

PROMOTIONAL TOOLKIT

Thank you for supporting National School Counseling Week 2025 (#NSCW25). 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 2025, "School Counseling: Helping Students Thrive," celebrated Feb. 3-7, 2025, 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

#NSCW25

www.schoolcounselor.org/NSCW

ASCA SOCIAL MEDIA



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



Bluesky: [@WeAreASCA](https://bsky.app/profile/WeAreASCA)



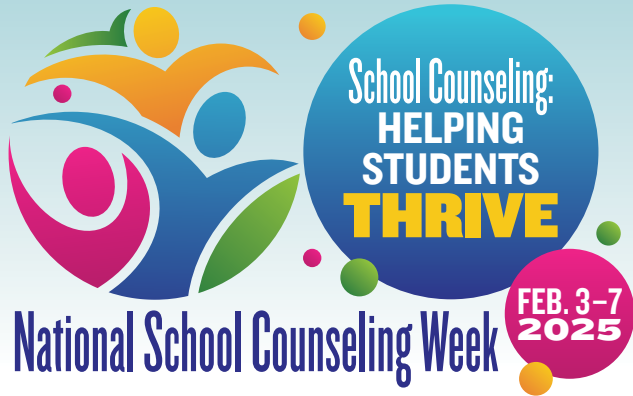
Facebook: www.facebook.com/AmericanSchoolCounselorAssociation



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



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



PROMOTIONAL TOOLKIT

SAMPLE SOCIAL MEDIA COMMUNICATION

INSTAGRAM

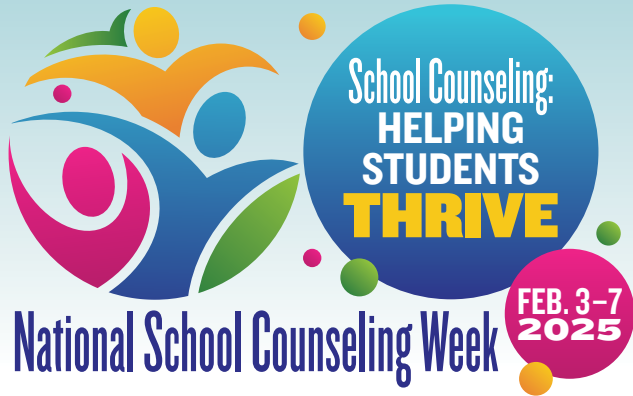


Use the following sample posts with your own image honoring school counselors or download the graphics below. Be sure to tag @WeAreASCA and #NSCW25.

1. When administrators, teachers, school counselors and other mental health professionals collaborate, students succeed. #HelpingStudentsThrive. #NSCW25 @WeAreASCA
2. More than 130,000 school counselors provide students with academic, college/ career and social/emotional development. This week, we celebrate all school counselors. #NSCW25 @WeAreASCA
3. We join @WeAreASCA in honoring the contributions of school counselors. #NSCW25
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. #NSCW25 @WeAreASCA

Click graphics at right for full-size images.





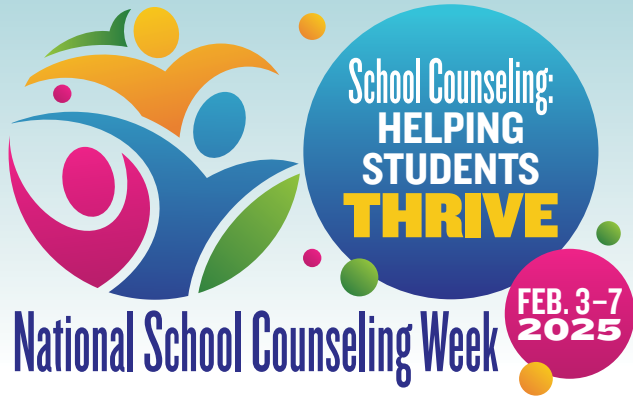
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SAMPLE SOCIAL MEDIA COMMUNICATIONS

BLUESKY

1. National School Counseling Week is Feb. 3-7. We are excited to recognize the work of the 131,000 #schoolcounselors across the nation! #NSCW25
2. How do school counselors help students thrive? Find out at schoolcounselor.org/role. #NSCW25
3. Every student deserves a #schoolcounselor. School counselors are #HelpingStudentsThrive. #NSCW25
4. #SchoolCounselors serve nearly 50 million K-12 students nationwide. This week we celebrate them! #NSCW25
5. Join @WeAreASCA in celebrating #NSCW25, which highlights the unique contributions of the nation's 131,000 #schoolcounselors. #NSCW25
6. Do you know what #schoolcounselors really do? Spoiler alert: It's a lot. This week, we're celebrating their dedication to all students. #NSCW25 #HelpingStudentsThrive
7. Every day, school counselors make a difference for students. Learn more at schoolcounselor.org/role. #NSCW25 #HelpingStudentsThrive

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?



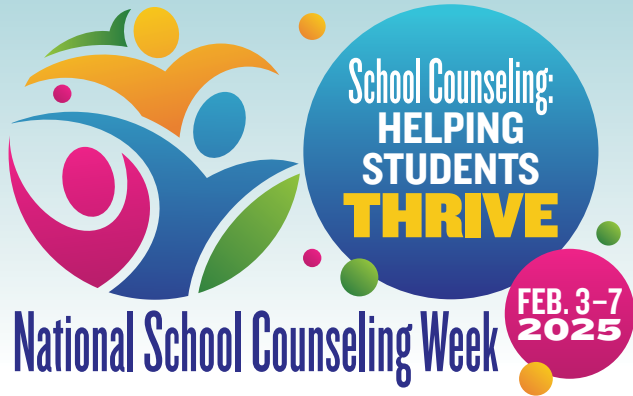
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SAMPLE SOCIAL MEDIA COMMUNICATION

FACEBOOK

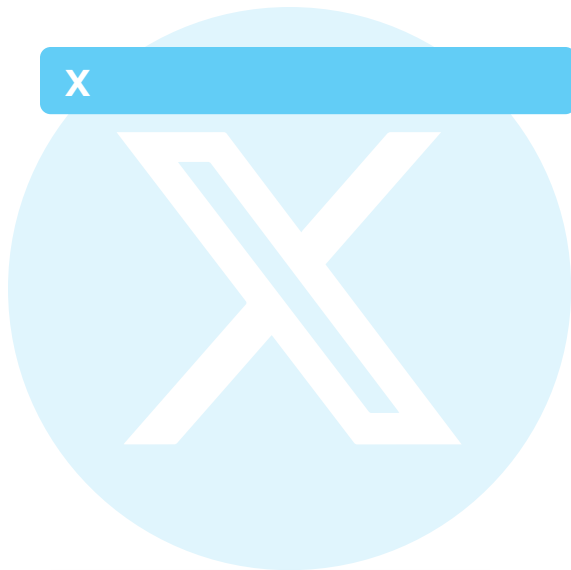
1. National School Counseling Week 2025 (Feb. 3-7), sponsored by the American School Counselor Association (ASCA), highlights the essential contribution of school counselors within U.S. school systems and the tremendous impact they have in helping students achieve school success and plan for a career. 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 2025. 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, applying interpersonal skills and planning for postsecondary options. School counselors are #HelpingStudentsThrive
4. School counseling programs throughout the U.S. are #HelpingStudentsThrive. Learn more at [schoolcounselor.org/role](https://www.schoolcounselor.org/role)

LINKEDIN



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SAMPLE SOCIAL MEDIA COMMUNICATIONS



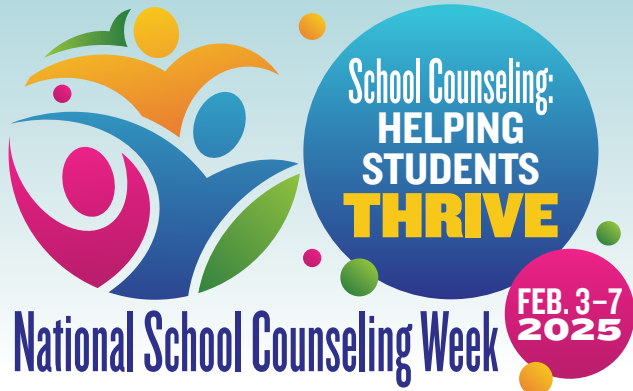
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Click graphic for full-size image.

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2. How do school counselors help students thrive? Find out at schoolcounselor.org/role. #NSCW25
3. Every student deserves a #schoolcounselor. School counselors are #HelpingStudentsThrive. #NSCW25
4. #SchoolCounselors serve nearly 50 million K-12 students nationwide. This week we celebrate them! #NSCW25
5. Join @ASCATweets in celebrating #NSCW25, which highlights the unique contributions of the nation's 131,000 #schoolcounselors. #NSCW25
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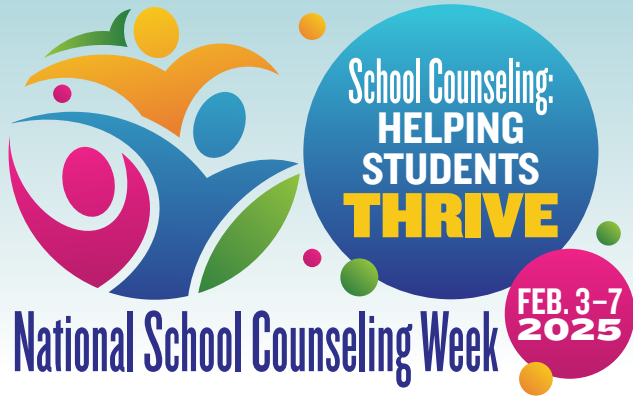
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GRAPHICS

MON., FEB. 3	TUES., FEB. 4	WED., FEB. 5	THURS., FEB. 8	FRI., FEB. 9
Photo Challenge: "School Counselors Help Students Thrive by..." Or "I'm participating in Black Lives Matter at Schools Week of Action by..." Instagram Takeover: Hanna Kemble-Mick, 2025 School Counselor of the Year Finalist	Photo Challenge: "I Know Students are Thriving When..." Instagram Takeover: Rosie Rodriguez, 2025 School Counselor of the Year Finalist	Photo Challenge: "I Thrive as a School Counselor When..." Instagram Takeover: Lisa Delgadillo, 2025 School Counselor of the Year Finalist	Photo Challenge: "I'm a School Counselor Because..." Instagram Takeover: Stephanie Leibowitz Nelson, Ph.D., ACSC, 2025 School Counselor of the Year Finalist	Photo Challenge: "Every Student Needs a School Counselor Who..." Instagram Takeover: Carmen Larson, Ph.D., 2025 School Counselor of the Year

FULL SIZE PHOTO/VIDEO CHALLENGE GRAPHIC

FULL SIZE NSCW LOGO



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ADDITIONAL RESOURCES



Access the customizable #NSCW25 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 2025 (#NSCW25) Feb. 3-7, 2025. 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 #NSCW25 on social media.

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

