



# Medical Assistants Recognition Week (MARWeek) Social Media Toolkit

## Contents

- ◆ About This Toolkit
- ◆ Who Should Use This Toolkit?
- ◆ 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

## 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.

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

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

## 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 of medical assistants and CMAs (AAMA)<sup>®</sup> to the medical field. During the COVID-19 pandemic, medical assistants have worked on the front lines and saved lives. This past year has shown the true value of medical assistants. Their heroic acts inspire the 2021 theme: “Not All Heroes Wear Capes.”

This year, the AAMA recognizes medical assistants as the heroes they are.

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

## MARWeek Messaging Ideas

Here are 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 accomplishments—especially related to the pandemic
- Share why you appreciate medical assistants
- Use the theme “Not All Heroes Wear Capes” to recognize medical assistants’ excellence
- 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.

Employers and educational organizations thanking their medical assisting employees or students		
Facebook/LinkedIn	Twitter	Instagram
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.	Happy #MARWeek! Thank you #MedicalAssistants for your hard work & dedication every day! You are our #heroes! Thank you!	[with a photo of your medical assistant team] “The medical assistants I work with have a knack for getting to know patients and understanding the best way to interact with them so we can maximize their health care. This skill is incredibly valuable, and I’m thankful for their hard work, dedication, and commitment to serving our patients and our community. There is no doubt

		<p>that medical assistants are valuable members of the health care team.”  —Joseph Rawlin, DO, family practice physician, Michigan*  Happy MARWeek! Thank you, medical assistants, for being our heroes every day here and around the world!</p> <p><i><a href="#">*This is an example; if possible, quote someone in your office to add a more personal note.</a></i></p>
<p>Medical assisting is projected to grow much faster than the average for all occupations in the U.S. We appreciate each &amp; 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 our heroes!</p>
<p>We love our medical assistants! Thank you for your compassion, professionalism &amp; 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 &amp; hard work every day! #MARWeek @aamaofficial</p>	<p>[with photo of your medical assistant team]  We love our medical assistants! Thank you for your outstanding patient care &amp; commitment to excellence.</p>
<p>We are so proud of our medical assistants, who are thoughtful, dedicated &amp; versatile. This MARWeek &amp; always, we have a lot to thank our hero medical assistants for! What would you say are a medical assistants’ superpowers?</p>	<p>Medical assistants, you make us proud! Join us in appreciating our hero #medicalassistants this #MARWeek</p>	<p>[with 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 hero medical assistants out there.</p>

<p>Medical assistants have heroic hearts and super skills, which is why we're celebrating MARWeek! Join us in honoring medical assistants who show us every day that not all heroes wear capes!</p>	<p>Celebrate medical assistants' super skills and heroic hearts with this year's MARWeek theme, "Not All Heroes Wear Capes!"</p>	<p>[with superhero imagery] Medical assistants come to our rescue every day with their super 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! To honor them, Medical Assistants Recognition Week (MARWeek) is observed every year during the third full week in October. Celebrate the medical assistants in your life with this year's theme, "Not All Heroes Wear Capes," using these ideas from the AAMA: <a href="http://ow.ly/LYLY30m7dij">http://ow.ly/LYLY30m7dij</a></p>	<p>Every year Medical Assistants Recognition Week (#MARWeek) is observed during the third full week in October. Celebrate with this year's theme, "Not All Heroes Wear Capes," using ideas from @AAMAOfficial: <a href="http://ow.ly/LYLY30m7dij">http://ow.ly/LYLY30m7dij</a></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, "Not All Heroes Wear Capes," celebrates medical assistant's super contributions to health care. Visit the AAMA website for observance suggestions, such as:</p> <ul style="list-style-type: none"> <li>• Displaying a MARWeek poster</li> <li>• Holding a special event</li> <li>• Giving an appropriate gift</li> <li>• Writing a letter of thanks</li> </ul>
<p>Medical assistants are heroes in health care. Show medical assistants some love this Medical Assistants Recognition Week (MARWeek)! Order a MARWeek poster from the AAMA website &amp; display it in a prominent place in your practice: <a href="https://www.aama-ntl.org/store?ID=126">https://www.aama-ntl.org/store?ID=126</a></p>	<p>Medical assistants are heroes in health care. Show medical assistants some love this #MARWeek! Order this @AAMAOfficial poster: <a href="https://www.aama-ntl.org/store?ID=126">https://www.aama-ntl.org/store?ID=126</a></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 &amp; diverse work performed by medical assistants—you'll find there's a lot to celebrate!</p>
<p>Medical assistants perform a variety of tasks, from scheduling appointments to assisting physicians during an exam. We are proud to be a part of this profession. Join us in celebrating MARWeek! Not sure what's the best way to say thanks? We have ideas: <a href="http://ow.ly/LYLY30m7dij">http://ow.ly/LYLY30m7dij</a></p>	<p>Medical assistants play a critical &amp; versatile part of the health care delivery team. We celebrate these dedicated &amp; compassionate individuals today &amp; every day.</p>	<p>[with photo of your medical assistant team] Medical assistants are cross-trained to perform a wide variety of clinical &amp; administrative duties:</p> <ul style="list-style-type: none"> <li>• Scheduling appointments</li> <li>• Assisting physicians during exams</li> <li>• Maintaining patient records</li> </ul>

		<ul style="list-style-type: none"> <li>• Explaining procedures to patients</li> <li>• So much more!</li> </ul> <p>Thank a medical assistant today for their contributions to improving patient care!</p>
<p>It's highly likely that you have encountered a medical assistant during an office 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 heroes in health care: <a href="http://ow.ly/JJdo50uDnIH">http://ow.ly/JJdo50uDnIH</a></p>	<p>#MedicalAssistants are ...</p> <ul style="list-style-type: none"> <li>• Compassionate</li> <li>• Versatile</li> <li>• Dedicated</li> <li>• Heroes!</li> </ul> <p>Learn more about medical assistants' super contributions to quality health care with the @AAMAOfficial: <a href="http://ow.ly/JJdo50uDnIH">http://ow.ly/JJdo50uDnIH</a></p>	<p>[with photo of your medical assistant team]</p> <p>Medical assistants perform a variety of both administrative &amp; clinical tasks. We are proud to be a part of this profession!</p> <p>Share your own MARWeek photos &amp; tag us, so that we can recognize &amp; honor these wonderful health professionals!</p>
<b>Anyone</b>		
<b>Facebook/LinkedIn</b>	<b>Twitter</b>	<b>Instagram</b>
<p>Medical assistants help administrative &amp; 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. Read how: <a href="http://ow.ly/Y0Ho30kHcEL">http://ow.ly/Y0Ho30kHcEL</a></p>	<p>#MedicalAssistants help administrative &amp; clinical procedures run smoothly. They make life easier not only for providers but also for patients. Read how: <a href="http://ow.ly/Y0Ho30kHcEL">http://ow.ly/Y0Ho30kHcEL</a> #MARWeek</p>	<p>[with photo of medical assistants]</p> <p>From scheduling appointments &amp; taking medical histories to showing compassion &amp; 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. Thank you, medical assistants, for improving health care for both patients &amp; providers!</p>
<p>"Medical assistants make the world go round in my opinion." —Holly Bioloa, MD, family practice physician, North Carolina Celebrate MARweek by learning more about what makes medical assistants valuable members of any team: <a href="http://ow.ly/Y0Ho30kHcEL">http://ow.ly/Y0Ho30kHcEL</a></p>	<p>Did you know? Medical assistants can be responsible for a variety of tasks:</p> <ul style="list-style-type: none"> <li>• Answering phones</li> <li>• Assisting physicians</li> <li>• Preparing medications</li> <li>• So much more!</li> </ul> <p>Thank you, #MedicalAssistants! #MARWeek</p>	<p>[with MARWeek promotional image]</p> <p>"[The medical assistants at my physician's practice] make it apparent that they care about me as an individual every step of the way. They personalize every interaction and always answer my questions with a caring tone." —Craig Schwabe, patient from Michigan Read more patient &amp; provider stories on the AAMA website &amp; 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 &amp; 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 &amp; contribute to health care delivery!</p>
<p>Time to celebrate! What: Medical Assistants Recognition Week (MARWeek) Why? Medical assistants are hardworking, compassionate &amp; versatile. When: Every year, third week of October How? Use the 2021 theme, “Not All Heroes Wear Capes,” and check out some ideas to get you started: <a href="http://ow.ly/LYLY30m7dij">http://ow.ly/LYLY30m7dij</a>.</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 &amp; administrative duties, medical assistants are partners in health care. How has a medical assistant positively impacted your own health care experience?</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  
#MARWeek2021  
#MARDay2021  
#CMA #AAMA  
#CertifiedMedicalAssistant  
#Recognition  
#HeroesInScrubs  
#MedicalAssistantHeroes  
#MyMedicalAssistantHero  
#NotAllHeroesWearCapes  
#EmployeeAppreciation  
#TheAAMA  
#MedicalAssisting  
#MedicalAssistants  
#Thanks