



STUDENT
Sleep Health
WEEK
SEPT. 11 - 15, 2023

Student Sleep Health Week 2023

Social Media Toolkit

We encourage you to post to social media in support of Student Sleep Health Week (September 11-15, 2023). 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 11-15, 2023.

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 11, 2023) | Welcome

- Ensuring students' success hinges on a good night's sleep. This week, we're shining a spotlight on the significance of healthy sleep for children and teenagers during Student Sleep Health Week. Join in the discussion using #StudentSleepWeek. #SleepForSuccess
- Set the tone for a successful school year! Let's support our kids and teens in obtaining the vital sleep they require to learn, perform, and thrive. 🌟📚 Join us for #StudentSleepWeek and make a difference in their well-being and academic journey. 📅🌟 #SleepForSuccess
- Startling CDC statistics reveal that 78% of high schoolers and 34% of kids aren't getting sufficient sleep on school nights. Let's take action together! Embrace #StudentSleepWeek and help us emphasize the crucial role of healthy sleep in students' lives. #SleepForSuccess



Day 2 (Tuesday, September 12, 2023) | Success in the Classroom / Benefits of Healthy Sleep

- Improved grades, enhanced sports performance, a sunnier outlook, better appearance, and wiser choices—all influenced by a well-rested mind. Join us for #StudentSleepWeek and let's champion the power of quality sleep in shaping a brighter future! 📚🌟🏆 #SleepForSuccess
- Unlock the potential of kids and teens in the classroom, elevate sports performance, enhance learning and memory, and boost well-being. The key lies in ensuring they receive ample, restorative sleep. Let's make a positive impact during #StudentSleepWeek. 📅📅🏆 #SleepForSuccess
- From boosting grades and sports performance to fostering a positive attitude, enhancing appearance, and improving decision-making—healthy sleep works





STUDENT Sleep Health WEEK

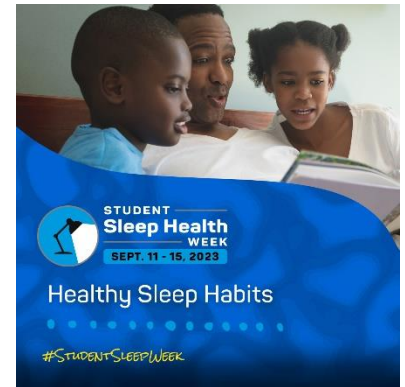
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wonders. Embrace #StudentSleepWeek and support our young learners' well-rounded growth. 📚📖🏆
#SleepForSuccess

- The truth is undeniable: quality sleep empowers students to excel in sports, fostering speed, strength, and precision. 🌙🏆 Join us in celebrating #StudentSleepWeek, and let's support their well-being and athletic achievements! 📚🌟🏆 #SleepForSuccess

Day 3 (Wednesday, September 13, 2023) | Healthy Sleep Habits

- Foster healthy sleep habits in children and teens for restful nights. 🌙📚
Discover 14 valuable tips to ensure students achieve a good night's sleep during #StudentSleepWeek. Let's all contribute to their well-being and success! 📖🌟 #SleepForSuccess <https://bit.ly/33moomo>
- Insufficient or irregular sleep can take a toll on students' physical and mental well-being. Empower children and teens to reclaim their sleep by adopting healthy sleep habits. <https://bit.ly/33moomo> 🌙📚 #StudentSleepWeek #SleepForSuccess



Day 4 (Thursday, September 14, 2023) Sleep Duration / Bedtime Consistency

- Wondering about the ideal sleep duration for kids and teens? Discover the AASM's sleep recommendations for school-age children. <https://bit.ly/3jHMQRx> 🌙📚 Prioritize their well-being during #StudentSleepWeek and ensure they get the restful nights they need! #SleepForSuccess
- During #StudentSleepWeek, take note of the AASM's sleep recommendations for kids: elementary school children should aim for nine to twelve hours of sleep each night, while middle schoolers and high schoolers should target eight to ten hours of rest. 🌙📚 #SleepForSuccess
- Let's empower kids and teens to unlock the benefits of rest by establishing bedtime routines and sticking to a consistent sleep schedule. 🌙📚 Join us during #StudentSleepWeek as we promote the essential elements of sound slumber for their overall well-being! #SleepForSuccess
- Maintaining a regular, nightly bedtime keeps your body in sync. Curious about the ideal bedtime for kids? Discover it using the AASM's bedtime calculator, aligned with sleep recommendations. <https://bit.ly/3iXlZq1> 🌙📚 #StudentSleepWeek #SleepForSuccess
- Curious about why teens are so sleepy? Check out this enlightening video to understand why teenagers are biologically inclined to be "night owls," with a preference for staying up late and sleeping in. 🌙🦉 Watch now! <https://bit.ly/3EjMjV5> #StudentSleepWeek #SleepForSuccess





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Day 5 (Friday, September 15, 2023) | Thank You

- Unlock the potential for learning, growth, and success in kids of all ages through healthy sleep habits. Let's support students in achieving the restful nights they deserve to excel this school year. Thank you for being part of #StudentSleepWeek! 🌙📚📖💡 #SleepForSuccess
- Sleep is fundamental to health and well-being. From mood and motivation to memory and beyond, its impact is far-reaching. Thank you for joining #StudentSleepWeek as we celebrate the importance of restful nights and their positive influence on young minds! 🌙📚💡 #SleepForSuccess



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. There are multiple images available for each day of Student Sleep Health Week.

Official Hashtags

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

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.