

Using Social Media during National Massage Therapy Awareness Week



AMT's National Massage Therapy Awareness Week

September 8-15, 2014

Promote your participation online. This is a great way to raise awareness for the cause and to gain exposure for your practice.

Send out an email to inform clients about your participation in the event.

Update your website with information about National Massage Therapy Awareness Week and how you plan to participate.

Advertise Special Client Promotions: Are you running discounts or donating a portion of your proceeds to a charitable cause during NMTAW? Let your clients know through social media posts.

If you have a Facebook or Twitter account for your practice, make sure to post updates before, during, and after your participation to raise awareness for the cause and gain exposure for your practice.

Write a blog post about your NMTAW events/promotions.

Post photos of your NMTAW events/promotions on Flickr.

Produce an educational YouTube clip about the benefits of massage therapy.

Update your social media status in honour of NMTAW. For example, update your status with massage therapy facts. Here are some examples that you might like to use:

*Happy National Massage Therapy Awareness Week! Research shows that massage therapy can be effective for a variety of health conditions, including **tension headache**. Get the facts: <http://www.amt.org.au/downloads/practice-resources/AMT-Evidence-Based-Generic-tension-headache.pdf>*

It's National Massage Therapy Awareness Week! Do you have low-back pain? Learn how massage therapy can help: <http://www.amt.org.au/downloads/practice-resources/AMT-Evidence-Based-Generic-low-back-pain.pdf>



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