



World Social Work Day 2024: Social Media Toolkit

Background

Every year, World Social Work Day is celebrated across the world on the third Tuesday of March, and events are organized throughout the month of March. The day is an opportunity for social workers and others in the social service sector to celebrate their achievements as well as to raise awareness and support for the important role that social workers play in the lives of children, families and communities facing adversity. This year, World Social Work Day will take place on the 19 March 2024. This year's theme is 'Buen Vivir: Shared Future for Transformative Change', which is rooted in the [Global Agenda](#) and emphasizes the need for social workers to adopt innovative, community-led approaches that are grounded in indigenous wisdom and harmonious coexistence with nature.

How to Get Involved

To assist in your advocacy efforts, the Global Social Service Workforce Alliance has created pre-written content. We invite you to use or adapt the content as well as the graphic created by the International Federation of Social Workers throughout your social media channels. IFSW also invites you to co-brand the graphic by adding your logo alongside the IFSW logo. Be sure to also follow the Global Social Service Workforce Alliance for easy-to-share posts on World Social Work Day and throughout the month of March.

X (formerly Twitter): [@SSWAlliance](#)

LINKEDIN: [@GSSWAlliance](#)

FACEBOOK: [@SSWAlliance](#)

Relevant Hashtags

[#WSWD2024](#) [#socialworkers](#) [#socialwork](#) [#socialserviceworkforce](#)

Sample Social Media Posts

Buen Vivir Theme Posts:

- Today, on #WSWD2024, let's recognize the power of indigenous wisdom and the critical need for #socialwork practices to be rooted in that wisdom.
- Happy #WSWD2024! Let's reaffirm our commitment to strengthening the #socialserviceworkforce in ways that reflect, promote and build on the local context.
- #Socialworkers drive positive change, fostering environments where respect and sustainability are at the core. Together, this #WSWD2024, let's honor their invaluable contributions.

General Posts Focused on Support for Social Workers:

- To all the #socialserviceworkers providing support, care and protection to the individuals and communities across the globe who need it the most: THANK YOU! This #WSWD2024, we call for greater resources and support to ensure you can continue this critical work.
- #Socialserviceworkers are the heart of any #socialservice system. Let's take action to ensure they are backed by proper political, financial, technical & moral support. #WSWD2024
- Failing to properly resource and support #socialworkers and the broader #socialserviceworkforce limits the effectiveness of programs and leaves costly social problems unresolved. Share if you agree. #WSWD2024