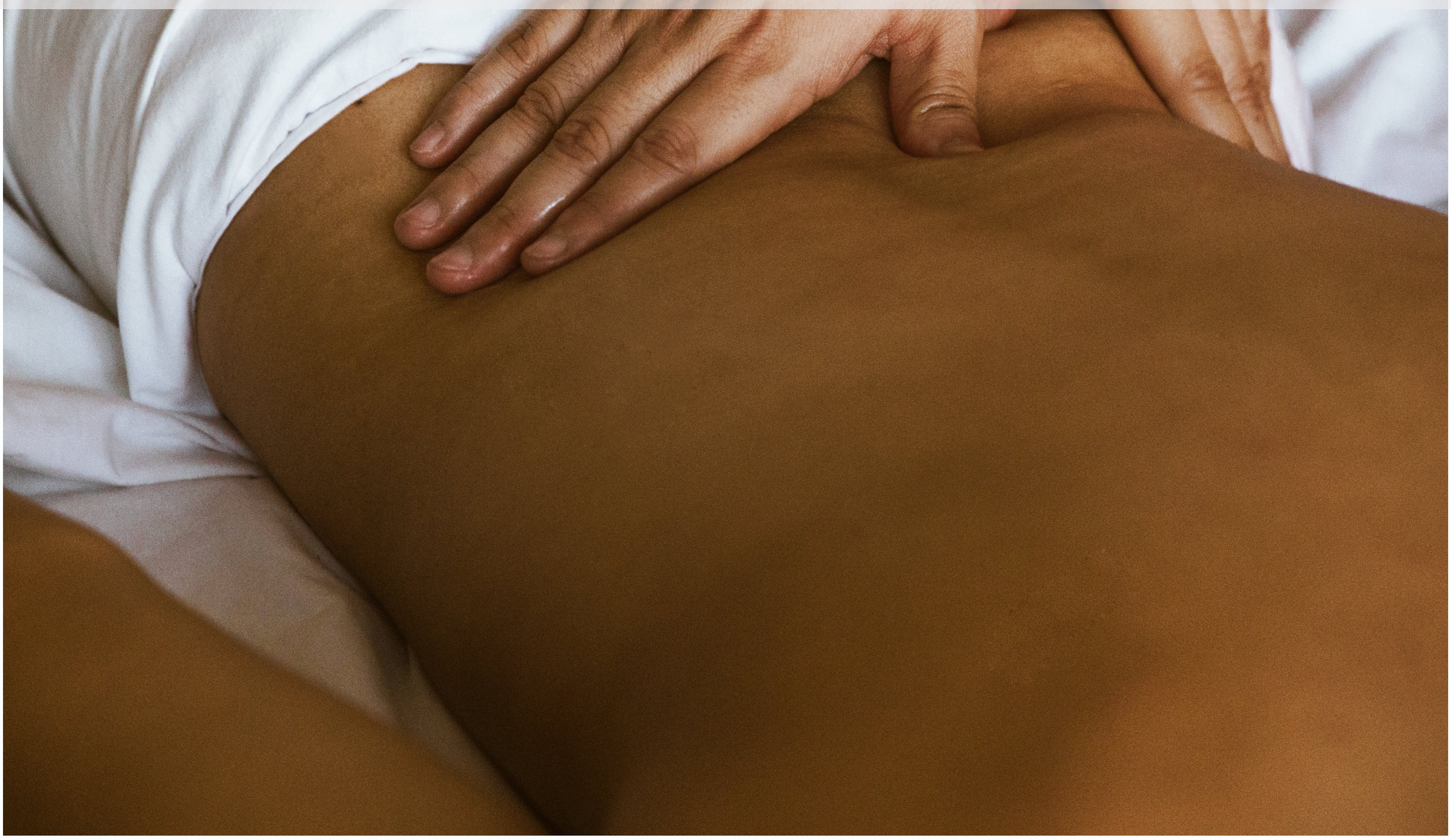
MASSAGE THERAPY AWARENESS WEEK GUIDE



October 24-30, 2021

Registered Massage Therapists' Association of Ontario

MASSAGE THERAPY AWARENESS WEEK GUIDE

Celebrate Massage Therapy Awareness Week

Join us as we celebrate Massage Therapy Awareness Week 2021! During the week of October 24-30, 2021, help us promote the benefits of massage therapy and raise awareness about the importance of RMTs in healthcare.

We have put together a guide to give you some ideas about how you can help raise awareness of massage therapy. The RMTAO will be launching our annual Massage Therapy Awareness Week campaign, and we encourage you to help us spread the word!

Tips to Celebrate!

In Your Practice

- Display the "Massage Therapy Can Help" poster in your practice, which is available under the Resources menu on RMTAO.com.
- Encourage your existing patients to refer one of their friends or acquaintances to celebrate Massage Therapy Awareness Week.
- Stock the RMTAO brochure "Massage Therapy: What it Can Do For You" which is available under the Resources menu on RMTAO.com.
- Take the opportunity to thank your patients for continuing to visit you and encourage them to share their stories with the RMTAO.
- Always take care of yourself! Practicing self-care is a great way to celebrate yourself as an RMT.

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Tips to Celebrate!

Online

• Send your patients a dedicated newsletter highlighting the diverse ways massage therapy can help them, with a focus on conditions or populations that are of particular interest to you.

• Create simple videos to post on your social media channels, showing your patients beneficial self-care exercises that they can do from home.

• Create posts about the benefits of Massage Therapy on social media, using the hashtag #MTAW, or encouraging your followers to #AskYourRMT how they can help. Share our posts, or create your own personalized posts.

• Add a section to your website indicating that it is Massage Therapy Awareness Week, and use that to encourage all your website visitors to talk to their friends and family about how massage therapy has benefited them.

• Take a moment to find new research on a massage therapy related topic that interests you on PubMed or another free source of research, and consider sharing it on your networks.



Tips to Celebrate!

In the Community

• Get in touch with local businesses and provide them with information about the benefits of massage therapy. The RMTAO has a PowerPoint Presentation you can use, blog posts and infographics that will help. For example, if you like to work with seniors, contact a retirement home.

• Talk to other health professionals about how you can work together and how massage therapy might help your mutual patients. Our Interprofessional Collaboration Toolkit can help with this.

• Join your local business improvement association or other group of local businesses, so you can figure out how to work effectively with other businesses in your community.

• Contact the massage therapy school you attended to see if there is anything you can do to help and support current students.



Tips to Celebrate!

Social Media Tips

Social media is a great way to reach a wide audience. By posting about the benefits of massage therapy between October 24 and 30, 2021 in honour of Massage Therapy Awareness Week, you can reach a wider audience as you help educate the public about the diverse ways that massage therapy can help. The tips and sample posts below can help you to make your social media efforts this week as successful as possible.



Tips to Celebrate!

General Posting Tips

We go more in depth about what you should focus on and consider when crafting your social media posts in our Social Media Toolkit available in the RMTAO Recourse Centre. However, these are some general tips to help get you started for this year's Massage Therapy Awareness Week.

In general, your social media posts should:

- **Invite interaction**. The more people that interact with your posts, the more likely your posts are to be more visible to more followers. You can invite interaction by asking your followers a question or inviting them to share your content.
- **Be yourself**. Posts don't need to have a particularly formal language, and shouldn't have the same tone as academic writing. You should use the tone that comes naturally to you and write the way you'd speak with a friend.
- **Be visual.** Often posts with images or videos get more engagement. Whether you want to film a short video of yourself demonstrating exercises, or a photo of your practice environment, or free stock photos representing the diverse benefits of massage therapy, visuals help get people interested in your posts.

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Tips to Celebrate!

- **Be specific to your practice.** If you focus on treating athletes in your practice, your posts should primarily focus on the way massage therapy can benefit athletes. If most of your patients are seniors, focus on how massage therapy can help seniors stay active and pain free.
- **Be specific to the platform.** Twitter is limited to 280 characters but shorter is better, both Instagram and Facebook are a great place to share pictures, but on Instagram a shorter caption is better. Don't post the exact same thing on every platform, and tailor your posts for what works best on each platform.

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Tips to Celebrate!

Key Messages

When posting on social media, it's important to determine in advance what your key messages are, and ensure your posts convey those messages. Some key messages you can consider using during Massage Therapy Awareness Week are:

- Massage therapy can be beneficial for people at or all ages and stages of life.
- Massage therapy is an important part of the healthcare of Canadians, and all Canadians should be able to access care from an RMT of their choice
- Massage therapy can help people reduce their pain and improve function.
- Massage therapy is a treatment option for the symptoms of a variety of conditions.
- After an injury or illness, an RMT can play an important role in your healthcare team and get you back to doing what you love.

Example Posts

You can choose whatever posts you'd like for Massage Therapy Awareness Week, but the suggestions below can help get you started! We recommend you use the hashtag #MTAW or the hashtag #AskYourRMT, and tag the RMTAO @RMTAO on all platforms. The RMTAO will also be posting on all platforms throughout the week, so you can also easily share our posts to your networks.

Tips to Celebrate!

Facebook

Massage therapy is a great option to help seniors cope with the aches and pains commonly associated with aging. #AskYourRMT what they can do to help. #MTAW https://rmtao.com/resources/rmtao-blog/massage-therapy-for-seniors



Many jobs, whether you're working in an office or from home, involve a lot of sitting all day. Sitting can be a major pain in the neck – and a pain in many other parts of the body. RMTs can help provide advice and treatment to make sitting all day less of a pain #MTAW https://rmtao.com/blog/massage-therapy-for-the-sitting-culture



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Tips to Celebrate!

Twitter

RMTs are regulated health professionals who can help people with musculoskeletal pain and dysfunction get back to doing the activities they love #MTAW.

Massage therapy is one of the options that can help people with cancer relieve many of their symptoms so they can continue to participate in the activities they love. #MTAW https://rmtao.com/resources/rmtao-blog/massage-therapy-for-cancer-pain

Instagram

Massage therapy can help pregnant people manage the aches and pains commonly associated with pregnancy. #MTAW #pregnancymassage #pregnancy pain https://rmtao.com/blog/massage-therapy-and-pregnancy

Back pain is common, but that doesn't mean you have to suffer in silence. Massage therapy can help. #AskYourRMT #backpain #painrelief



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Tips to Celebrate!

Instagram

Back pain is common, but that doesn’t mean you have to suffer in silence. Massage therapy can help. #AskYourRMT #backpain #painrelief

