

Medical Assistants Recognition Week Social Media and Daily Theme Tool Kit



Contents

- About This Tool Kit
- Who Should Use This Tool Kit?
- What Is MARWeek?
- MARWeek Messaging Ideas
- Sample Facebook and LinkedIn Posts, Tweets, and Instagram Posts
 - Employers and educational organizations
 - Medical assisting groups and individuals
 - Anyone!
 - Sample hashtags
- Ideas for Celebrating Each Day of MARWeek

About This Tool Kit

Use this tool kit as a guide in developing your own social media posts for Medical Assistants Recognition Week (MARWeek) across various platforms. These strategies strive to raise awareness about the value of medical assistants and to recognize their invaluable contributions.

Share AAMA-created content or photos from your MARWeek celebrations and tag the AAMA:

- Facebook: [@aamaorg](https://www.facebook.com/aamaorg)
- Twitter: [@AAMAOfficial](https://twitter.com/AAMAOfficial)
- Instagram: [@aamaofficial](https://www.instagram.com/aamaofficial)
- LinkedIn: [American Association of Medical Assistants](https://www.linkedin.com/company/american-association-of-medical-assistants)
- TikTok: [@theaamaofficial](https://www.tiktok.com/@theaamaofficial)

Who Should Use This Tool Kit?

This tool kit is recommended for the following audiences:

- **Employers and educational organizations** *thanking their medical assisting employees and students*
- **Medical assisting groups and individuals** *promoting the profession, such as state societies and local chapters*

- **Coworkers, colleagues, and friends** *appreciating a medical assistant's work*
- **Medical assistants** *celebrating their professional event*
- **Anyone!**

What Is MARWeek?

Medical Assistants Recognition Week offers an opportunity to recognize the contributions of medical assistants and CMAs (AAMA)[®] to the medical field. During the COVID-19 pandemic, medical assistants have worked on the front lines and saved lives, emphasizing the true value of their work. Medical assistants' spellbinding skills and accomplishments inspired the 2022 theme: "Medical Assistants Are MAGIC: Medical Assistants Give Incredible Care."

This year, the AAMA recognizes the magic of medical assistants. Every year, MARWeek is celebrated during the third week in October.

MARWeek Messaging Ideas

Here are a few general ideas for what to say on social media to celebrate MARWeek:

- Thank your coworkers or employees for their hard work.
- Name a couple of accomplishments.
- Use the theme "Medical Assistants Are MAGIC" to recognize medical assistants' excellence and why you appreciate them.
- Share why you love medical assisting or why you became a medical assistant.
- List the best parts of being a medical assistant.

Sample Facebook and LinkedIn Posts, Tweets, and Instagram Posts

Pair the messaging from the following table with any of the AAMA-created MARWeek images available for download on the "[MARWeek](#)" webpage of the AAMA website.

Go a step further! Transform any of the example posts below into one inspired by the MARWeek daily themes, which are the following:

Monday: Celebrating New Medical Assistants

Tuesday: Inspirational Quotes

Wednesday: Medical Assistants Day

Thursday: Interactive Activities

Friday: Sharing Your Story

For more details on these themes, jump to the next section of the tool kit.

Facebook/LinkedIn	Twitter	Instagram
<p>Happy #MARWeek! Thank you, medical assistants, for all that you do! Your compassion, dedication & resiliency know no bounds! Our gratitude for your contributions this year cannot be expressed enough.</p>	<p>Happy #MARWeek! Thank you #MedicalAssistants for your hard work & dedication every day! You are #magical! Thank you!</p>	<p>[with a photo of your medical assistant team] “My medical assistants enhance the patient experience, not only with their clinical knowledge but with their dedication to building rapport with patients. As an integral part of patient care, they ensure my patients are comfortable before I set foot in the examination room. During busy times, including when we’re short on staff, my medical assistants are always willing to work with me to find effective solutions to keep the office running smoothly. I am thankful for their patience, flexibility, skill set, and drive to always learn more.” —Evan Tobin, MD, Otolaryngologist in Columbus, Ohio* Happy MARWeek! Thank you, medical assistants, for using your magical skills and continuous charisma every day here and around the world!</p> <p><i>*This is an example from the MARWeek feature article; if possible, quote someone in your office to add a more personal note.</i></p>
<p>Medical assisting is projected to grow much faster than the average for all occupations in the U.S. We appreciate each & every medical assistant! Join us in thanking these health care professionals this MARWeek by sharing your best experiences with medical assistants!</p>	<p>A round of applause to #MedicalAssistants! 🙌🙌🙌 We’re celebrating #MARWeek to show our appreciation for all their hard work.</p>	<p>[with MARWeek promotional image] Join us in celebrating our medical assistants; we think they deserve a round of applause for all their hard work! 🙌🙌🙌 Thank you, medical assistants, for all you do—you are magical!</p>
<p>We love our medical assistants! Thank you for your compassion, professionalism & hard work. In honor of MARWeek, what would you like to thank a medical assistant for today?</p>	<p>We love our medical assistants! Thank you for your compassion, professionalism & hard work every day! #MARWeek @aamaofficial</p>	<p>[with a photo of your medical assistant team] We love our medical assistants! Thank you for your outstanding patient care & commitment to excellence.</p>

<p>We are so proud of our medical assistants, who are thoughtful, dedicated & versatile. This MARWeek & always, we have a lot to thank our marvelous medical assistants for! What would you say are a medical assistant's magical powers?</p>	<p>Medical assistants, you make us proud! Join us in appreciating all the magic of #medicalassistants this #MARWeek</p>	<p>[with a photo of your medical assistant team] Thank you to our medical assistants. We're proud to have you on our team! Happy Medical Assistant Recognition Week (MARWeek) to all magical medical assistants out there.</p>
<p>Medical assistants have charming hearts and spellbinding skills, which is why we're celebrating MARWeek! Join us in honoring medical assistants who show us every day that medical assistants are magic!</p>	<p>Celebrate medical assistants' spellbinding skills and charming hearts with this year's MARWeek theme, "Medical Assistants Are Magic."</p>	<p>[with magic imagery] Medical assistants cast spells every day with their magical skills. Happy #MARWeek to all our hardworking medical assistants!</p>

Medical assisting groups and individuals who are promoting the profession, such as state societies and local chapters

Facebook/LinkedIn	Twitter	Instagram
<p>Medical assisting is one of the most versatile allied health professions! Medical Assistants Recognition Week (MARWeek) is observed every year during the third full week in October to honor their work. Celebrate the medical assistants in your life with this year's theme, "Medical Assistants Are Magic," using these ideas from the AAMA: http://ow.ly/LYLY30m7dij</p>	<p>Every year Medical Assistants Recognition Week (#MARWeek) is observed during the third full week in October. Celebrate with this year's theme, "Medical Assistants Are Magic," using ideas from @AAMAOfficial: http://ow.ly/LYLY30m7dij</p>	<p>[with MARWeek promotional image] Celebrate MARWeek during the third full week in October to show appreciation for medical assistants. This year's theme, "Medical Assistants Are Magic," celebrates medical assistants' magical contributions to health care. Visit the AAMA website for observance suggestions, such as:</p> <ul style="list-style-type: none"> • Displaying a MARWeek poster • Holding a special event • Giving an appropriate gift • Writing a letter of thanks
<p>Medical assistants are magical health care workers. Show medical assistants some love this Medical Assistants Recognition Week (MARWeek)! Order a MARWeek poster from the AAMA website & display it in a prominent place in your practice: https://www.aama-ntl.org/store/product?ID=1992</p>	<p>Medical assistants are magical health care workers. Show medical assistants some love this #MARWeek! Order this @AAMAOfficial poster: https://www.aama-ntl.org/store/product?ID=1992</p>	<p>[with MARWeek promotional image] Happy MARWeek to all the hardworking medical assistants out there. Visit the AAMA website to learn more about the amazing & diverse work performed by medical assistants—you'll find there's a lot to celebrate!</p>

<p>Medical assistants perform various tasks, from scheduling appointments to assisting physicians during exams. We are proud to be a part of this spectacular profession. Join us in celebrating MARWeek! Not sure what's the best way to say thanks? We have ideas: http://ow.ly/LYLY30m7dij</p>	<p>Medical assistants play a critical & versatile part in the health care delivery team. We celebrate these dedicated & compassionate individuals today & every day.</p>	<p>[with a photo of your medical assistant team] Medical assistants are cross-trained to perform a wide variety of clinical & administrative duties:</p> <ul style="list-style-type: none"> • Scheduling appointments • Assisting physicians during exams • Maintaining patient records • Explaining procedures to patients • So much more! <p>Thank a medical assistant today for their contribution to improving patient care!</p>
<p>You have likely encountered a medical assistant during a practice visit. The more you learn about what medical assistants do, the more you will want to join us in celebrating them this MARWeek! Learn more about why medical assistants are a magical part of health care: http://ow.ly/JJdo50uDnIH</p>	<p>#MedicalAssistants are ...</p> <ul style="list-style-type: none"> • Compassionate • Versatile • Dedicated • Magical <p>Learn more about medical assistants' magical contributions to quality health care with the @AAMAOfficial: http://ow.ly/JJdo50uDnIH</p>	<p>[with a photo of your medical assistant team] Medical assistants perform various administrative & clinical tasks. We are proud to be a part of this profession! Share your own MARWeek photos & tag us so that we can recognize & honor these wonderful health professionals!</p>
<p>Anyone</p>		
<p>Facebook/LinkedIn</p>	<p>Twitter</p>	<p>Instagram</p>
<p>Medical assistants help administrative & clinical procedures run smoothly. From welcoming patients to assisting physicians during an exam, their services are too numerous to list. They make life easier not only for providers but also for patients. Read how: http://ow.ly/Y0Ho30kHcEL</p>	<p>#MedicalAssistants help administrative & clinical procedures run smoothly. They make life easier not only for providers but also for patients. Read how: http://ow.ly/Y0Ho30kHcEL #MARWeek</p>	<p>[with a photo of medical assistants] From scheduling appointments & taking medical histories to showing compassion & acting as a patient liaison, medical assistants—particularly CMAs (AAMA)—make the patient's visit easy while ensuring the provider's day runs like clockwork. Thank you, medical assistants, for improving health care for both patients & providers!</p>

<p>“Without medical assistants, the workday would not be possible. They are a crucial part of the health care team.” —Trenton Prioleau, MD, podiatrist, South Carolina Celebrate MARweek by learning more about what makes medical assistants valuable members of any team: http://ow.ly/YOHo30kHcEL</p>	<p>Did you know? Medical assistants can be responsible for a variety of tasks:</p> <ul style="list-style-type: none"> • Answering phones • Assisting physicians • Preparing medications • So much more! <p>Thank you, #MedicalAssistants! #MARWeek</p>	<p>[with MARWeek promotional image] “The medical assistants at the office make sure my visits are a good experience. They are detail-oriented when it comes to documenting my allergies, medications, and concerns and always explain the [physician’s] directions in a way I can easily understand.” —Danielle Berenz, patient from Wisconsin Read more patient & provider stories on the AAMA website & share your own memories with us here!</p>
<p>Medical assistants are partners in health care! How has a medical assistant positively affected your life? Share your stories to celebrate MARWeek & recognize a job well-done by medical assistants.</p>	<p>Medical assistants are partners in health care. #MARWeek @AAMAOfficial</p>	<p>[with MARWeek promotional image or photo of medical assistants] Medical assistants are partners in health care. Thanks a million for the countless ways you care for patients & contribute to health care delivery!</p>
<p>Time to celebrate! What: Medical Assistants Recognition Week (MARWeek) Why? Medical assistants are hardworking, compassionate & versatile. When: Every year, the third week of October How? Use the 2022 theme, “Medical Assistants Are Magic,” and check out some ideas to get you started: http://ow.ly/LYLY30m7dij.</p>	<p>Happy #MARWeek! How are medical assistants partners in your health care? #MedicalAssisting #AAMA</p>	<p>[with MARWeek promotional image] Through their diverse clinical & administrative duties, medical assistants are partners in health care. How has a medical assistant positively impacted your own health care experience?</p>
<p>This MARWeek, we’re celebrating medical assistants with the magic words: thank you! Every day, medical assistants conjure up excellent patient care. Share a magical medical experience in the comments!</p>	<p>It’s no illusion! Medical assistants work wonders in the medical practice. How has a medical made your health care experience more magical?</p>	<p>[with MARWeek promotional image] Why do medical assistants matter? Let us spell it out for you! Their diverse skills work like a charm in any practice. Happy Medical Assistants Recognition Week to all these charming health professionals!</p>

Sample Hashtags

Use any combination of the following hashtags within posts or listed at the end of posts to join the conversation and increase your reach.

#MARWeek
#MARDay
#MARWeek2022
#MARDay2022
#CMA
#AAMA
#CertifiedMedicalAssistant
#Recognition
#MedicalAssistantMagic
#MyMagicalMedicalAssistant
#MedicalAssistantsAreMagic
#EmployeeAppreciation
#TheAAMA
#MedicalAssisting
#MedicalAssistants

Ideas for Celebrating Each Day of MARWeek

Monday: New Medical Assistants and Team Members

- Roll out the magic carpet for new medical assistants (e.g., recent additions to your team or medical assisting students).
- Give new medical assistants a special card from the other medical assistants or staff.
- Have your seasoned medical assistants buy new medical assistants lunch, a special treat, or a small gift.

Tuesday: Inspirational Quotes

- Leave an inspirational quote on another medical assistant's or student's desk.
- Create goody bags with candy and a thank-you card.

Wednesday: Medical Assistants Recognition Day

- Give a mentoring award.
- Ask patients to fill out index cards or the like that say, "Seeing this medical assistant makes my day: _____" and share the responses with those medical assistants and/or tack the responses to an office bulletin board.
- Host a potluck or sponsored lunch.

- Visit your local medical assisting program and celebrate with medical assisting students.
- Post pictures of your medical assistant practicum students.
- Give employees MARWeek promotional products.

Thursday: Interactive Activities

- Create a game, puzzle, or scavenger hunt about medical assisting.
- Give the winner a MARWeek promotional prize or an AAMA membership.

Friday: Sharing Your Story

- Have medical assistants answer one of these questions earlier in the week:
 - What is your favorite thing to do as a medical assistant? Who is a medical assistant that inspires you?
 - Why did you become a medical assistant?
- Post the answers on a bulletin board or share them in an email newsletter.