

# 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

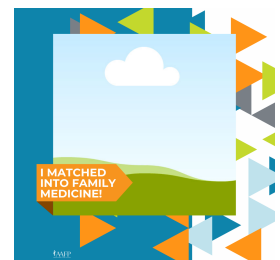
Don't forget to capture your Match Day experience! Access the templates using the links below to share how you are celebrating #Match2024.



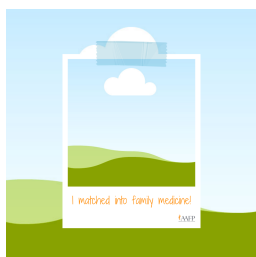
Template 1



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