



Jobs of Tomorrow

Marriage and Family Therapy

Thank you for downloading the “Jobs of Tomorrow—Marriage and Family Therapy” toolkit to promote this important docuseries! Jobs of Tomorrow—Marriage and Family Therapy is an educational, six-episode docuseries delving into the profession of marriage and family therapy and the unique path to becoming a licensed marriage and family therapist (MFT). By interviewing MFTs with unique backgrounds, interests and passion areas, this docuseries seeks to foster a positive and educational atmosphere for those who might be interested in becoming an MFT.

TOOLKIT PURPOSE

The materials in this toolkit were designed for AAMFT members to promote the docuseries to their personal networks, including affiliated practices, universities or other associations. Help us reach the future generation of marriage and family therapists by sharing this informative docuseries far and wide!

Watch Jobs of Tomorrow at:
[Plus.aamft.org/jobs-of-tomorrow/](https://plus.aamft.org/jobs-of-tomorrow/)

SOCIAL MEDIA CONTENT

This content may be used across all social platforms. [All videos and graphics are available for download here.](#)

Tips for Social Media:



1. **Use Images/Graphics in Your Posts:** We encourage you to use the suggested language and graphics provided in this toolkit when preparing to share posts on social media. Please tailor to your own voice and experience as an MFT.
2. **Tag Your Posts:** Be sure to link to the Jobs of Tomorrow series at: [Plus.AAMFT.org](https://plus.aamft.org), tag AAMFT @theAAMFT and use the hashtags #AAMFT, #LMFT, #JobsofTomorrow, #Therapy, #MentalHealth
3. **Hashtag #FutureofMFTs to promote the docuseries**, and we'll reshare your content!

Suggested Copy Options



Twitter/X

OPTION 1:

Check out this amazing new docuseries providing a window into the multifaceted world of marriage and family therapy! This new season of Jobs of Tomorrow highlighting MFTs is available at plus.aamft.org/jobs-of-tomorrow/

OPTION 2:

I just recently finished watching the Jobs of Tomorrow season on marriage and family therapy and am re-inspired by the work and mission of our profession. Curious about the world of being an MFT? This is a great resource: plus.aamft.org/jobs-of-tomorrow/

OPTION 3:

Marriage and family therapy is a core mental health profession—one I am honored to be part of. If you are considering a mental health care career, I encourage you to explore what it means to be an MFT and the #JobsofTomorrow series is a great first step: plus.aamft.org/jobs-of-tomorrow/



Facebook/LinkedIn

OPTION 1:

It was so energizing to watch this documentary on the importance and unique distinctions of the marriage and family therapy profession. Each episode offers a unique perspective, from the significance of systemic therapy to ethical decision-making. For my colleagues and network, I highly recommend watching this docuseries! plus.aamft.org/jobs-of-tomorrow/

OPTION 2:

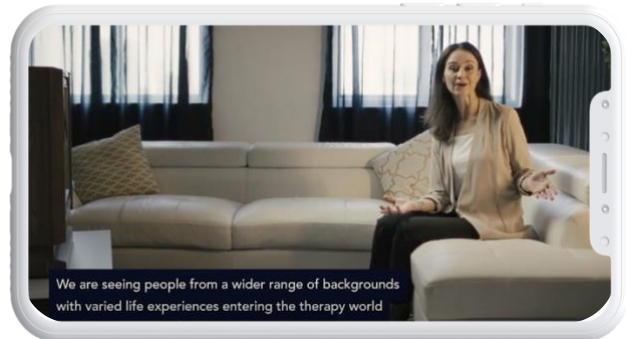
Calling all aspiring and current MFTs! There's an amazing docuseries covering our work, our purpose and the future of our profession. I loved watching this and hearing from other professionals in the space. Highly recommend: plus.aamft.org/jobs-of-tomorrow/

OPTION 3:

There is a growing demand for marriage and family therapists around the globe, and this docuseries did a great job articulating the value of the marriage and family therapy profession and how it will shape the future of mental health care. I highly encourage you check it out: plus.aamft.org/jobs-of-tomorrow/

Available Social Media Graphics

For the full suite of social media graphics and videos you can download to add to your social media post, visit our shared folder here. Below are just a few examples of what is included.



NEWSLETTER/BLOG CONTENT

As an MFT, you may have a regular newsletter you send to your network. This copy may be used for email blasts, print and digital newsletters as well as for posting in forums or groups. Please tailor to your voice and style to best fit your content needs!

JUST RELEASED: Marriage and Family Therapy Docuseries

Friends,

Amidst the growing mental health crisis, there is a greater societal demand for mental health care and services. As you know, MFTs play a pivotal role in addressing a wide array of clinical challenges, from depression and anxiety to marital discord and trauma. I'm so excited to share this new docuseries called, "Jobs of Tomorrow—Marriage and Family Therapy," which interviews MFTs to

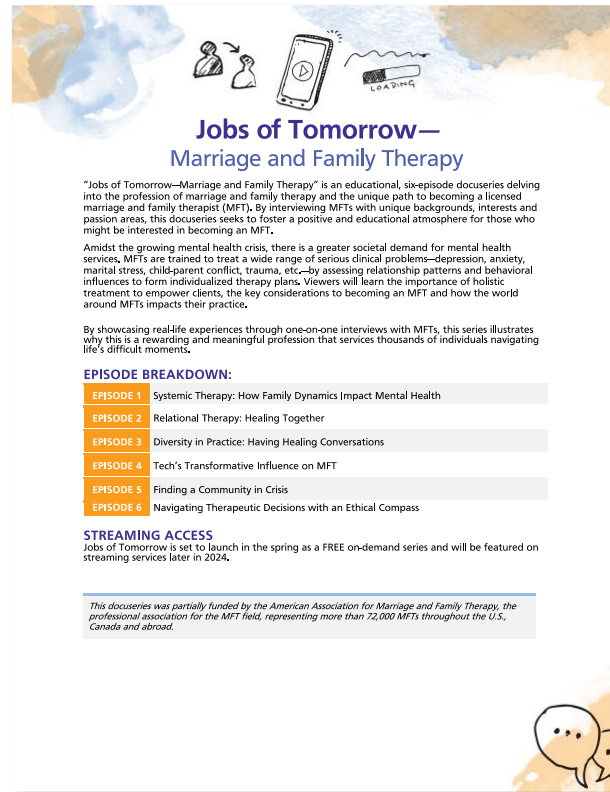
illustrate the immense positive impact MFTs play in the world and the unique training required to become an MFT.

If you are interested in a mental health care profession or have wondered what considerations go into becoming an MFT, I highly encourage you to watch this engaging and incredibly informative docuseries. Within six episodes, they cover: relational healing, diversity in practice, ethical decision-making, tech advancements and so much more. I'm excited for the future of marriage and family therapy, and I hope you are too.

Watch the series for FREE at <https://plus.aamft.org/jobs-of-tomorrow/> now or find it on streaming services later this year.

ONE PAGER

If you need a quick backgrounder on what this docuseries aims to achieve and the contents covered, use our Jobs of Tomorrow—Marriage and Family Therapy one pager as a guide for that conversation. To print or view the one pager, [download it here](#).



FLYER

[Download and print](#) out the flyer so other people can watch the docuseries too! You can hang it in your office, on a bulletin board or share with your networks via email too!

