National Case Management Week
Social Media Toolkit
2020
National Case Management Official Theme:

Case Management: Transitions through Care, Expertise and Integrity

Official Logo:

National Case Management Week is your best opportunity to bring awareness and recognize those that make a difference in our career field. The ACMA encourages you to use the items below or create something personal. Take pictures, share, connect, and embrace our case management team.

#NCMW @TheACMA

Use the hashtag so others can join in the conversation. Share your pictures, celebrations, and events with @TheACMA on twitter, Facebook, and LinkedIn. Let’s see what everyone is doing at their location! Don’t forget to tag your friends and colleagues too.

Facebook Frame

ACMA has created a custom frame which is available for you to add to your Facebook profile picture from October 11 – 17.
Instructions

1. Sign into Facebook and go to your profile.
2. Click on your profile picture (where it says Update).
3. Click "Add frame."
4. Type "American Case Management Association" or "National Case Management Week" in the search box; click on the National Case Management Week 2020 frame.
5. Drag to reposition photo, as needed.
6. Use the dropdown menu to choose how long you want to display the frame on your photo.
7. Click "Use as profile picture."

Thank You Cards:

Share your appreciation for our care management professionals.
Social Media Graphics:

Add these to your profile and cover photos for the week and share with your fellow case managers.
Sample Social Media Posts:

Happy National Case Management Week! #NCMW @TheACMA

Case Management: Setting New Standards for Care #NCMW @TheACMA

We put the CARE in CARE Management. Happy National Case Management Week #NCMW

We are nurses. We are social workers. We are physicians. We are administrators. We are finance. We are Case Managers! Happy National Case Management Week #NCMW @TheACMA

3.5 trillion dollars in health spending. 330 million people. 47 million adults over 65. 1
patient at a time. Happy National Case Management Week! #NCMW @TheACMA

Celebrate your #casemanagement team during National Case Management Week! #NCMW @TheACMA

You can also:

- Post videos
- Share articles
- Incorporate your own ideas. Why did you become a case manager? Why is case management important?
- Recognize leaders
- Show off your NCMW Merchandise

Need help spreading the word? Contact the ACMA Communications Team for ideas and support.

Happy National Case Management Week!