Communications Toolkit

Knowledge is power and sharing knowledge can be empowering!

The 2023 Neurodiagnostic Week will take place on April 16-22 across the globe. This year’s Neurodiagnostic Week is all about education. In this industry-wide celebration, we invite all technologists and other healthcare professionals to work together to inspire one another to grow in the profession we all love. Also join in celebrating the diverse array of modalities in neurodiagnostic profession!

Please use the content in this toolkit across your personal and company channels to celebrate and promote our community.

Suggested Visual Library: https://www.aset.org/VisualLibraryNDweek23

Social Media

You can either use the below curated text content to share on social media or you can share your own story! Share photos of events and activities taking place at your workplace, using the hashtag #NDWEEK

Share Your Own Story

You can create your own post and share your own story. Below are suggested topics and types of target audiences:

- Share who has inspired, educated, or empowered you in this profession.
- How do you inspire, educate, or empower others about the neurodiagnostic profession?
- Share what you find empowering about your modality in the neurodiagnostic profession!
- How do you educate or inspire others in and outside your profession about neurodiagnostic or your specific modality?
- Shout Out! Why you love your modality or the profession!
- What empowers you most about your modality or the neurodiagnostic profession?
- What benefits of the profession empower you and how does that impact patients?

Target Audiences:

- Hospital and healthcare administration- with emphasis on their contributions to the hospital, and patients.
- Patients, caregivers, and the public- simple language or messaging with emphasis on the importance of having a credentialed technologist do their procedure.
Text Content to Share!
Join us in celebrating our community of Neurodiagnostic professionals during #NDweek on April 16-22. https://www.aset.org/ndweek

I wish every technologist and other healthcare professionals a Happy #NDweek and invite you to join me in celebrating #NDweek https://www.aset.org/ndweek

If you’re a technologist or work with one, join our amazing community of Neurodiagnostic professionals. #NDweek https://www.aset.org/ndweek

I’m proud to be a member of ASET. ASET provides great education programs, publications, and member network. I encourage you to join ASET this #NDweek. https://www.aset.org/ndweek

ASET has been playing a critical role in establishing standards and best practices to ensure quality patient care. If you’re a tech or work with one, join us in celebrating NDweek! https://www.aset.org/ndweek

Join the community to empower and support Neurodiagnostitcs. Find out how you can celebrate #NDweek on April 16-22. https://www.aset.org/ndweek

Connect to the POWER of our community knowledge of passionate neurodiagnostic professionals. #NDweek https://www.aset.org/ndweek

Be EMPOWERED and volunteer. ASET has excellent opportunities that can help you grow personally and professionally. https://www.aset.org/ndweek

Let’s educate and promote the diverse array of modalities in neurodiagnostic profession! Join us in celebrating all Neurodiagnostic professionals during #NDweek on April 16-22.
Email

Subject:
Celebrate #NDweek | Knowledge is power! | Happy #NDweek

Knowledge is power and sharing knowledge can be empowering!

It’s that time of year when we celebrate our beloved Neurodiagnostics profession and technologists. The 2023 Neurodiagnostic Week (#NDweek) will take place on April 16-22 across the globe. This year, we invite technologists, other healthcare professionals, patients, and their families to join our community to educate, inspire and support Neurodiagnostics.

How to Celebrate

• Post and share on social media
• Volunteer on an ASET committee
• Join your local ASET chapter
• Shed more light on your story by writing a guest blog
• Show support with Neurodiagnostic merchandise

Learn More
(Hyperlink: https://www.aset.org/ndweek)

Share Your Story

This year’s Neurodiagnostic Week is all about education — we want to work together to inspire, empower and educate one another to grow the profession we all love. We invite you to write a guest blog on one of the following topics. Guest blogs are accepted on a first-come, first-served basis due to limited space. Below are suggested topics and types of target audiences:

• What are you doing to educate and empower the neurodiagnostic profession?
• How is your company helping push the boundaries of neurodiagnostics?
• How does serving on an ASET committee or local ASET chapter benefit you?
• How did ASET help inspire or empower your career?
• Did you meet anyone (through ASET) who inspired or empowered your career?
• What role did ASET play in helping you deliver quality patient care?
• Target Audiences:
  • Hospital and healthcare administration- with emphasis on the contributions to the hospital, and patients.
  • Patients, caregivers, and the public- in simple language or messaging with emphasis on the importance of having a credentialed technologist do their procedure.

Contact ASET (Hyperlinks: annalisa@aset.org)
Proclamations

We encourage you to submit a proclamation request to your local elected officials or Governor.

A proclamation is an official designation of an event and can be a great way to educate the public about the Neurodiagnostic profession. The goal of a proclamation is to honor, celebrate or create awareness of Neurodiagnostic Week.

It is an official announcement or designation of the event issued by the Mayor to recognize a day, week or month that will have a major citywide impact. It can be an effective tool for gaining public recognition of Neurodiagnostic Week because it carries the full support of a key government official in your state or community.

See the below steps that will help you plan, promote, enhance, and propose a proclamation for Neurodiagnostic Week.

STEP 1: Contact the How State or Local Government Office
  o Each city and county will have their own guidelines and procedures for signing proclamations. The easiest way to research your city or county guidelines is to look on its website and search for the term “proclamation.”

STEP 2: Submitting a Proclamation Request
  o A cover letter requesting the proclamation is often required. We have provided a sample cover letter and letter to request a proclamation at the links below.
    o Cover Letter: Model Proclamation Neurodiagnostic Week
    o Request Proclamation Letter

STEP 3: Allow Enough Time
The wheels of government turn slowly, so be sure to begin the proclamation request process at least 30 days in advance of Neurodiagnostic Week on April 16-22, 2023, if possible.

STEP 4: Make an Event Out of It!
Let ASET know when you secure a proclamation. We would love to feature it on our website, social media, and newsletters.
  o If you have proclamation meeting or signing event, please let ASET know. We would love to highlight the day and send us any photo or videos of the event.
  o Post any photo on social media and use the hashtag #NDWEEK.

If you have any questions or need help with requesting a proclamation please contact Jennifer Montgomery, Senior Director of Operations & Government Affairs at jennifer@aset.org.