

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 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)
- 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' dazzling skills and accomplishments inspired the 2023 theme: "Medical Assistants Shine Bright."

This year, the AAMA is glowing with pride as medical assistants shine bright in health care. 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 Shine Bright" 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, and 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 and dedication every day! You #ShineBright! Thank you!</p>	<p>[with a photo of your medical assistant team] “Medical assistants step up in every way, every day. Thank you for always doing what is best for the patient and the practice and for taking care of all the big and little tasks needed to keep the [practice] running smoothly.” —Stacie Gopsill, manager of practice operations, Indiana* Happy MARWeek! Thank you, medical assistants, for illuminating health care with your expertise.</p> <p><i>*This is an example from the MARWeek feature article; if possible, quote someone in your practice 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 and 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 light up our practices!</p>
<p>We love our medical assistants! Thank you for your compassion, professionalism, and 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, and 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 and commitment to excellence. Behind every successful clinic, there’s a team of brilliant medical assistants.</p>
<p>We are so proud of our medical assistants, who are thoughtful, dedicated, and versatile. This MARWeek and always, we have a lot to thank our brilliant medical assistants for! What would you say is one way medical assistants shine?</p>	<p>Medical assistants, you make us proud! Join us in appreciating all the brilliance 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 brilliant medical assistants out there.</p>

<p>Medical assistants have charming hearts and beaming compassion, which is why we're celebrating MARWeek! Join us in honoring medical assistants who show us every day that medical assistants shine!</p>	<p>Celebrate medical assistants' beaming compassion and charming hearts with this year's MARWeek theme, "Medical Assistants Shine Bright."</p>	<p>[with light imagery] Medical assistants ignite compassion and care. Happy #MARWeek to all our hardworking medical assistants!</p>
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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 Shine Bright," 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 Shine Bright," 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 Shine Bright," celebrates medical assistants' shining 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 radiant health care workers. Show medical assistants some love this Medical Assistants Recognition Week (MARWeek)! Order a MARWeek poster from the AAMA website and display it in a prominent place in your practice: https://www.aama-ntl.org/store/product?ID=2053</p>	<p>Medical assistants are radiant health care workers. Show medical assistants some love this #MARWeek! Order this @AAMAOfficial poster: https://www.aama-ntl.org/store/product?ID=2053</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 and diverse work performed by medical assistants— you'll find a lot to celebrate!</p>
<p>Medical assistants perform various 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! Not sure what's the best way to say thanks? We have ideas: http://ow.ly/LYLY30m7dij</p>	<p>Medical assistants play a critical and versatile part in the health care delivery team. We celebrate these dedicated and compassionate individuals today and every day.</p>	<p>[with a photo of your medical assistant team] Medical assistants are cross-trained to perform a wide variety of clinical and administrative duties:</p> <ul style="list-style-type: none"> • Scheduling appointments • Assisting physicians during examinations • Maintaining patient records

		<ul style="list-style-type: none"> • 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!</p> <p>Learn more about why medical assistants are a radiant part of health care: http://ow.ly/JJdo50uDnIH</p>	<p>#MedicalAssistants are ...</p> <ul style="list-style-type: none"> • Compassionate • Versatile • Dedicated • Bright <p>Learn more about medical assistants' dazzling contributions to quality health care with the @AAMAOfficial: http://ow.ly/JJdo50uDnIH</p>	<p>[with a photo of your medical assistant team]</p> <p>Medical assistants perform various administrative and clinical tasks. We are proud to be a part of this profession!</p> <p>Share your own MARWeek photos and tag us so that we can recognize and honor these wonderful health professionals!</p>
Anyone		
Facebook/LinkedIn	Twitter	Instagram
<p>Medical assistants help administrative and 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 and 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]</p> <p>From scheduling appointments and taking medical histories to showing compassion and 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 and providers!</p>
<p>"[Medical assistants'] warmth, cheerfulness, and ability to put a patient and family at ease in a potentially stressful medical encounter are invaluable." — Scott Strahlman, MD, pediatrician, Maryland Celebrate MARweek by learning more about what makes medical assistants valuable members of any team: http://ow.ly/Y0Ho30kHcEL</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]</p> <p>"Each medical assistant will forever have a special place in our hearts. They are there when we simply need a smile or a hug or to hear the words, 'You got this, and we are here for you.'" —Jessica Switzer, Maryland Read more patient and provider stories on the AAMA website and 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 and 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 and contribute to health care delivery!</p>
<p>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 2023 theme, "Medical Assistants Shine Bright," 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 and administrative duties, medical assistants are partners in health care. How has a medical assistant positively impacted your own health care experience?</p>
<p>Uniting for brighter health care: celebrating #MARWeek with gratitude for medical assistants! Share a dazzling medical experience in the comments!</p>	<p>Lighting up health care: it's #MARWeek and medical assistants are the stars! How has a medical made your health care experience more radiant?</p>	<p>[with MARWeek promotional image] Bringing care to light: join us in honoring medical assistants' dazzling patient care for #MARWeek</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
#MARWeek2023
#MARDay2023
#MedicalAssistantsShineBright
#MedicalAssistantsShineBright
#ShineBrightMedicalAssistants
#ShiningStarsMedicalAssistants
#CaringHandsMedicalAssistants
#BrightFuturesMedicalAssistants
#CMAAAMA
#AAMA
#CertifiedMedicalAssistant
#Recognition

#EmployeeAppreciation
#TheAAMA
#MedicalAssisting
#MedicalAssistants

Ideas for Celebrating Each Day of MARWeek

Monday: New Medical Assistants and Team Members

- Shed some light on 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.