



School Social Work
Association of America



National School Social Work Week Partner Toolkit

The School Social Work Association of America (SSWAA) is proud to promote National School Social Work Week, held the first full calendar week of March (Sunday, March 3 – Saturday, March 9, 2024).

National School Social Work Week is a great way to recognize School Social Workers and celebrate the impactful work they are doing in their school and community. This toolkit includes resources to help you show appreciation for School Social Workers during National School Social Work Week.

2024 National School Social Work Week Theme: *Pearls of Wisdom*

This year, as SSWAA celebrates its 30th year as an organization, we are highlighting the pearls of wisdom that each School Social Worker brings to their campus and community. Each day we will share a unique area of School Social Work in an acrostic to spell out PEARL.

- Day 1 – Practice History
- Day 2 – Education
- Day 3 – Advocacy
- Day 4 – Resources
- Day 5 - Leadership

During the school year, School Social Workers are confronted with challenges, heightened anxieties, and anticipated difficulties. However, School Social Workers face these challenges with strength and resilience. SSWAA wants to support and celebrate School Social Workers across the country during the 2024 National School Social Work week.

Partners are encouraged to recognize the impactful work of School Social Workers by sharing social media posts, images, and other information.

Promote School Social Work Week on social media

Recognize the value of School Social Workers during National School Social Work Week on your social media channels, newsletters, and other communications by sharing information and resources.

- Use these hashtags: #PearlsOfWisdom #ImpactInTheMaking
- Follow and tag SSWAA on [Twitter](#), [Facebook](#), and [Instagram](#)

Feel free to use these social media posts (below) during National School Social Work Week and don't forget to tag SSWAA.



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DAY 1 - PRACTICE HISTORY

- 🎉 Happy School Social Work Week! 🎉 Let's celebrate the incredible impact of school social workers who've been supporting students and families since the early 20th century. From addressing truancy to providing vital emotional support, their dedication has shaped the history of education. 📖 ✨ #SchoolSocialWorkWeek #ImpactInTheMaking #PearlsOfWisdom
- 🌟 Cheers to the unsung heroes of education! 🌈 This School Social Work Week, let's take a moment to acknowledge the rich history of the profession. From humble beginnings addressing truancy, school social workers have evolved into champions of students' well-being. Here's to the past, present, and future of making a positive difference in the lives of our youth! 🤝❤️ #ImpactInTheMaking #PearlsOfWisdom

DAY 2 – EDUCATIONAL FOUNDATION

- 📖🌟 Celebrating School Social Work Week! Shoutout to the incredible school social workers who bring their expertise and unique educational background to campuses, creating a positive and inclusive environment for students. 🌈🎓 #ImpactInTheMaking #PearlsOfWisdom
- 🤝 Embracing the impact of School Social Work Week! 🎉 Big cheers to the dedicated professionals with a master's and/or doctoral in social work, enriching campuses with their diverse skill set and fostering a supportive space for student success. 📖💛 #ImpactInTheMaking #PearlsOfWisdom

DAY 3 – ADVOCACY

- 🌟 Happy School Social Work Week! 🎉 Let's celebrate the amazing work of school social workers in advocating for student well-being. 💙🌟 Join us in raising awareness and supporting their vital role! 📖🤝 #ImpactInTheMaking #PearlsOfWisdom
- 🌈 Embracing School Social Work Week! 🎉 Shoutout to the advocates who make a difference every day. 💛❤️ Let's recognize the impact of school social workers and their dedication to creating a positive and inclusive learning environment. 📖👤 Join the celebration! 🌟 #ImpactInTheMaking #PearlsOfWisdom

DAY 4 – RESOURCES

- Happy School Social Work Week! 🎉 Big or small, the difference you make is invaluable! 📖💙 #ImpactInTheMaking #PearlsOfWisdom
- Celebrating all the school social workers out there 🤝❤️ You make collaboration and coordination look like superpowers! 🎉 The difference you make for students and their families is immeasurable! ❤️ 📖💙 #ImpactInTheMaking #PearlsOfWisdom

DAY 5 – LEADERSHIP

- 🌟 Celebrating School Social Work Week! 🎉 Let's applaud the inspiring leaders on our campuses—the school social workers! Their commitment to fostering inclusive learning environments and addressing students' needs makes a world of difference. Thank you for being the guiding lights in our schools! 📖💙 #SSWWeek #ImpactInTheMaking #PearlsOfWisdom
- 🍌 Happy School Social Work Week to the trailblazers who lead with compassion and dedication! 🌈 Your roles as campus leaders and advocates for student well-being are truly remarkable. Here's to the incredible school social workers making a positive impact every day! 🤝❤️ #LeadershipInAction #SchoolSocialWorkWeek #ImpactInTheMaking #PearlsOfWisdom



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Social Media Graphics

Click on the images below to view and save the full-size image to repost on your social media posts.

