

#NDWEEK



APRIL 18-24

Communications Toolkit

ASET will celebrate Neurodiagnostic Week 2021 from April 18-24. We will honor each and every Neurodiagnostic technologist for their contributions during the pandemic, while raising awareness about the neurological impact of COVID-19. To make this important week a success, we need your help in promoting the week. Therefore, we prepared this communications toolkit with suggested content you can share across your social media, email, and other channels. If you have any questions, please contact ASET's Marketing Manager, Aman Ayalew, at aman@aset.org.

Visual Library: <https://bit.ly/38ERK2N>

Social Media Posts

Facebook

Join us in celebrating #NDweek from April 18-24. We're celebrating Neurodiagnostic technologists for their contributions during COVID-19 while raising awareness about the neurological impact of the virus. #NDSociety >> <https://bit.ly/3mbwfed>

Neurodiagnostic technologists have been working hard to provide patient care throughout the #COVID-19 pandemic. Join us in honoring them during #NDweek. >> <https://bit.ly/3mbwfed> #NDSociety

Did you know COVID-19 affects the brain? Help us in raising awareness about the neurological conditions of the virus during #NDweek. #NDSociety >> <https://bit.ly/3mbwfed>

Twitter

Join us in celebrating #NDweek from April 18-24. We're celebrating Neurodiagnostic technologists for their contributions during COVID-19 while raising awareness about the neurological impact of the virus. #NDSociety >> <https://bit.ly/3mbwfed> <<#Neurodiagnostics #COVID19 #Coronavirus

Neurodiagnostic technologists have been working hard to provide patient care throughout the #COVID-19 pandemic. Join us in honoring them during #NDweek. >> <https://bit.ly/3mbwfed> << #NDSociety #Coronavirus #Neurodiagnostics #Neurology #Neurophysiology

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LinkedIn

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Email

Suggested Email Header Image: <https://bit.ly/3eHZ80X>

Email 1

Subject: Happy Neurodiagnostic Week!

According to the World Health Organization, COVID-19 has now claimed over 500,000 American lives and more than 2.6 million lives worldwide as of March 2021. Since the start of the pandemic, Neurodiagnostic technologists have been working hard to provide patient care. Join us this Neurodiagnostic Week, April 18-24, 2021, in honoring Neurodiagnostic technologists for remaining committed to the highest level of patient care despite the challenges they've endured.

[Celebrate](#)

Email 2

Subject: COVID-19 Impacts the Brain

As the ongoing COVID-19 pandemic evolves, healthcare providers and research experts are learning more about how this virus impacts us. Initially thought to primarily affect the respiratory system, it is now known to be linked to several neurological conditions and is given little media attention. According to a survey ASET conducted in December 2020, Neurodiagnostic technologists witnessed a range of neurological symptoms amongst patients who tested positive or were under investigation for COVID-19. Join us this Neurodiagnostic Week, April 18-24, 2021, in raising awareness about the neurological impact of the virus.

[Learn More](#)

Email 3

Subject: Celebrate Neurodiagnostic Week

ASET will celebrate Neurodiagnostic Week 2021 from April 18-24, 2021. Join us in honoring each and every Neurodiagnostic technologist for their contributions during the pandemic by doing one of the following.

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1. Thank your favorite technologists with Neurodiagnostic Week merchandise. [>> Get Merchandise](#)
2. Decorate your wall with the official Neurodiagnostic Week poster. [>> Get Poster](#)
3. Join the conversation on social media with [#NDweek](#) by sharing your experience during COVID-19. And share your gratitude for Neurodiagnostic technologists with a photo of your favorite flowers.
4. Use [this communications toolkit](#) to celebrate Neurodiagnostic Week with your staff, colleagues, and friends.

Design Materials

Help us highlight Neurodiagnostic Week by featuring the following campaign materials across your website, social media, email, and other communication channels.

[Download](#)