



# Collegiates In Action Week

## Music In Our Schools Month®

### Social Media Campaign

March 23 – 27, 2026

For 41 years, March has been officially designated by the National Association for Music Education (NAfME) for the observance of Music In Our Schools Month® (MIOSM®), the time of year when music education becomes the focus of schools and communities across the nation.



The 2025–2026 academic year marks the third annual **NAfME Collegiate MIOSM Social Media Campaign**, newly rebranded as **Collegiates In Action Week**. This campaign designed by the [NAfME Collegiate Advisory Council](#) allows chapters to raise awareness of the importance of music education on their campuses. Chapters are encouraged to collect photos and videos of chapter activities and plan posts using [#NAfMECollegiatesInAction](#), [#MIOSM](#), [#UnitedThroughMusic](#) and each day's theme (e.g., [#AlmaMaterMonday](#)) to demonstrate how they are celebrating and advocating for music education for everyone in their communities. Each day's theme and description below offer ideas to consider, but chapters are strongly encouraged to get creative with each theme! Contact [collegiate@nafme.org](mailto:collegiate@nafme.org) with any questions and **remember to tag @nafme and @nafmecollegiateofficial on Instagram (or @cnafme on Facebook) in your posts!**

#### Alma Mater Monday

Post a video of your entire chapter playing/singing your college/university's alma mater/school song at your campus's most recognizable monument! Wear your school colors, NAfME gear, and bring any banners or posters to showcase your chapter's celebration of music education. Record the video in advance and be prepared to post on **#AlmaMaterMonday!**

#### Teachable Tuesday

Celebrate the art of teaching by filling your social media with photos and videos of your chapter members in the classroom. This includes internships, practicums, or even rehearsal technique and methods classes. Chapters are encouraged to highlight all communities represented in their chapter and community. Celebrate your growth as future music educators on **#TeachableTuesday!**

#### Wellness and Community Wednesday

How is your chapter promoting wellness? Share photos and videos of guest speakers, breathing techniques, a pep talk from your chapter leadership, or perhaps your chapter participating in a social wellness activity! How about community? Show us how your chapter gets into the community with street clean-ups, instrument petting zoos, and other service opportunities with **#WellnessAndCommunityWednesday!**

#### Leadership Thursday

Music In Our Schools Month® is an opportunity for you as pre-service music educators to celebrate your expertise as music leaders. For **#LeadershipThursday**, consider interviewing your favorite music leaders, posting some of your favorite quotes, or sharing stories of how your leadership inspired others.

#### Music Making Friday

Wrap up the week by showing off what your chapter does best: making music in your schools! Share photos and videos of your chapter members in recitals, concerts, impromptu improv, and other creative musical spaces for **#MusicMakingFriday!**