

Week	Theme/idea (and day or week theme duration)	possible hashtags	Message samples: You can use these or create your own message	Notes:
	To be included throughout campaign	#AzSafetyinSports21		
August 27-September 3	promotion of ATs (First Game)	#AzSafetyinSports21 #AT4All #ATsarehealthcare	_____ is hard at work this season protecting his/her athletes at _____ High School _____, the Athletic Trainer at _____ High School 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
September 6	ATs at work on Labor Day	#nooffdays #nooffdaysforhealthcare	ATs are hard at work protecting athletes on holidays Are you working today? Athletic Trainers are!	
September 6-10	AT provides a fact about the importance of their job (self stated) (3 days)	#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	ATs ask a question or explain their importance (self stated) 3 days	#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 20-24	promotion of interns/student aides (3 days or 1 day/wk)	#futureofhealthcare #futureofsportsmedicine	If you have students aids or college interns you can promote them this week. If not, you can utilize AT facts (from next weeks task) or ask another question from previous week	If you are promoting a HS student, please remember they are only aides. Be very careful about what you say about them as you do not want a minor to be responsible for AT duties (as per your state license) or give an image that a minor can perform our duties.
September 27-October 1	What is an AT?	#ATskeepyourathletesafe	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	