



## **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%

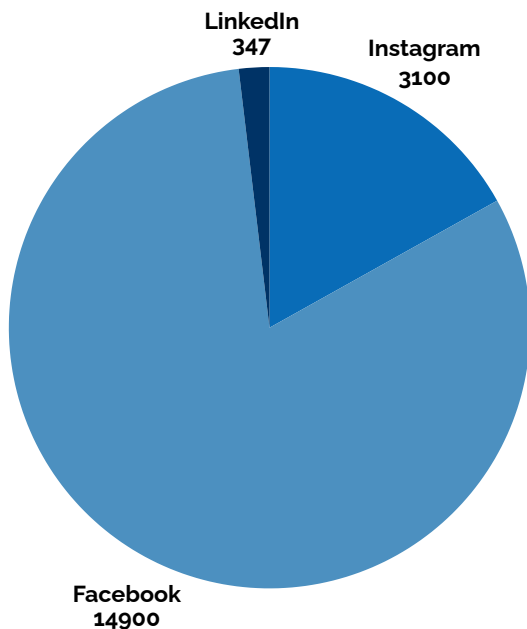
### CUSTOM EMAIL - SPONSORED

**Avg. Open Rate:** 58%

**Avg. Click-Through Rate:** 5.78%

### SOCIAL MEDIA METRICS

#### Followers



### Audience Demographics



25-54 years old



Mostly U.S. (NYC, Chicago, and LA)



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

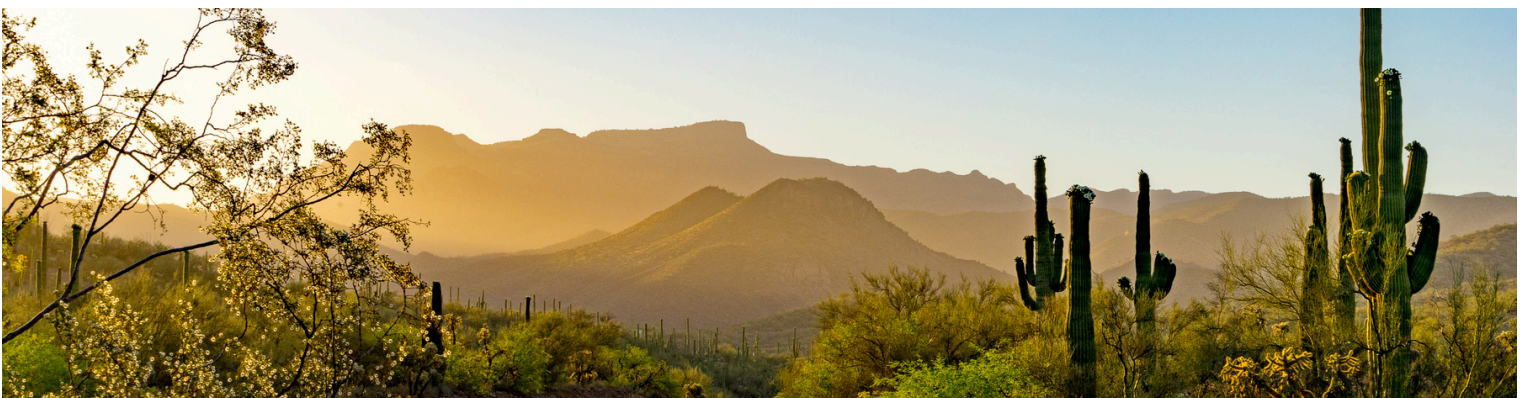
**400+**  
School  
Districts

**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 1,000 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***

Empower your organization to engage with over 42,000 active subscribers in SSWAA's network or over 3,400+ active members. Crafted and provided by your organization, you can shape narratives, share visuals, and include links tailored to resonate with our audience.

**\$175 per 1,000 contacts (Discounts available for multiple sends)**

### ***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 is one of the most effective ways to stay connected with your audience beyond a single touchpoint. Through SSWAA's ad retargeting packages, you can reach school social workers and education professionals with relevant, timely messaging—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 - DIRECT EMAIL \****

Send a custom email promoting your research survey to SSWAA members. Ensure alignment with SSWAA's mission and goals, subject to review by the University Representative on the SSWAA board.

**\$175 per 1,000 contacts**

### ***RESEARCH SURVEYS - NEWSLETTER INCLUSION\****

Publicize research in Electronic Newsletter in 2 (two) back-to-back issues.

**\$150 for a member and \$250 for non-member**

\*After submission of a research proposal to the SSWAA University Representative, who is also a member of the SSWAA Board, the proposal undergoes evaluation. Following Institutional Review Board (IRB) approval and endorsement from the SSWAA board, the research opportunity will be shared as agreed upon and paid for. This process underscores SSWAA's commitment to supporting research endeavors that align with its mission and benefit its members.

## 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](mailto: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.