	<b>New Jersey</b> @NJSCA
<b>Colorado</b> @CSCATweets	<b>New Mexico</b> @nmecatweets
<b>Connecticut</b> @CSCA_Counseling	<b>New York</b> @NYSSCATweets
<b>Delaware</b> @mysca1	<b>North Carolina</b> @NCSCA
<b>Florida</b> @myFSCA	<b>North Dakota NA</b>
<b>Georgia</b> @WeAreGSCA	<b>Ohio</b> @OSCA_tweets
<b>Guam NA</b>	<b>Oklahoma</b> @OKSCA
<b>Hawaii</b> @hscatweets	<b>Oregon</b> @OregonSCA
<b>Idaho NA</b>	<b>Pennsylvania</b> @myPSCA
<b>Illinois</b> @myisca	<b>Rhode Island</b> @RISCATweets
<b>Indiana</b> @ISCA_IN	<b>South Carolina (PSSCA)</b> @PSSCA_Counselor
<b>Iowa</b> @IowaSCATweets	<b>South Dakota</b> @SDSCounselors
<b>Kansas</b> @KSCA_tweets	<b>Tennessee</b> @TSCATweets
<b>Kentucky</b> @KentuckySCA	<b>Texas (LSSSCA)</b> @LSSSCA1
<b>Louisiana</b> @MyLSCA	<b>Utah</b> @uscatweets
<b>Maine</b> @MESchoolCounsel	<b>Vermont</b> @VermontSCA
<b>Maryland</b> @MSCA_MD	<b>Virginia</b> @VSCA
<b>Massachusetts</b> @MascaSchool	<b>Washington</b> @wscaspeaks
<b>Michigan</b> @theMSCA	<b>West Virginia</b> @WestVirginiaSCA
<b>Minnesota</b> @wearemsca	<b>Wisconsin</b> @WSCAcounselor
<b>Missouri</b> @myMSCA	<b>Wyoming</b> @WyomingSCA

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