

Celebrate PA Week!

2017 PA Week Social Media Toolkit

Below you will find draft Facebook and Twitter posts for you to share during PA Week, October 6-12. If you have any questions regarding the contents of this toolkit, please contact Kelly Hicks at khicks@aapa.org.

Be sure to follow AAPA on [Facebook](#), [Twitter](#), [Instagram](#), and [Snapchat](#) for additional PA Week content.

Corresponding social media graphics can be downloaded [here](#).

Facebook

Happy PA Week, PAs and PA students! We're officially 50 years strong! Cheers to a future of endless potential. <https://goo.gl/HTQ4KM>

Since 1967, PAs have been improving patient outcomes and moving healthcare forward. Always innovative. Always flexible. Always ready for what's next. Happy PA Week! Learn more at <https://goo.gl/HTQ4KM>.

Happy PA Week! Thank you for your commitment to the profession and your role in transforming patient care. Learn more at <https://goo.gl/HTQ4KM>.

It's PA Week! Join us and show your support for PAs and PA students by adding the PA Week overlay to your profile picture. <https://actionsprout.io/35DF37>

This PA Week (Oct. 6-12), let's continue to raise awareness of how PAs practice medicine—in every setting and specialty. Celebrate and share the resources available at <https://goo.gl/HTQ4KM>.

Twitter

Happy #PAweek! Thanks to #PAs everywhere for all that you do. Learn more at <https://goo.gl/3mcZ2m>.

This #PAweek, we're celebrating five decades of excellence & a future of endless potential. Celebrate w/resources from @aapaorg. <https://goo.gl/3mcZ2m>

#PAweek is here! Show your love for PAs by sharing the free resources from @aapaorg. <https://goo.gl/3mcZ2m>

Happy #PAweek! Let's show the world why #AmericaNeedsPAs. @aapaorg <https://goo.gl/3mcZ2m>

Together we can raise awareness of how #PAsPracticeMedicine. Visit <https://goo.gl/3mcZ2m> to download sharable resources. #paweeek

Happy #PAweek, PAs and PA students! Thank you for improving patient outcomes & moving healthcare forward. @aapaorg <https://goo.gl/3mcZ2m>

#PAweek // Oct 6-12