

# Social Media Toolkit

(X and Instagram handles provided where available)

## 2025 SCHOOL COUNSELOR OF THE YEAR

**Carmen Larson, Ph.D.**  
Sarasota Middle School  
Sarasota, Fla.  
@carmenlarsonphd (X)  
@larson.carmen (Instagram)

## 2025 SCHOOL COUNSELOR OF THE YEAR FINALISTS

**Lisa Delgadillo**  
William G. Hibbard Elementary School  
Chicago, Ill.  
@counselorlisad (Instagram)

**Hanna Kemble-Mick**  
Indian Hills Elementary School  
Topeka, Kan.  
@counselorkemble (X)  
@counselorkemble (Bluesky)  
@counselorkemble (Instagram)

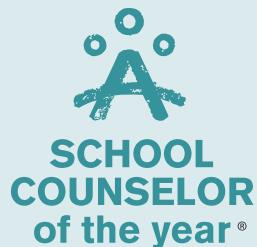
**Stephanie Leibowitz Nelson, Ph.D., ACSC**  
Garner Magnet High School  
Garner, N.C.  
@DrNelson\_GMHS (X)  
@counselordrnelson (Bluesky)  
@counselor\_nelson\_acsc (Instagram)

**Rosie Rodriguez**  
Chester E. Jordan Elementary School  
El Paso, Texas  
@counselor\_cjes (X)

**OFFICIAL HASHTAG: #SCOY25**

**WEBSITE: [schoolcounselor.org/scoy](http://schoolcounselor.org/scoy)**

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## 2025 STATE SCHOOL COUNSELORS OF THE YEAR

(X and Instagram handles provided where available)

### Alabama

Stephen W. Watts, Jr.

### Alaska

Gianna Giusti  
@g\_juice\_tea (Instagram)

### Arizona

Britney Griffith

### Arkansas

Cherri Byford  
@schoolcounselorcherri  
(Instagram)

### California

Alexis Goddard  
@msalexisgoddard (Instagram)

### Colorado

Madeline Francis

### Connecticut

Laura Kelley

### Delaware

Mindy Adams

### Georgia

Gabrielle Shenice Brundidge  
@ms\_brundidge (X)  
@miss\_b\_counseling  
(Instagram)

### Guam

Lynnette Perez Quitugua

### Hawaii

Noelani Butcher

### Idaho

Rachelle Haag  
@rachelle.haag (Instagram)

### Indiana

Monica D. Anderson

### Iowa

Melissa Murphy  
@mmurph\_ig (Instagram)

### Louisiana

Emily Williams  
@emilywilliams1023  
(Instagram)

### Maine

Jessica Weatherbee  
@207schoolcounselor  
(Instagram)

### Maryland

Rhonda Waller  
@wnba233 (X)  
@wnba233 (Instagram)

### Massachusetts

Colin Moge  
@colinmoge (Instagram)

### Michigan

Elizabeth Conroy

### Minnesota

Sydney Piras  
@sydney7556 (Instagram)

### Mississippi

Jonathan Colter Barnes

### Missouri

Rachel Reeves Hagelin  
@rrhagelin (Instagram)

### Montana

Elizabeth Clark  
@school\_counselor\_emy  
(Instagram)

### Nebraska

Cami Oelslige

### Nevada

Claire Lustumbo  
@clairethecounselor  
(Instagram)

### New Hampshire

Julie E. Lichtmann

### New Jersey

Cynthia Povall  
@CindyPovall (X)  
@cindypovall (Instagram)

### New Mexico

Angel Brown

### New York

Carla Young

### North Dakota

Christopher J. Potter

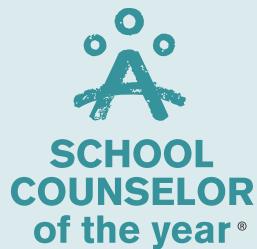
### Ohio

Susan Monticelli

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## 2025 STATE SCHOOL COUNSELORS OF THE YEAR

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### Oklahoma

Ann Elizabeth Mills  
@bkelleymills (Instagram)

### Oregon

Angie Chown  
@osca\_scoy\_2023  
(Instagram)

### Pennsylvania

Kelsey Davis  
@KelsADav (Instagram)

### Rhode Island

Russell Paone

### South Carolina

Courtney Pfeiffer  
@counselingcourtney  
(Instagram)

### South Dakota

Amanda Bender  
@abender106 (Instagram)

### Tennessee

Jacquelyn R. Patterson  
@cpa2academy (X)  
@thrive\_wellness2024  
(Instagram)

### Utah

Danie Natter

### Vermont

Ian Trombulak

### Virginia

Sheila Barnhart-Ramirez

### Washington

Fondra Magee  
@FondraMagee (X)  
@FondraMagee (Instagram)

### West Virginia

Jodi G. Williams

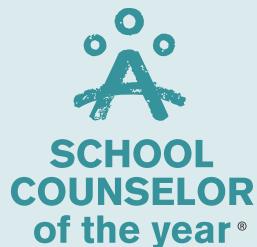
### Wyoming

Kaylena Paige Rasmussen

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# Social Media Toolkit

## Sample messages to use on social media platforms.

X



- I'm joining the nation's top school counselors for @ASCATweets 2025 School Counselor of the Year celebration in Washington, D.C. #SCOY25 (*include selfie*)
- Thank you @ASCATweets for continuing to recognize the hard work of school counseling professionals #SCOY25 (*include selfie in gala wear or photo at school/desk*)
- Every student deserves a school counselor. Today, we celebrate school counselors making a difference. #SCOY25. Learn more: [schoolcounselor.org/scoy](http://schoolcounselor.org/scoy)
- This week, [State Abbreviation or state association's X handle]'s own [State Rep Name or X Handle] will be honored as one of the nation's top school counselors! Congrats! #SCOY25
- **For Administrators and Others:**  
Grateful for school counselors' essential work on students' behalf, especially [State honoree's name or X handle], who's being honored as one of the nation's top school counselors. #SCOY25

FACEBOOK



- This week, the nation's top school counselors will be honored at the American School Counselor Association's 2025 School Counselor of Year celebration. Learn more about this award and the honorees. [schoolcounselor.org/scoy](http://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](http://schoolcounselor.org/scoy).
- **For Administrators and Others:**  
[State Honoree Name or 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 2025 School Counselor of the Year, the finalists and all the state honorees! #SCOY25 *(include selfie)*
- Thank you @WeAreASCA for continuing to recognize the hard work of school counseling professionals. #SCOY25 *(include selfie)*
- The nation's top school counselors are being honored in Washington, D.C., at the @WeAreASCA School Counselor of the Year Gala. Learn more: [schoolcounselor.org/scoy](http://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. #SCOY25 *(include photo of administrator and school counselor)*

Downloadable  
SCOY logo

Downloadable  
Instagram graphic



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## STATE SCHOOL COUNSELOR ASSOCIATION X HANDLES

- Alabama** @AlabamaSCA
- Alaska** @myAkSCA
- Arizona** NA
- Arkansas** @ar\_counselors
- California** @myCASC
- Colorado** @CSCAtweets
- Connecticut** @CSCA\_counseling
- Delaware** @myDSCA1
- Florida** @myFSCA
- Georgia** @weareGSCA
- Guam** NA
- Hawaii** @HSCAtweets
- Idaho** NA
- Illinois** @myISCA
- Indiana** @ISCA\_in
- Iowa** @IowaSCAtweets
- Kansas** @KSCA\_tweets
- Kentucky** @KentuckySCA
- Louisiana** @myLSCA
- Maine** @MEschoolcounsel
- Maryland** @MSCA\_md
- Massachusetts** @MASCAschool
- Michigan** @theMSCA
- Minnesota** @weareMSCA
- Mississippi (MSSCA)** @MSSCAAtweets
- Missouri** @myMSCA
- Montana** @MSCAmontana
- Nebraska** @NSCATweets
- Nevada** @NVSCAtweets
- New Hampshire** NA
- New Jersey** @NJSCA
- New Mexico** @NMSCAtweets
- New York** @NYSSCAAtweets
- North Carolina** @NCSCA
- North Dakota** NA
- Ohio** @OSCA\_tweets
- Oklahoma** @OKSCA
- Oregon** @OregonSCA
- Pennsylvania** @myPSCA
- Rhode Island** @RISCAtweets
- South Carolina (PSSCA)** @PSSCA\_counselor
- South Dakota** @SDscounselors
- Tennessee** @TSCAtweets
- Texas (LSSSCA)** @LSSCA1
- Utah** NA
- Vermont** @VermontSCA
- Virginia** @VSCA
- Washington** @WSCAspeaks
- West Virginia** @WestVirginiaSCA
- Wisconsin** @WSCAcounselor
- Wyoming** @WyomingSCA

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