



Match Week 2025

Social Media Toolkit

It's almost time to celebrate #Match2025!

March 17-21, 2025, 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 #Match2025.



[Social Media Template 1](#)



[Social Media Template 2](#)



[Social Media Template 3](#)



[Instagram Story Template 1](#)



[Instagram Story Template 2](#)



[Instagram Story Template 3](#)

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? #FMRévolution
- 🎉 Hey, #FMRévolution! 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! #MatchDay2025
- Today is the start of Match Week! #FMMatch: Let me know why you are excited to match into family medicine 🙌
- Friday is #MatchDay2025! What's getting you through Match Week?

On Match Day

Matching this year? Use these!

- 🎉 Happy #Match2025! I'm so excited to announce that I have matched into family medicine at [INSERT RESIDENCY]!
- Excited to be joining the #FMRévolution at [INSERT RESIDENCY]! #MatchDay2025
- #FMRévolution, here I come! I'm so happy to announce I have matched into family medicine at [INSERT RESIDENCY]! 🎉 #Match2025
- As I embark on my family medicine journey at [INSERT RESIDENCY], I'd love to hear from others in the #FMRévolution: 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 #FMRévolution with you. #FMMatch

Using Hashtags

- #Match2025
- #MatchDay2025
- #FMMatch
- #FMRévolution

Tagging AAFP

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

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