

Week	Theme/idea	Recommended Hashtags	Message samples: Use these or create your own!	Notes:
Entire Campaign	Our campaign - AZSafetyinSports22	#AzSafetyinSports22		
August 24- September 3	Promotion of ATs first games	#AzSafetyinSports22 #AT4All #ATsarehealthcare	_____ is hard at work this season protecting his/her athletes at _____ High School/College _____, the Athletic Trainer at _____ High School/College is a graduate of _____ college and has been licensed/certified for _____ years.	2A and 3A schools can use these for the first two games or use another idea for game 2
Sept 5	ATs at work on Labor Day	#AzSafetyinSports22 #healthcareneverstops #essentialworkersappreciation #caringforothers #athletictrainersneedbreakstoo	ATs are hard at work protecting athletes on holidays. Are you working today? Athletic Trainers are!	Keeping athletes safe on holidays
September 6-10	AT provides a fact about the importance of their job	#AzSafetyinSports22 #NowYouKnow	As an Athletic Trainer, I am here to -care for acute injuries -perform rehabs to get your athlete back into the game -prevent common athletic injuries - monitor for heat related illness - monitor and evaluate concussions immediately	
September 13- 17	AT's efforts to promote emergency awareness such as EAP creation and implementation	#AzSafetyinSports22 #isyourathletesafe	Is an AT -caring for your athlete? -available onsite to evaluate concussions? -helping to prevent common sports injuries? -monitoring your athlete for heat-related illness?	
September 19-24	Promotion of interns/student aides	#AzSafetyinSports22 #futureofhealthcare #futureofsportsmedicine	If you have students aids or college interns you can promote them this week. <b>If not, you can utilize AT facts (from next weeks task) or ask another question from previous weeks.</b>	If you are promoting a HS student, please remember they are <b>students aides</b> . Be mindful of how you describe what they do, as they are not responsible for or can perform our AT duties.
September 26-October 1	What is an AT?	#AzSafetyinSports22 #ATskeepyourathletessafe	An Athletic Trainer can _____. Do you have an AT? -provide primary care -provide injury and illness prevention - provide education on health and wellness - use therapeutic interventions to help with recovery - rehabilitate injuries and medical conditions -use evidence based practice to best treat athletes	