



ABOUT US

The School Social Work Association of America (SSWAA) is a leading organization dedicated to advancing the role and impact of school social workers. With a diverse membership of over 3,400 professionals across the United States and worldwide, SSWAA serves as a unified voice and collaborative platform within the field of school social work. Through its initiatives, resources, and advocacy efforts, SSWAA empowers school social workers to enhance the social, emotional, and academic well-being of all students. By providing comprehensive resources, training, and steadfast advocacy for the profession, SSWAA catalyzes positive change within educational environments, fostering an inclusive, supportive, and conducive atmosphere for students' overall development.

SSWAA MEMBERS

SSWAA's diverse membership spans professionals dedicated to student well-being across all 50 states. While primarily comprised of school social workers, our membership also includes mental health professionals specializing in children, schools, and families. This inclusive community collaboratively advances school social work and fosters students' holistic development, encompassing supervisors, administrators, policy advocates, educators, researchers, and students alike.

Member Data

Grade Levels Served

- 35% General Education
- 16% Special Education
- 49% Combination of General Ed. & Special Ed.

Practice Areas

- 27% Pre-K - Elementary
- 10% Middle School
- 19% High School
- 44% Combination of all grades/ages

Ratio of School Social Workers to Students

- 13% report 1:50
- 19% report 1:51 - 1:250
- 26% report 1:251 - 1:500
- 20% report 1:501- 1:1,000
- 22% report 1:1,000+





SSWAA DIGITAL REACH & ENGAGEMENT

SSWAA's online presence serves as a dynamic hub for connection, education, and advocacy. Below is a summary of key metrics that highlight our robust engagement with professionals, advocates, and stakeholders in the field of school social work.

WEBSITE

Average Monthly Unique visitors (2025): 17,700+

Most visited resources include Role of a School Social Worker, School Social Work Week, National School Social Work Model, Evidence-Based Practice, and the School Social Work Program Development Toolkit.

BLOG

Post Views: 26,600+

Unique Visitors: 16,400+

Unique Blog Email Notification Opens (avg. per post): 10,000

EMAIL - MEMBER NEWSLETTERS

Avg. Open Rate: 66.8%

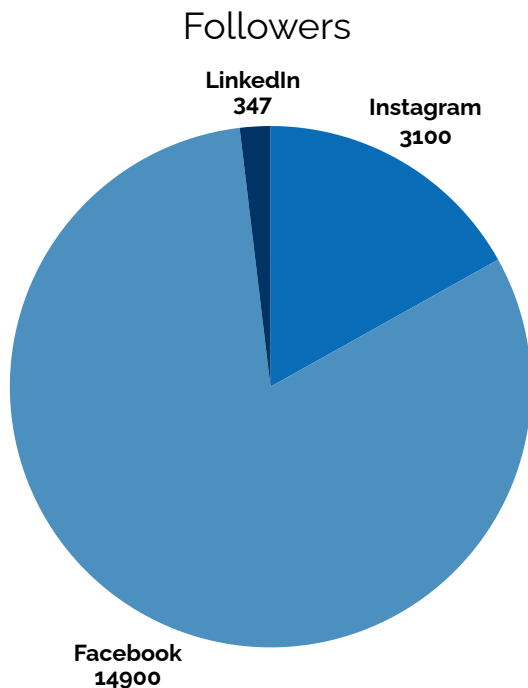
Avg. Click-Through Rate: 32%

CUSTOM EMAIL - SPONSORED

Avg. Open Rate: 58%

Avg. Click-Through Rate: 5.78%

SOCIAL MEDIA METRICS



Audience Demographics



25-54+ years old



Mostly U.S.



College Education,
Mental Health,
K-12 Education

4.93%

Avg. Engagement
Rate

942K

Total Reach

40%

Growth Rate
(2024 v. 2025)

1.3M

Total Impressions

2,875

Avg. Monthly
Interactions



NATIONAL CONFERENCE

The National School Social Work Conference, hosted by SSWAA, stands as the premier annual event in the field of school social work. This dynamic gathering serves as a vibrant hub where school social workers, educators, practitioners, and advocates convene to exchange insights, strategies, and best practices that drive positive transformation within educational settings. Offering a diverse array of workshops, keynote presentations, panel discussions, and networking opportunities, the conference provides attendees with a platform to deepen their knowledge, refine their skills, and engage in meaningful discourse around the most pressing issues facing students' social, emotional, and academic well-being. By fostering collaboration, innovation, and professional growth, the National School Social Work Conference plays an instrumental role in advancing the field, empowering attendees to amplify their impact and contribute to the holistic development of students on both national and global scales.

2026 Conference Data

~1,000
Attendees

49
States & US
Territories

30
Sponsors &
Exhibitors

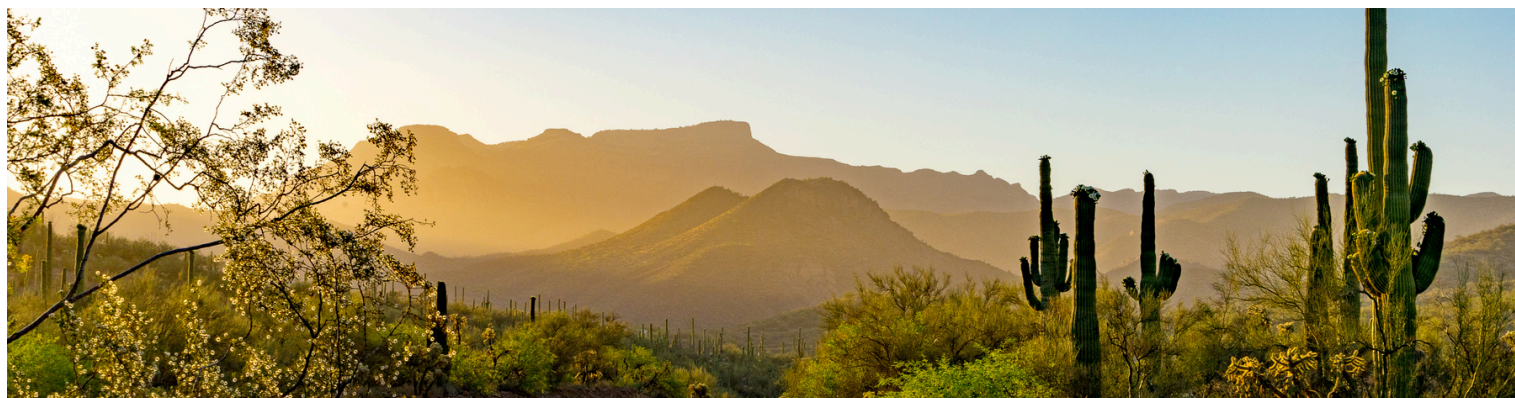
400+
School
Districts

268
Supervisors

37
School
Admin

2027 Conference Information

Join us in Tucson, AZ, from April 13-16, 2027, at the Loews Ventana Canyon Resort for the SSWAA National Conference. Anticipating 750-800 attendees, this event promises unparalleled networking opportunities, cutting-edge workshops, and insightful discussions focused on advancing the field of school social work. Mark your calendars and don't miss out!





EMAIL COMMUNICATIONS & MARKETING

CUSTOM EMAIL

Engage SSWAA's network directly with an email you craft and provide — shape your own narrative, visuals, and links for our audience.

Full Network Send: 43,000+ active emails
\$275 per 1,000 contacts (5,000-contact minimum)

Member-Only Email Blast: 3,000+ active members
\$950 flat rate

SSWAA NEWSLETTERS

Our bi-weekly membership e-newsletters serve as a vital channel for communicating with all SSWAA members, delivering information on benefits, professional development opportunities, and valuable resources

1. **Ad Only - \$1,000**
 - Hyperlinked Logo in 22 Newsletters
2. **Ad & Article - \$2,500**
 - Hyperlinked Logo in 22 Newsletters
 - Showcase your expertise and insights with a 150-word article in 4 newsletters.

SPONSOR SPOTLIGHT

Opportunity to be featured in a sponsor spotlight section of SSWAA's membership newsletter (featured once per month). This opportunity includes a brief interview or profile highlighting the sponsor's work with links back to the sponsor's website or social media profiles.

\$500 per month

SOCIAL MEDIA PROMOTION

CUSTOM SOCIAL MEDIA PROMOTION

Amplify your brand's visibility and engagement within SSWAA's community through custom social media promotions. Schedule your promotion on an agreed-upon date to maximize the impact of your brand messaging.

\$200 per custom social post (Facebook, Instagram, LinkedIn)

AD RETARGETING PACKAGES

Retargeting keeps your message in front of school social workers and education professionals beyond a single touchpoint — before, during, and after key moments like our National Conference. Explore how it works, what's included, and how you can extend your impact.

[View Retargeting Packages >](#)



AUDIENCE ENGAGEMENT

RESEARCH SURVEYS - NEWSLETTER INCLUSION*

Publicize your research study in SSWAA's e-newsletter, sent weekly to 3,000+ member contacts. Includes a larger-font title, up to 75-word description, and a link to your study. Available for 1 or 2 back-to-back issues.

Member: \$150 (one issue) / \$250 (two issues)

Non-Member: \$250 (one issue) / \$400 (two issues)

RESEARCH SURVEYS - DIRECT EMAIL *

Send a custom email focused solely on your research study to 1,000–32,000 contacts from SSWAA's full database of 32,000+ school social workers and related professionals. Includes up to 200 words and an optional graphic; geographic targeting available upon request.

Base Fee: \$200 (member) / \$400 (non-member)

Plus, per 1,000 contacts: \$175 (up to 10,000 contacts) / \$125 (over 10,000 contacts)

After submission of a research proposal to the SSWAA University Representative, who also serves on the SSWAA Board, the proposal undergoes evaluation. Following IRB approval and Board endorsement, the research opportunity will be shared as agreed upon and paid for. SSWAA reserves final say on e-newsletter placement and blast timing. Recruitment marketing is limited to 4 consecutive e-newsletter placements or 2 dedicated blasts per month.

CONTENT SPONSORSHIP

SPONSORED BLOG CONTENT

Opportunity to contribute sponsored content such as articles or infographics to be shared as a blog post. The content should be relevant to SSWAA's audience and will be clearly marked as sponsored. Limit of 1 every 6 months (max of 2/year). Delivered to approximately 12,000 contacts/subscribers.

Sponsored Post Includes:

- Blog post (750 words maximum)
- Ability to link to your website, resources, articles, etc.

Non-profit: \$500

For-profit: \$1,000

CONTACT US

For any questions related to the partnership opportunities listed in this media kit, or to make your selection, please reach out to: Ali Langen at ali@sswaa.org.

PRICING ADJUSTMENT NOTICE

Pricing for promotional opportunities within the School Social Work Association of America is subject to annual review and may adjust based on market trends and operational needs. We aim to continually provide value and support to our community through these offerings.