

Medical Assistants Recognition Week Social Media and Daily Theme Tool Kit



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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 aim to raise awareness about the value of medical assistants and acknowledge their invaluable contributions.

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

- Facebook: [@aamaorg](https://www.facebook.com/aamaorg)
- X: [@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 (MARWeek) is a special time to honor the incredible contributions of medical assistants and CMAs (AAMA)[®] to the health care field. Every day, medical assistants demonstrate skill, compassion, and professionalism that strengthen the entire care team and improve patient outcomes. That is why MARWeek is celebrated during the third week in October every year.

The 2025 theme, “Champions in Health Care,” celebrates medical assistants as a driving force behind quality patient care. Whether coordinating clinical and administrative tasks, supporting providers, or comforting patients, medical assistants rise to every challenge with excellence and compassion.

Join the AAMA this October as we recognize these champions in health care for their dedication, resilience, and impact on the lives of patients and communities nationwide.

MARWeek Messaging Ideas

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

- Thank your coworkers, employees, or medical assisting team for their dedication and impact.
- Honor standout accomplishments or success stories from your medical assisting team.
- Incorporate the 2025 theme, “Champions in Health Care,” to recognize how medical assistants train hard to deliver quality care.
- Share your personal story, why you chose medical assisting, or what makes it meaningful to you.
- List your favorite parts of being a medical assistant and how you make a difference every day.

Sample Facebook, LinkedIn, X, 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: Champion Kickoff

Tuesday: Training for Success: The Skills of a Champion

Wednesday: Cheering for Champions: Recognizing Outstanding Medical Assistants on Medical Assistants Day

Thursday: Going for Gold

Friday: Champion Strong: Reflect, Recharge, and Keep Inspiring

For more details on these themes, refer to the “Ideas for Celebrating Each Day of MARWeek” section of the tool kit.

Facebook/LinkedIn	X	Instagram
Happy #MARWeek! Thank you, medical assistants, for all that you do! Your compassion, dedication, and resilience know no bounds. We are proud to celebrate you as true champions in health care!	Happy #MARWeek! Thank you, #MedicalAssistants, for being champions in health care. Your compassion and skill make a difference every day!	[with a photo of your medical assistant team] “I thank medical assistants for being amazing. They are a critical part of the health care team, and I am grateful for all that they do.” —Nick DeBlasio, MD, MEd, pediatrician in Ohio* Happy #MARWeek to all champions in health care! <i>*This is an example from the MARWeek feature article; if possible, quote someone in your practice to add a more personal note.</i>
Medical assisting continues to be one of the fastest-growing careers in health care—and for good reason! We appreciate our incredible medical assistants for their dedication and excellence. Join us in celebrating these champions in health care during #MARWeek!	A round of applause to #MedicalAssistants! 🙌🙌🙌 This #MARWeek, we’re celebrating the champions in health care who make a difference every day.	[with MARWeek promotional image] Join us in celebrating our medical assistants—true champions in health care who go for gold 🏆 every day with skill, compassion, and heart! 🙌❤️
We love our medical assistants! Thank you for your compassion, professionalism, and teamwork. You are the MVPs of our care team—our champions in health care. 🏆 In honor of MARWeek, share what you appreciate most about medical assistants!	We love our #MedicalAssistants! Thank you for your dedication and excellence; you’re true champions 🏆 in health care! #MARWeek @aamaofficial	[with a photo of your medical assistant team] Behind every successful clinic, there’s a team of champions in health care. Thank you to our medical assistants for your exceptional patient care and unwavering commitment!
We are so proud of our medical assistants, whose thoughtfulness, dedication, and versatility make them true champions in health care. This #MARWeek and always, we have so much to thank our brilliant medical assistants for!	Medical assistants, you make us proud! 🌟 Join us in appreciating all the strength of #MedicalAssistants—true champions in health care—this #MARWeek! 🙌❤️	[with a photo of your medical assistant team] Thank you to our medical assistants; we’re so proud to have you on our team! ❤️ Happy Medical Assistants Recognition Week (#MARWeek) to all the champions in health care who make a difference every day.

How do you think medical assistants help elevate patient care and strengthen health care teams?		
Medical assistants bring warmth, compassion, and excellence to every patient interaction. That's why we're celebrating MARWeek—to honor the champions in health care who play their hardest every day by fostering trust, connection, and exceptional care.	We are celebrating the compassion, dedication, and skill of medical assistants during #MARWeek! 🌟 You're the champions in health care who make every patient feel valued and cared for.	[with sports imagery] Medical assistants score highly in compassion and care. 🏆❤️ Happy #MARWeek to all our hardworking champions in health care!
Medical assisting groups and individuals who are promoting the profession, such as state societies and local chapters		
Facebook/LinkedIn	X	Instagram
Medical assisting is one of the most versatile allied health professions! Medical Assistants Recognition Week (#MARWeek) is celebrated annually during the third full week of October. This year's theme, "Champions in Health Care," recognizes medical assistants' outstanding contributions to quality care. Get celebration ideas from the AAMA: https://ow.ly/AwTj50X7jir	Every year, #MARWeek is observed during the third full week in October to honor #MedicalAssistants who are champions in health care! Find ideas from @AAMAOOfficial: https://ow.ly/AwTj50X7jir	[with MARWeek promotional image] Celebrate #MARWeek during the third full week of October and honor the champions in health care who keep our profession strong. Visit the AAMA website for celebration ideas: • Display a MARWeek poster • Host an event • Give a gift • Write a thank-you note
Medical assistants are the backbone of patient care—skilled, versatile, and compassionate. Show your appreciation this #MARWeek by ordering your Champions in Health Care poster from the AAMA Store: https://ow.ly/U8Os50Xa0MQ	[with MARWeek promotional image] Happy #MARWeek to all champions in health care! We're proud to be part of this incredible profession. Thank you for all you do!	[with MARWeek promotional image] Happy #MARWeek to all champions in health care! We're proud to be part of this incredible profession. Thank you for all you do!
Medical assistants perform a wide range of tasks, from scheduling appointments to assisting physicians during examinations. We are proud to be a part of this spectacular profession. Join us in celebrating MARWeek!	Medical assistants play a critical and versatile role in the health care delivery team. We celebrate these dedicated and compassionate individuals today and every day.	[with a photo of your medical assistant team] Medical assistants are cross-trained to perform a wide variety of clinical and administrative duties: • Scheduling appointments

		- Assisting physicians during examinations - Maintaining patient records - Explaining procedures to patients - So much more! Thank a medical assistant today for their contribution to strengthening patient care! 
You've likely encountered a medical assistant during a practice visit. Their versatility and compassion make them true champions in health care. The more you learn about the vital role they play, the more you'll want to join us in celebrating them this MARWeek! Discover why medical assistants are an essential part of health care: https://ow.ly/ZntH50Xa0Ka	#MedicalAssistants are ... - Compassionate - Versatile - Dedicated - Strong Learn more about medical assistants' incredible contributions to quality health care with the @AAMAOfficial: https://ow.ly/ZntH50Xa0Ka	[with a photo of your medical assistant team] Medical assistants perform a range of administrative and clinical tasks. We are proud to be a part of this profession! Share your own MARWeek photos and tag us so that we can recognize and honor these wonderful health professionals!
Anyone		
Facebook/LinkedIn	X (Twitter)	Instagram
Medical assistants help administrative and clinical procedures run smoothly, making life easier for both providers and patients. This #MARWeek, celebrate these champions in health care and learn how they support their teams: https://ow.ly/ZntH50Xa0Ka	#MedicalAssistants are the champions in health care who make every patient experience smoother and more compassionate. Learn more: https://ow.ly/ZntH50Xa0Ka #MARWeek	[with a photo of medical assistants] From scheduling appointments and taking medical histories to showing compassion and acting as a patient liaison, medical assistants make the patient's visit easy while ensuring the provider's day runs like clockwork. Thank you to these champions in health care for improving care for both patients and providers!
"Thank you to our medical assistants for taking great care of our patients every day and for always going the extra mile to make patients feel better." —Jared Veurink, CRNA, director of clinical operations in South Dakota	Did you know? Medical assistants can be responsible for a variety of tasks: - Answering phones - Assisting physicians - Preparing medications - So much more! Thank you, #MedicalAssistants! #MARWeek	[with MARWeek promotional image] "The medical assistants at my son's pediatric dermatology practice are the bomb. ... We are grateful for their care as we navigated his diagnosis, treatment, and life with this condition." —Lynn Smith Obiala, Illinois

Celebrate #MARWeek by sharing your appreciation for the champions in health care who brighten every day!		Read more patient and provider stories on the AAMA website and share your own memories with us here!
Medical assistants are champions in health care! How has a medical assistant positively affected your life? Share your stories to celebrate MARWeek and recognize the victories of medical assistants.	Medical assistants are champions in health care. #MARWeek @AAMAOfficial	[with MARWeek promotional image or photo of medical assistants] Medical assistants are partners in health care—true champions who keep compassion and quality at the heart of patient care. ❤️ How has a medical assistant made a difference in your life? Share your story below!
Time to celebrate! What: Medical Assistants Recognition Week (MARWeek) Why: Medical assistants are hardworking, compassionate, and versatile. When: Every year, the third week of October How: Use the 2025 theme, “Champions in Health Care.”	Happy #MARWeek! Join us in honoring the #MedicalAssistants who are true champions in health care—making a difference every single day.	[with MARWeek promotional image] Through their diverse clinical and administrative duties, medical assistants play a vital role as partners in health care. How has a medical assistant positively impacted your own health care experience?

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
 #MARWeek2025
 #MARDay2025
 #MedicalAssistantChampions
 #ChampionsInHealthCare
 #CaringHandsMedicalAssistants
 #CheerForMedicalAssistants
 #TheStrengthOfMedicalAssistants
 #MedicalAssistantVictories
 #CMAAAMA
 #AAMA
 #CertifiedMedicalAssistant
 #Recognition
 #EmployeeAppreciation
 #TheAAMA
 #MedicalAssisting

#MedicalAssistants

Ideas for Celebrating Each Day of MARWeek

Monday: Champion Kickoff

Kick off MARWeek by celebrating medical assistants as the champions of health care! Cheer on their essential role in patient care, teamwork, and efficiency with a special focus on medical assistants just beginning their careers.

- Root 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 employers buy new medical assistants lunch, a special treat, or a small gift.
- Post pictures of your medical assistant practicum students.

Tuesday: Training for Success: The Skills of a Champion

Champions train hard, and so do medical assistants!

- Showcase the education, certifications, and skills that make medical assistants top performers in health care.
- Leave an inspirational quote on another medical assistant's or student's desk.
- Create goody bags with candy—or a special treat—and a thank-you card.

Wednesday: Cheering for Champions

Recognize outstanding medical assistants on Medical Assistants Recognition Day.

- Celebrate individual champions by naming medical assistants who are MVPs in their roles—spotlight a specific skill or professional win.
- 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 a practice bulletin board.
- Host a potluck or sponsored lunch.
- Visit your local medical assisting program and join in celebrating with medical assisting students.
- Give employees MARWeek promotional products.

Thursday: Going for Gold

Offer medical assistants a chance to compete and win something special.

- Participate in a challenge related to medical assisting, such as a crossword, image search, or Kahoot challenge.
- Give the winner a MARWeek promotional prize or an AAMA membership.

Friday: Champion Strong: Reflect, Recharge, and Keep Inspiring

End the week with gratitude and empowerment! Encourage medical assistants to reflect on their victories, share their favorite moments from MARWeek, and recharge for the future.

- 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.