



School Social Work
Association of America



National School Social Work Week Partner Toolkit

The School Social Work Association of America (SSWAA) is proud to recognize National School Social Work Week, observed March 1–7, 2026.

This toolkit is designed for organizations and agencies that work alongside, collaborate with, or support school social workers. Partners play a critical role in elevating the profession, amplifying awareness, and reinforcing the essential impact of school social work across education and mental health systems.

2026 Theme: *Unite to Ignite: Celebrating our Impact*

The theme “**Unite to Ignite: Celebrating Our Impact**” highlights the collective power of school social workers—and the broader professional community that supports them—to unite students, families, schools, and communities and ignite meaningful, lasting change.

School social workers are key contributors to student mental health, school climate, family engagement, and equitable access to services. Partner organizations help strengthen this impact through collaboration, advocacy, professional development, and shared commitment to student well-being.

How Partners Can Support School Social Work Week

Partners help elevate School Social Work Week by amplifying profession-level messaging, supporting awareness efforts, and expressing appreciation in ways that feel authentic and respectful.

Feedback from school social workers consistently shows that supportive, thoughtful recognition from professional partners is valued most when it centers the profession—not individual performance.

Ways Partners Can Participate

Amplify the Profession

- Share profession-level messaging that highlights the role and impact of school social workers
- Repost or share SSWAA content, graphics, or language
- Direct audiences to School Social Work Week resources for more information

Express Professional Appreciation

- Share messages recognizing the contributions of school social workers broadly
- Highlight the importance of school social work within education and mental health systems
- Acknowledge the collaborative relationships that strengthen student support



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Support Without Adding Pressure

- Avoid requesting personal stories or testimonials from individual school social workers
- Refrain from tagging or spotlighting individuals without consent
- Keep messaging general, respectful, and profession-focused

Sample Partner Messaging

Partners may use or adapt the sample messages below when acknowledging School Social Work Week.

General Recognition

"During National School Social Work Week, we recognize the essential role school social workers play in supporting students, families, and school communities. Thank you for the impact you make every day."

Awareness-Focused

"School social workers support student well-being, access to resources, and strong school communities. We're proud to help recognize their work during School Social Work Week."

Theme-Based

"This School Social Work Week, we celebrate *Unite to Ignite: Celebrating Our Impact* and the collective power of school social workers to create positive change.

Social Media Participation (Optional)

Partners who choose to share on social media are encouraged to keep messaging professionally focused and supportive.

Suggested Hashtags

- #UniteToIgnite2026
- #SchoolSocialWorkWeek
- #SSWMatters
- #IgniteChange2026

Please tag **SSWAA** on [Facebook](#), and [Instagram](#) when appropriate.