National Case Management Week
Social Media Toolkit
2019
National Case Management Official Theme:

Case Management: Setting New Standards For Care

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 13 - 19.
**Instructions**

1. Sign into [Facebook](https://www.facebook.com) 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" in the search box; click on the National Case Management Week 2019 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."

**Social Media Graphics:**

Add these to your profile and cover photos for the week and share with your fellow case managers.
#NCMW

Celebrate!

CASE MANAGEMENT
SETTING NEW STANDARDS FOR CARE

National Case Management Week | October 13-19

CELEBRATE

NATIONAL CASE MANAGEMENT WEEK 2019

Thank a case manager with gifts!
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!