

Match Week 2024

Social Media Toolkit

It's almost time to celebrate #Match2024!

March 11-15, 2024, is Match Week, and we're ready to celebrate with all who have matched into family medicine!

Use this toolkit as a resource to share your excitement during Match Week across your social media channels. Below are sample messages and graphics you can tailor to your personal voice.

Graphic Templates

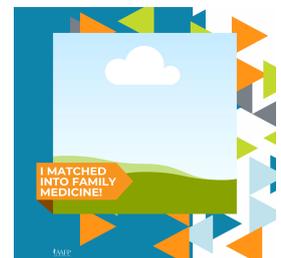
Don't forget to capture your Match Day experience! Access the templates using the links below to share how you are celebrating #Match2024.



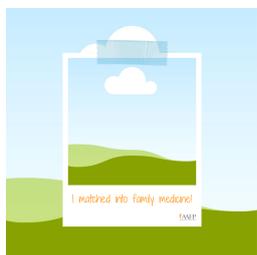
Template 1



Template 2



Template 3



Template 4



Instagram Story Template 1



Instagram Story Template 2

Sample Social Media Messages & Prompts

Before Match Day

Matching this year? Use these!

- I matched into family medicine! 🎉 I can't wait to find out where on Friday 🙄 #FMMatch
- 🙌 Just found out I've matched into family medicine! #MedTwitter: What advice do you have for this future family doctor? #FMRevolution
- 🙌 Hey, #FMRevolution! Meet your newest resident. 😊 So excited that I've matched into family medicine!
- So excited to announce that I have matched into family medicine! I chose this specialty because _____ and I can't wait to find out where this journey will take me!
- I've officially matched and I can't wait to find out where on Friday! #MatchDay2024
- Today is the start of Match Week! #FMMatch: Let me know why you are excited to match into family medicine 🙌
- Friday is #MatchDay2024! What's getting you through Match Week? #Match2024

Supporting those who are Matching?

Use these!

- Share what made you choose family medicine for yourself. Was it a specific moment, or a long journey?
- "3 Ways I Made It Through Match Week": Maybe it was your mentor, your family, your best friend, or a specific flavor of ice cream. Whether sincere or silly or both, share the three things that kept you sane throughout the match process.
- Happy #Match2024! Later this week, medical students across the country will join the #FMRevolution. To our newest residents, my advice is _____.
- The day I matched into family medicine, I was grateful for _____ and the @aafp. What are you feeling grateful for this #Match2024?
- This week, thousands of medical students will match into family medicine, and as an @aafp member, I would like to be the first to welcome you to the #FMRevolution! Those of us at the AAFP are here for you as you begin your family medicine career. We're so glad to have you join us!

On Match Day

Matching this year? Use these!

- 🎉 Happy #Match2024! I'm so excited to announce that I have matched into family medicine at [INSERT RESIDENCY]!
- Excited to be joining the #FMRevolution at [INSERT RESIDENCY]! #MatchDay2024
- #FMRevolution, here I come! I'm so happy to announce I have matched into family medicine at [INSERT RESIDENCY]! 🥳 #Match2024
- As I embark on my family medicine journey at [INSERT RESIDENCY], I'd love to hear from others in the #FMRevolution: What advice do you have for today's residents?
- Congrats to all my peers who have matched into family medicine today! I'm so excited to be a part of the #FMRevolution with you. #FMMatch

Supporting those who are Matching? Use these!

- Congrats to everyone experiencing #Match2024, but especially those of you celebrating an #FMMatch! We couldn't be happier to have you join us in the #FMRevolution.
- Family medicine has meant _____ to me. Welcome to the journey, new #FMMatch residents!
- The day I matched into family medicine, I was grateful for _____ and the @aafp. What are you feeling grateful for this #Match2024?
- Today is one of my favorite days to be a family physician: Match Day! Join me in welcoming a new wave of family doctors to the #FMRevolution! 🎉🎉🎉

Using Hashtags

- #Match2024
- #MatchDay2024
- #FMMatch
- #FMRevolution

Tagging AAFP

When possible, please tag the AAFP so we can celebrate the Match with you!

- **Twitter/X:** @aafp and @futurefamilymed
- **Instagram:** @the_aafp