

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

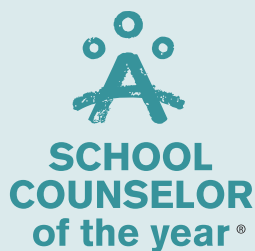
El Paso, Texas

@counselor_cjes (X)

OFFICIAL HASHTAG: #SCOY25

WEBSITE: schoolcounselor.org/scoy

Presented by the American School Counselor Association



Social Media Toolkit

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
@rrrhagelin (Instagram)

Montana

Elizabeth Clark
@school_counselor_emy
(Instagram)

Nebraska

Cami Oelsigle

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

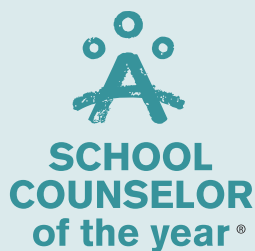
Ohio

Susan Monticelli

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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

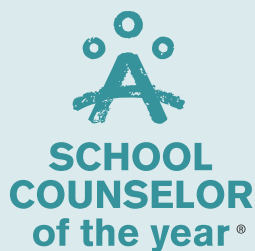
Fondra Magee
@FondraMagee (X)
@FondraMagee (Instagram)

West Virginia

Jodi G. Williams

Wyoming

Kaylena Paige Rasmussen



Social Media Toolkit

Sample messages to use on social media platforms.

X

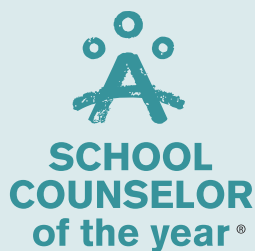


- I'm joining the nation's top school counselors for @ASCATweets 2025 School Counselor of the Year celebration in Washington, D.C. #SCOY25 *(include selfie)*
- Thank you @ASCATweets for continuing to recognize the hard work of school counseling professionals #SCOY25 *(include selfie in gala wear or photo at school/desk)*
- Every student deserves a school counselor. Today, we celebrate school counselors making a difference. #SCOY25. Learn more: schoolcounselor.org/scoy
- 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
- 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.
- **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.



Social Media Toolkit

Sample messages to use on social media platforms.

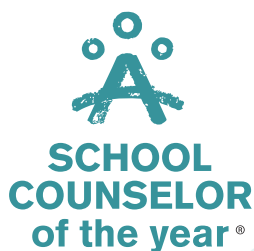
INSTAGRAM



- 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 *(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

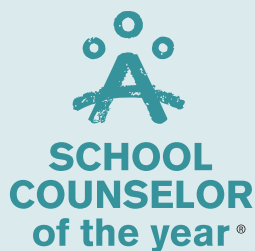
Downloadable
Instagram graphic



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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) @MSSCAtweets

Missouri @myMSCA

Montana @MSCAmontana

Nebraska @NSCATweets

Nevada @NVSCAtweets

New Hampshire NA

New Jersey @NJSCA

New Mexico @NMSCAtweets

New York @NYSSCAtweets

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) @LSSSCA1

Utah NA

Vermont @VermontSCA

Virginia @VSCA

Washington @WSCAspeaks

West Virginia @WestVirginiaSCA

Wisconsin @WSCAcounselor

Wyoming @WyomingSCA

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