Student Sleep Health Week 2022

Social Media Toolkit

We encourage you to post to social media in support of Student Sleep Health Week (September 12-18, 2022). This toolkit includes sample social media posts, a link to access graphics, and tips to help you get started.

Overview

Healthy sleep helps children and teens learn in the classroom and excel in sports and extracurricular activities. To highlight the importance of healthy sleep for students, the AASM is hosting Student Sleep Health Week on September 12-18, 2022.

As families prepare for students to go back to school, it's the ideal time to get back on track with healthy sleep habits. Student Sleep Health Week is an opportunity to reset sleep routines and set families up for a successful year.

Sample Social Media Posts

Day 1 (Monday, September 12, 2022) | Welcome

- Healthy sleep is essential for students to succeed. This week, we're highlighting the importance of healthy sleep for kids and teens during Student Sleep Health Week. Join the conversation by using the hashtag #StudentSleepWeek.
- A CDC report found that a whopping 78% of high schoolers and 34% of kids don't get enough sleep on school nights. It's time to change that. Join us for #StudentSleepWeek as we highlight the importance of healthy sleep for students.

Day 2 (Tuesday, September 13, 2022) | Success in the Classroom

- Start the school year right. Help kids and teens get the healthy sleep they need to learn, function, and grow. #StudentSleepWeek
- How can we help kids and teens excel in the classroom, boost sports performance, improve learning and memory, and look and feel their best? Make sure they're getting enough healthy sleep. #StudentSleepWeek

Day 3 (Wednesday, September 14, 2022) | Sleep Duration

- Eight, nine, ten hours or more … Do you know how much sleep kids and teens should get? Check out the AASM's sleep recommendations for school-age children. https://bit.ly/3jHMQrx #StudentSleepWeek
- The AASM recommends elementary school children should sleep nine to 12 hours a night, while middle schoolers and high schoolers should get eight to 10 hours of sleep. #StudentSleepWeek
- Why are teens so sleepy? Watch this video to understand why teenagers are biologically wired to be "night owls" who prefer to stay up late and sleep late. https://bit.ly/3EjMjV5 #StudentSleepWeek

Day 4 (Thursday, September 15, 2022) Bedtime Consistency

- Healthy sleep is more than just hours spent in bed. Help kids and teens reap the many benefits of sleep by establishing a relaxing bedtime routine and a consistent sleep schedule. #StudentSleepWeek

- A consistent, nightly bedtime helps keep your body on schedule. Wondering what time kids should get to bed? Use the AASM's bedtime calculator to find the best bedtime based on sleep recommendations. #StudentSleepWeek https://bit.ly/3iXlZq1

Day 5 (Friday, September 16, 2022) | Healthy Sleep Habits

- Not getting enough sleep or getting irregular sleep can impact students' physical and mental health. Adopting healthy sleep habits can help get sleep back on track for children and teens. #StudentSleepWeek https://bit.ly/33moomo
- Sleep recharges your mind, mood, and body. Encourage healthy sleep habits in children and teens to promote restful sleep every night. Get 14 tips to help students achieve a good night's sleep. #StudentSleepWeek https://bit.ly/33moomo

Day 6 (Saturday, September 17, 2022) | Benefits of Healthy Sleep

- When students get sufficient sleep, it positively impacts grades and sports performance. Sleep even helps kids have a more optimistic attitude, look their best, and make better decisions. #StudentSleepWeek
- An AASM survey shows that more than 90% of parents know that sleep impacts their child's physical health. It's true – sleep helps students perform better in sports by being faster, stronger, and more accurate. #StudentSleepWeek

Day 7 (Sunday, September 18, 2022) | Thank You

- Sleep is fundamental to health and well-being in children and teens. Sleep affects mood, motivation, memory, and so much more. Thank you for joining us for #StudentSleepWeek!
- Healthy sleep helps kids of all ages learn, grow, and thrive. Help students get the healthy sleep they need to excel this school year. Thanks for joining us for #StudentSleepWeek!

SSHW Event Schedule and Sample Posts

The AASM will host a Reddit "Ask Me Anything" featuring sleep experts to answer public questions about sleep in children and teens. Please feel free to promote these events during Student Sleep Health Week in addition to the suggested posts above.

Reddit "Ask Me Anything" (AMA) | *Monday, September 12 at 5 p.m. EDT*

- Sleep experts are answering your questions about children's sleep on Reddit on Monday, Sept. 12 at 5 p.m. EDT. Pop over to the "Ask Me Anything" thread to post a question or read what others want to know. #StudentSleepWeek
- Do you have questions about #sleep in kids or teens? Whatever you want to know, sleep experts are ready to respond during the #StudentSleepWeek "Ask Me Anything" on Reddit. Join the discussion at 5 p.m. on Monday, Sept. 12.

Social Media Images

To access images that can be shared on social media, download them from this Google Drive folder. Each social media image is sized for sharing on Twitter, LinkedIn, Facebook, and Instagram.

Official Hashtag

Hashtags add visibility to your posts by making them easier to find on social media. The official hashtag to use when posting about Student Sleep Health Week is **#StudentSleepWeek**.

Webpage

If you'd like to link to more information about Student Sleep Health Week in your posts, direct followers here: https://sleepeducation.org/get-involved/campaigns/student-sleep-health-week/. Here is a shortened URL: https://bit.ly/3jHMQrx

Social Media Pages

Tag AASM social media accounts (@AASMorg on Twitter and Instagram or @American Academy of Sleep Medicine on Facebook and LinkedIn) to gain a larger audience for your posts.