



National School Social Work Week

SSW Practitioner 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 2 – Saturday, March 8, 2025).

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 spread awareness of your critical role during National School Social Work Week.

2025 National School Social Work Week Theme:

Unite to Ignite: Celebrating our Impact

School Social Work Week 2025 celebrates the collective power and passion of school social workers who unite communities to ignite positive change in the lives of students, families, and schools. This year's theme, **"Unite to Ignite: Celebrating our Impact"** highlights the vital role school social workers play in fostering connections, advocating for equity, and driving social and emotional growth. It's a time to honor the difference made by empowering others and working together to overcome challenges, ensuring all students thrive academically, socially, and emotionally.

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 2025 National School Social Work week. School Social Workers are encouraged to recognize the impactful work they by sharing social media posts, images, and other information.

Promote School Social Work Week in Your Community

Recognize the value of School Social Workers during National School Social Work Week by sharing information and resources throughout your campus, district, and wider community. Below is a detailed description of each day's themes along with ideas of activities. Be sure to plan ahead!

Host Events in Schools and Communities:

- Organize a "School Social Work Open House" to educate students, staff, and families about your role and impact.
- Host workshops or discussions about mental health, equity, or social-emotional learning.

Collaborate with Stakeholders:

- Partner with educators, administrators, and local organizations to promote initiatives like kindness campaigns or resource fairs.

Use Social Media:

- Share success stories, testimonials, or "a day in the life" content to highlight the impact of school social workers.
- Post infographics and photos showcasing your work and its outcomes.

Celebrate Colleagues:

- Recognize fellow school social workers with shout-outs or awards.
- Create a "Wall of Impact" featuring stories and highlights of your team's contributions.

Engage Students and Families:

- Conduct activities like art contests or essay competitions centered on the theme.
- Distribute thank-you cards or host an appreciation day for families who support their students.

Advocate Locally:

- Reach out to local media outlets to cover your programs or feature school social work initiatives.
- Present at school board meetings to emphasize your impact on education and the community.

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:
 - #UniteToIgnite2025
 - #SchoolSocialWorkWeek
 - #SSWMatters
 - #IgniteChange2025
- 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.

Kickoff Post:

"It's School Social Work Week 2025! 🎉 This year's theme, *'Unite to Ignite: Celebrating our Impact,'* honors the power of school social workers in creating positive change. Let's celebrate the difference we make together! 💙 #UniteToIgnite2025 #SchoolSocialWorkWeek"

Highlighting Impact:

"School social workers are igniting change every day! ✨ From advocating for equity to building bridges between students and their success, our impact is real and lasting. ☐ #CelebratingImpact #SSWMatters"

Appreciation Post:

"Behind every thriving student is a team that cares. 💛 This School Social Work Week, we recognize the dedication, resilience, and passion of school social workers everywhere. Thank you for uniting communities to ignite hope! 🙏 #UniteToIgnite2025 #IgniteChange2025"

Engage Your Audience:

"How has a school social worker made a difference in your life? Share your story in the comments and help us celebrate School Social Work Week! 🌈 #SSWMatters #UniteToIgnite2025"

Inspirational Close:

"As School Social Work Week 2025 wraps up, let's carry the flame of change forward. 🔥 Together, we can continue to unite and ignite brighter futures for all. ✨ #CelebratingImpact #IgniteChange2025"

Social Media Graphics

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

