



Medical Assistants Recognition Week (MARWeek) Social Media Toolkit

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About this toolkit

Use this toolkit 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.

And because medical assistants play a vital role in preventive screening, the AAMA is standing together with the National Colorectal Cancer Roundtable (NCCRT) to fight colorectal cancer! Support this partnership with this year's theme, "Support Screening, Save Lives," and new messaging suggestions and hashtags.

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

- Facebook: [@aamaorg](#)
- Twitter: [@AAMAOfficial](#)
- Instagram: [@aamaofficial](#)
- LinkedIn: [American Association of Medical Assistants](#)

Tag the NCCRT too:

- Facebook: [@coloncancerroundtable](#)
- Twitter: [@NCCRTnews](#)

Who should use this toolkit?

This toolkit is recommended for the following:

- **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 that medical assistants and CMAs (AAMA)[®] make to overall health care delivery effectiveness and preventive screening. It promotes the idea that medical assistants are at the heart of health care, support screening, and save lives. This year, the AAMA and NCCRT are standing together to celebrate medical assistants' role in increasing screening rates for colorectal cancer during MARWeek.

Every year MARWeek is celebrated during the third full week in October.

MARWeek messaging tips

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

- Thank your coworkers or employees for the hard work they've done
- Name a couple accomplishments—especially concerning colorectal cancer screenings
- Identify how you/your workplace have improved colorectal cancer screening rates
- Share why you appreciate medical assistants
- 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](#) page of the AAMA website.

AAMA and NCCRT partnership		
Facebook/LinkedIn	Twitter	Instagram

<p>Knowledgeable and competent medical assistants have proven to increase screening rates for colorectal cancer. Learn more by reading “The Role of Medical Assistants in Increasing Colorectal Cancer Screening Rates” in <i>CMA Today</i>!</p> <p>Medical assistants rock! #MARWeek #screeningsavelives #80inEveryCommunity</p> <p>http://ow.ly/ZU5q50B8S5Z</p>	<p>Medical assistants support screening & save lives by improving #colorectalcancer screening rates.</p> <p>Thank you, #MedicalAssistants, for making this happen!</p> <p>#MARWeek2020 #screeningsavelives #80inEveryCommunity @NCCRTnews</p>	<p>[with photos of NCCRT resources (with medical assistants)]</p> <p>Medical assistants have been proven to improve screening rates for #colorectalcancer. Learn more by reading the July/Aug 2019 Public Affairs article in <i>CMA Today</i>, which provides several case studies that demonstrate the strides medical assistants are making.</p> <p>Then, join us in celebrating all the hard work medical assistants do to support screening and save lives!</p> <p>#MARWeek #MARWeek2020 #medicalassistants #screeningsavelives #80inEveryCommunity</p> <p>@aamaofficial</p>
<p>Happy MARWeek! Thank you, medical assistants, for your dedication to preventive care!</p> <p>Not only are medical assistants at the heart of health care, but they save lives when they support screening for colorectal cancer.</p>	<p>Happy #MARWeek! Thank you #MedicalAssistants for your work to support #colorectalcancer screening and save lives!</p> <p>#screeningsavelives #80inEveryCommunity @NCCRTnews #MARWeek2020</p>	<p>[with a photo of <i>CMA Today</i> or employees]</p> <p>“When medical assistants are educated about preventive wellness, such as colorectal cancer screenings, then we know the importance of these tests will be communicated to patients.”</p> <p>— Polly Bickett, CMA (AAMA)</p> <p>Celebrate #MARWeek2020 by checking out the Spotlight in the Mar/Apr 2020 issue of <i>CMA Today</i> to read more about how #medicalassistants improve screening rates!</p> <p>#screeningsavelives #80inEveryCommunity</p> <p>@aamaofficial</p>

<p>Did you know? About 38 million people are not getting the recommend screenings for colorectal cancer.</p> <p>Medical assistants are key to reaching 80% screening rates in every community!</p> <p>Join us, the AAMA, and NCCRT in celebrating medical assistants who support screening and save lives.</p>	<p>About 2 out of 3 adults are getting screened as recommended for #ColorectalCancer.</p> <p>#MedicalAssistants play a key role in improving screening rates.</p> <p>Thank you, medical assistants, for supporting screening and saving lives!</p> <p>#MARWeek #80inEveryCommunity @NCCRTnews #MARWeek2020</p>	<p>[with photo of place of employment]</p> <p>Did you know? About 1 in 3 adults do not get screened as recommended for colorectal cancer. But medical assistants have proven to increase screening rates! Just another reason to celebrate the profession that’s at the heart of health care.</p> <p>Medical assistants provide quality care in any workplace! Join us this MARWeek in celebrating the profession that supports screening and saves lives.</p> <p>@aamaofficial</p>
<p>We love medical assistants! Thank you for your dedication to patient safety, quality care, and preventive screening.</p> <p>In honor of MARWeek and the AAMA’s partnership with NCCRT, let us know how medical assistants have improved screening rates in your practice!</p>	<p>“[Medical assistants] have the best opportunity to address preventive issues at every single visit,” says Polly Bickett, CMA (AAMA).</p> <p>Celebrate the profession that supports screening and saves lives!</p> <p>#MARWeek #theAAMA #MARWeek2020</p> <p>#80inEveryCommunity @NCCRTnews @AAMAOfficial</p>	<p>[with photo of your medical assistant team]</p> <p>Our medical assistants support screening and save lives!</p> <p>Thank you, medical assistants, for your dedication to patient safety, quality care, and preventive screening.</p> <p>In honor of MARWeek and the AAMA partnership with NCCRT, let us know how medical assistants have improved screening rates in your practice!</p> <p>#SupportScreeningSaveLives #MARWeek #theAAMA #NCCRT #MedicalAssisting #thankyou</p> <p>@aamaofficial</p>
<p>This MARWeek, we have a lot to thank our medical assistants for! Not only do they provide quality care and promote patient safety, but they increase colorectal cancer screening rates.</p> <p>What would you like to thank a medical assistant for?</p>	<p>How do #MedicalAssistants support preventive screening at your practice? Reply with your answer.</p> <p>Happy #MARWeek to all the amazing medical assistants who are at the ❤️ of health care.</p>	<p>[with a photo of your medical assistant team]</p> <p>How do medical assistants support colorectal cancer (CRC) screening?</p> <ul style="list-style-type: none"> • Flagging patients for screening

		<ul style="list-style-type: none"> • Informing patients of screening recommendations and CRC risks • Discussing screening and resources with patients <p>Thank you, medical assistants, for taking on these roles and being champions for screening! This MARWeek and always, you have our gratitude.</p> <p>#MARWeek #theAAMA #MedicalAssisting #recognition @aamaofficial</p>
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General purpose

Employers and educational organizations thanking their medical assisting employees or students

Facebook/LinkedIn	Twitter	Instagram
<p>Happy MARWeek! Thank you, medical assistants, for all that you do! Your compassion, dedication & versatility know no bounds! Your value cannot be expressed enough.</p>	<p>Happy #MARWeek! Thank you #MedicalAssistants for your hard work & dedication every day!</p>	<p>[with a photo of your medical assistant team]</p> <p>“In this ever-changing industry, we’re fortunate that our CMAs (AAMA) have flexibility, stamina & the ability to prioritize the needs of others. Being a medical assistant is not an easy job, but those that choose the field do so because they are compassionate & caring & want to develop relationships with patients.”</p> <p>—Lisa L. Bell, hiring manager, Ohio*</p> <p>Happy MARWeek! Thank you, medical assistants, for being at the heart of health care at our office & nationwide!</p> <p><i>*This is an example; 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!</p> <p>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]</p> <p>Join us in celebrating our medical assistants; we think they deserve a round of applause for all their hard work! 👏👏👏</p> <p>#MARWeek #theAAMA #MedicalAssisting #employeeappreciation</p>
<p>We love our medical assistants! Thank you for your compassion, professionalism & hard work.</p> <p>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 photo of your medical assistant team]</p> <p>We love our medical assistants! Thank you for your outstanding patient care & commitment to excellence.</p> <p>#MARWeek #theAAMA #MedicalAssisting #thankyou</p>
<p>We are so proud of our medical assistants, who are thoughtful, dedicated & versatile.</p> <p>This MARWeek & always, we have a lot to thank our medical assistants for! What would you say are a medical assistants' best qualities?</p>	<p>Medical assistants, you make us proud! Join us in appreciating our #medicalassistants this #MARWeek</p>	<p>[with photo of your medical assistant team]</p> <p>Thank you to our medical assistants. We're proud to have you on our team! Happy Medical Assistant Recognition Week (MARWeek) to all the medical assistants out there.</p> <p>#MARWeek #theAAMA #MedicalAssisting #recognition</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!</p> <p>To honor them, Medical Assistants Recognition Week (MARWeek) is observed every year during the third full week in October.</p> <p>Celebrate the medical assistants in your life with these ideas from the AAMA: http://ow.ly/kqyD50BqwRa</p>	<p>Every year Medical Assistants Recognition Week (#MARWeek) is observed during the third full week in October. Celebrate the medical assistants in your life with these ideas from @AAMAOfficial: http://ow.ly/kqyD50BqwRa</p>	<p>[with MARWeek promotional image]</p> <p>Celebrate MARWeek during the third full week in October to show appreciation for medical assistants.</p> <p>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

		<ul style="list-style-type: none"> • Writing a letter of thanks <p>#MARWeek #theAAMA #MedicalAssisting</p>
<p>Medical assistants are at the heart of health care. Show medical assistants some love this Medical Assistants Recognition Week (MARWeek)!</p> <p>Order a MARWeek poster from the AAMA website (in a packet with other MARWeek freebies) & display it in a prominent place in your office: https://www.aama-ntl.org/store/Product?ID=1749</p>	<p>Medical assistants are at the ❤️ of health care. Show medical assistants some love this #MARWeek! Order this @AAMAOfficial magnet: https://www.aama-ntl.org/store/Product?ID=1176</p>	<p>[with MARWeek promotional image]</p> <p>Happy MARWeek to all the hard-working medical assistants out there.</p> <p>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>#MARWeek #theAAMA #MedicalAssisting</p>
<p>Medical assistants perform a variety of tasks, from scheduling appointments to assisting physicians during an exam.</p> <p>We are proud to be a part of this profession. Join us in celebrating MARWeek!</p> <p>Not sure what's the best way to say thanks? We have ideas: http://ow.ly/kqyD50BqwRa</p>	<p>Medical assistants play a critical & versatile part of the health care delivery team. We celebrate these dedicated & compassionate individuals today & every day #MARWeek #MARDay</p>	<p>[with photo of your medical assistant team]</p> <p>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 contributions to improving patient care!</p> <p>#MARWeek #theAAMA #MedicalAssisting</p>

<p>It's highly likely that you have encountered a medical assistant during an office visit.</p> <p>The more you learn about what medical assistants do, the more you will want to join us in celebrating them this MARWeek!</p> <p>Learn more about why medical assistants are at the heart of health care: http://ow.ly/JJdo50uDnIH</p>	<p>#MedicalAssistants are ...</p> <ul style="list-style-type: none"> • Compassionate • Versatile • Dedicated • So much more! <p>Learn more about why medical assistants are at the ❤️ of health care with the @AAMAOfficial: http://ow.ly/JJdo50uDnIH</p> <p>#MARWeek</p>	<p>[with photo of your medical assistant team]</p> <p>Medical assistants perform a variety of both administrative & clinical tasks.</p> <p>We are proud to be a part of this profession!</p> <p>Share your own MARWeek photos & tag us, so that we can recognize & honor these wonderful health professionals!</p> <p>#MARWeek #theAAMA #MedicalAssisting</p>
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Anyone

Facebook/LinkedIn	Twitter	Instagram
<p>Medical assistants help administrative & clinical procedures run smoothly. From welcoming patients to assisting physicians during an exam, the services they provide are too numerous to list. They make life easier not only for providers but also for patients.</p> <p>Medical assistants rock! #MARWeek</p>	<p>#MedicalAssistants help administrative & clinical procedures run smoothly. They make life easier not only for providers but also for patients.</p> <p>#MARWeek</p>	<p>[with photo of medical assistants]</p> <p>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 also ensuring the provider's day runs like clockwork.</p> <p>Thank you, medical assistants, for improving health care for both patients & providers!</p> <p>#MARWeek #theAAMA #MedicalAssisting</p>
<p>"Thank you, medical assistants, for doing your part to ensure patients receive a timely recommendation. Together, we will continue this work until we see every community benefitting from increased screening rates."</p> <p>—Sept/Oct 2020 <i>CMA Today</i> MARWeek feature article</p>	<p>Did you know? Medicals 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!</p>	<p>[with MARWeek promotional image]</p> <p>"Thank you, medical assistants, for doing your part to ensure patients receive a timely recommendation. Together, we will continue this work until we see every community benefitting from increased screening rates."</p>

<p>Celebrate MARWeek by learning more about how medical assistants can serve as champions for colorectal cancer screening: http://ow.ly/TF9z50BqxtX</p>	<p>#MARWeek</p>	<p>—Sept/Oct 2020 <i>CMA Today</i> MARWeek feature article</p> <p>Read more about how medical assistants support screening & save lives on the AAMA website. Share your own memories with us here!</p> <p>#MARWeek #theAAMA #MedicalAssisting</p>
<p>Medical assistants are at the heart of health care!</p> <p>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 at the ❤️ of health care. #MARWeek @AAMAOfficial</p>	<p>[with MARWeek promotional image or photo of medical assistants]</p> <p>Medical assistants are at the heart of health care.</p> <p>Thanks a million for the countless ways you care for patients & contribute to health care delivery!</p> <p>#MARWeek #theAAMA #MedicalAssisting</p>
<p>Time to celebrate!</p> <p>What: Medical Assistants Recognition Week (MARWeek)</p> <p>Why? Medical assistants are hardworking, compassionate & versatile.</p> <p>When: Every year, third week of October</p> <p>How? Here's a few ideas to get you started: http://ow.ly/kqyD50BqwRa</p>	<p>Happy #MARWeek! How are medical assistants at the ❤️ of your health care?</p> <p>#MedicalAssisting #theAAMA</p>	<p>[with MARWeek promotional image]</p> <p>Through their diverse clinical & administrative duties, medical assistants are at the heart of health care. How has a medical assistant positively impacted your own health care experience?</p> <p>#MARWeek #theAAMA #MedicalAssisting</p>

Sample hashtags

- #MARWeek
- #MARDay
- #CMAaama
- #CertifiedMedicalAssistant
- #Recognition
- #EmployeeAppreciation

#theAAMA

#MedicalAssisting

#MedicalAssistants

#Thanks

#NCCRT

#ColorectalCancer

#SupportScreeningSaveLives

#ScreeningSavesLives

#80InEveryCommunity

Additional resources for supporting colorectal cancer screening

- [80% in Every Community](#) webpage
- [80% Pledge](#)
- [NCCRT Resource Center](#)
- [“Reigniting Colorectal Cancer Screening as Communities Face and Respond to the COVID-19 Pandemic”](#) webinar recording
- [“Medical Assistants’ Roles in Improving Colorectal Cancer Screening Rates: Getting to 80%”](#) CEU course (free for AAMA members during MARWeek!)
- [“The Role of Medical Assistants in Increasing Colorectal Cancer Screening Rates”](#) Public Affairs article