

# Let's Rally a Community of Support: One Message at a Time

**What: Social media recognition campaign for education workers**

**When: Monday, November 22 to Friday, November 26, 2021**

We can all agree that the last few school years have been tough—for students, for parents, and especially for education workers. With needing to pivot at a moment's notice due to school closures (and re-openings) and being counsellors and confidantes for students and colleagues alike on top of regular work duties, education workers have truly gone above and beyond. That's why the Alberta School Employee Benefit Plan (ASEBP) is organizing a social media recognition campaign for education workers.

During the week of November 22, we'll be sharing messages of appreciation and support using the hashtag **#YouMakeADifference**. And we'd like to ask you to join us! In fact, we're inviting everyone—regardless of if they're ASEBP participating employers or covered members—to join in this digital celebration.

It's time for us all to rally around Alberta's education system and show how much we care and appreciate everything education workers do. Read on to find out how you can participate.

## Share a Story

**November 22-26, 2021**, hop onto any of your social accounts and share a story about how an education worker, no matter their role (teacher, principal, school board trustee, bus driver, custodian, etc.), has shown you kindness, re-ignited your passion for your own work, or simply put a smile on your face.

- The story can be something that's recently happened or a pivotal moment from your own journey through school
- You can use video, text, or graphics-based messages—it's totally up to you!
- Share your story using the hashtag **#YouMakeADifference**
- (Optional) Tag ASEBP—you can find us **@ASEBP** on Twitter and **@AlbertaSchoolEmployeeBenefitPlan** on Facebook

## Not on Social?

Not on social but still want to participate? No problem! If you have a message of support or a story you would like to share, please feel free to send it to us at **TogetherInWellness@asebp.ca**, and we'll share it on your behalf. Simply let us know in your email how you would like your message to be attributed (e.g., using your full name, just your first name and last initial, anonymous, etc.)

Let's all take a few moments from our week, November 22-26, to show appreciation for education workers. In doing so, we can all make a difference by spreading a little joy and refilling someone's cup.

