



National School Social Work Week SSW Practitioner Toolkit

Who This Toolkit Is For

This toolkit is designed **for school social workers** and provides resources, messaging, and ideas to help you **celebrate School Social Work Week and inform others about the school social work profession.**

National School Social Work Week is an opportunity to:

- Share the impact of school social work
- Educate others about your role and expertise
- Advocate for the profession in ways that feel authentic and manageable

All tools and ideas included in this toolkit are **optional**. Use what feels helpful for your role, setting, and comfort level.

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

School Social Work Week 2026 celebrates the collective power of school social workers to unite students, families, schools, and communities—and ignite positive change. Throughout the year, school social workers navigate complex challenges and increasing student needs with resilience, compassion, and expertise. This week provides a dedicated time to **amplify the profession**, reflect on impact, and help others better understand the essential role school social workers play in supporting student success and well-being.

Advocacy Tools for School Social Workers

School Social Work Week is also an opportunity to **support advocacy and education efforts**—especially when explaining your role to administrators, colleagues, families, or community partners.

The advocacy resources available through SSWAA are designed to help school social workers **communicate the value of the profession without requiring personal storytelling or additional emotional labor.**



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These resources can help you:

- Explain what school social workers do and why the role matters
- Clarify training, expertise, and professional qualifications
- Support conversations about mental health, access, and staffing
- Share profession-level messaging in newsletters, meetings, or social media

All advocacy tools are **profession-focused**, not individual-focused, and may be used as-is or adapted as needed.

Reminder: You are not expected to use or share every resource. These tools are provided to support you if and when they are helpful.

Available Advocacy Resources

The following advocacy resources are available on the [National Awareness webpage](#) and include **talking points and optional social media graphics**:

- What Makes a Highly Qualified School Social Worker
- School Social Workers: Invested in Mental Health and Access for All Students
- The Right Ratio: Ensuring Every Student Gets the Support They Need
- Pay and Benefits Commensurate with Training and Expertise (*optional; best used when appropriate for your setting*)
- The Unique Value of School Social Workers: Transforming School Communities
- School Social Work Roles and Responsibilities
- MSW Advanced Practice Expertise

Using Advocacy Resources in Your Setting

(Optional ideas — choose what works for you)

- Share talking points with administrators to support understanding of your role
- Include a graphic or short description in a school or district newsletter
- Use profession-level messaging during School Social Work Week to raise awareness
- Reference materials during advocacy, staffing, or planning conversations

Participation is always optional, and there is no expectation to engage publicly.



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Promoting School Social Work Week

If you choose to share information publicly, SSWAA provides sample social media posts and graphics that highlight the profession broadly. Sharing can be as simple as reposting a graphic or using one caption—there is no expectation to post daily or share personal stories.

Suggested hashtags:

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

Follow and tag SSWAA on [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 2026! 🎉 This year's theme, *Unite to Ignite: Celebrating Our Impact*, highlights the essential role school social workers play in supporting students, families, and schools. #UniteToIgnite2026 #SchoolSocialWorkWeek

Highlighting the Role:

"School social workers support the whole child by addressing academic, social, and emotional needs—strengthening connections between schools, families, and communities. #SSWMatters #UniteToIgnite2026"

Impact Post:

"Every day, school social workers help ignite positive change through compassion, advocacy, and collaboration. Proud to celebrate School Social Work Week 2026! #IgniteChange2026"

Engage Post:

"What does school social work look like in your school? Share how school social workers make a difference in your community. #SchoolSocialWorkWeek"

Closing Post:

"School Social Work Week may end, but the impact continues all year long. Let's keep uniting to ignite change for students and families. 🔥 #UniteToIgnite2026"

Final Note to Practitioners

School Social Work Week is about visibility, understanding, and impact—not performance. However you choose to participate, your work makes a difference. SSWAA is proud to support you this week and throughout the year.