

#GRO UNDS WEEK

17-23 MARCH 2025

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CONTENTS

What Is #GroundsWeek ?	3
Support #GroundsWeek 2025	4
Share Your Story	5
#GroundsWeek 2025 Launch Post	6
#GroundsWeek 2025 Toolkit	7
Suggested Social Media Posts (Before #GW)	8
Suggested Social Media Posts (During #GW)	9
Suggested Social Media Posts (After #GW)	10
Content Ideas	11

WHAT IS #GROUNDSWEEK?

#GroundsWeek is the Grounds Management Association's annual, nationwide celebration of the dedicated professionals and volunteers who work behind the scenes to make playing surfaces and green spaces thrive.

It's a week dedicated to highlighting the skill, expertise, and hard work of grounds staff, inspiring greater appreciation for their invaluable contributions.

Whether you're a professional grounds manager, a volunteer, or simply someone who loves well-maintained spaces – **#GroundsWeek** is an opportunity to showcase achievements and encourage others to explore a rewarding career in grounds management.

#GROUNDS WEEK

SUPPORT #GROUNDSWEEK 2025

There are so many ways to be part of **#GroundsWeek!**

Share your story online using **#GroundsWeek** to showcase your work and the positive impact it has. Organise a local event, such as a guided tour of your facility or a grounds keeping demonstration. Or simply spread the word - talk to your community, your colleagues or anyone who might be inspired to learn more about the profession.

Whether it's a social media post paying tribute to your grounds team, or a conversation with your neighbour, every word helps make **#GroundsWeek** a success.

17-23 MARCH 2025

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SHARE YOUR STORY

Are you passionate about grounds management and have an inspiring story to tell? Whether you're a professional, a volunteer or part of a team maintaining green spaces, we want to hear your story!

#GroundsWeek is a time to spotlight the incredible work being done to create and sustain the spaces we all enjoy.

Here's how you can get involved:

- Share your experiences in grounds management on social media using **#GroundsWeek**
- Highlight the impact your work has on communities, sports, and the environment
- Let's inspire others to appreciate and support our vital industry

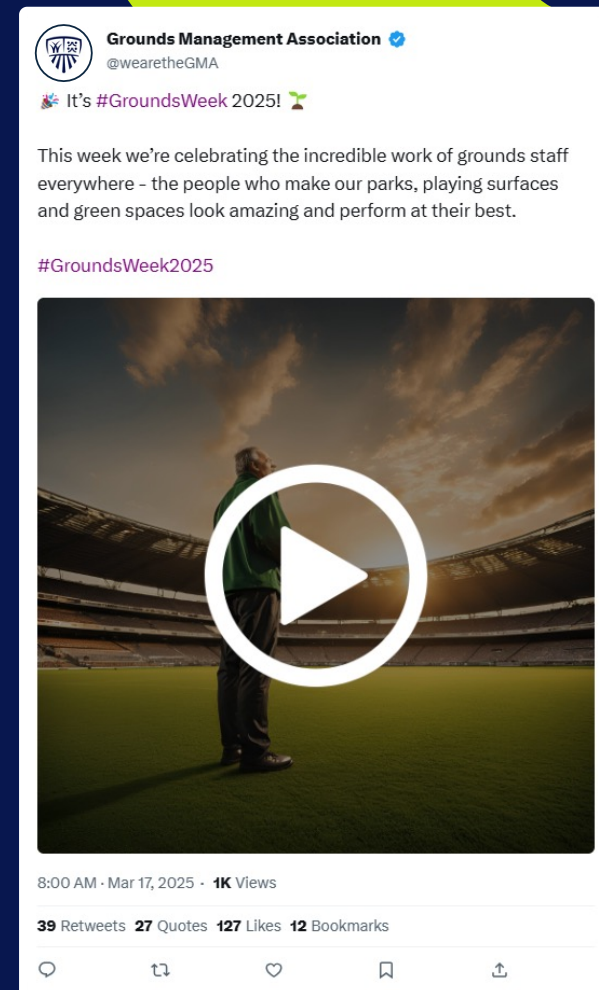
**SUBMIT YOUR
GROUNDS
MANAGEMENT
STORY**



#GROUNDS WEEK

#GROUNDSWEEK 2025 LAUNCH POST

- Look out for our launch day post and share it with your followers
- Keep an eye on [@wearetheGMA](#) across all social media channels on the morning of Monday 17 March
- Last year, [#GroundsWeek 2024](#) reached over 18 million people across social media. Let's get [#GroundsWeek](#) trending during 2025
- Follow our social channels and use the hashtag [#GroundsWeek](#) to keep up to date on all things grounds management!



17-23 MARCH 2025

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#GROUNDSWEEK 2025 TOOLKIT

- Download all the **#GroundsWeek** assets to your device
- Select the social media channel(s) you want to post on
- Copy and paste the pre-prepared text on the following pages, making sure to fill in any blanks
- Upload the graphic, check the preview, and ensure everything looks great
- Tag **@wearetheGMA** in your post
- Don't forget to include **#GroundsWeek**
- You're ready to share!

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THE
ASSETS**



SUGGESTED SOCIAL MEDIA POSTS (BEFORE #GROUNDWEEK)

#GroundsWeek is just around the corner (17–23 March)! Get involved by celebrating the incredible work of grounds staff and volunteers.

Download the Toolkit for ideas, graphics and more: thegma.org.uk/groundswweek/



Did you know **#GroundsWeek** is from 17–23 March? Now's the perfect time to plan how your club or organisation will get involved. Share a thank you message, showcase your grounds team, or highlight their amazing work!

Download the toolkit here: thegma.org.uk/groundswweek/



#GroundsWeek is nearly here! Get ahead of the game by snapping a photo of your grounds team or pitch and getting ready to share it during 17–23 March.

Show the world the pride we take in our grounds!



MAKE SURE TO INCLUDE THE **#GROUNDWEEK** HASHTAG IN ALL POSTS AND TAG THE GMA ACROSS ALL SOCIAL MEDIA CHANNELS USING **@WEARETHEGMA.**

SUGGESTED SOCIAL MEDIA POSTS (DURING #GROUNDSWEEK)

It's **#GroundsWeek**! Let's take a moment to recognise the hard work and dedication of grounds staff and volunteers everywhere. Share your stories and tag **@wearetheGMA** to join the celebration!

Ever wondered what it takes to prepare and maintain a playing surface? This **#GroundsWeek**, we're sharing behind-the-scenes insights from our amazing grounds team. Stay tuned!

Behind every [great space/training ground/stadium/playing surface] is an incredible grounds team. This **#GroundsWeek**, we're celebrating our team for keeping [GROUNDS/FACILITY NAME] in top condition. Thank you for everything you do!

This week we're celebrating **#GroundsWeek** and thanking the unsung heroes of sport: our grounds staff and volunteers. Show your appreciation in the comments or share your own message using **#GroundsWeek**!

It's **#GroundsWeek**, and we're putting the spotlight on the people who make our games possible. Share your thanks, stories and photos to help us celebrate their incredible work!

MAKE SURE TO INCLUDE THE **#GROUNDSWEEK** HASHTAG IN ALL POSTS AND TAG THE GMA ACROSS ALL SOCIAL MEDIA CHANNELS USING **@WEARETHEGMA**.

SUGGESTED SOCIAL MEDIA POSTS (AFTER #GROUNDSWEEK)

#GroundsWeek 2025

may be over, but the appreciation for our grounds staff and volunteers doesn't stop here.

Thank you to everyone who joined us in celebrating!



What an incredible #GroundsWeek it's been! Thank you to everyone who took part and helped us shine a light on the amazing work grounds teams do across the country.



Missed #GroundsWeek?

It's never too late to say thank you! Grounds staff work year-round to keep facilities in top shape, and they deserve recognition every day.



MAKE SURE TO INCLUDE THE #GROUNDSWEEK HASHTAG IN ALL POSTS AND TAG THE GMA ACROSS ALL SOCIAL MEDIA CHANNELS USING @WEARETHEGMA.

CONTENT IDEAS

A **photo** of your grounds staff or volunteers

A **photo** of your playing surface
(either current or past work you're really proud of)

A **short video** of someone at your club or organisation
saying thank you to the grounds team

A **short video** of your grounds staff talking about why
they got into the industry/help out in their spare time

Adding a **note of thanks** to a matchday programme
or stadium speakers matchday itinerary to saying
it during halftime on matchday

Sharing an **interview** with your club's grounds staff

Getting a player or member of the coaching staff to try
their hand at preparing the pitch for a **short video**

A **social media 'takeover' day**, with a member of the grounds
team sharing the maintenance throughout the day

Make sure to include the **#GroundsWeek** hashtag
in all posts and tag the GMA across all social
media channels using **@wearetheGMA**

Lastly, don't forget to **tag your
grounds staff or volunteers** if you can

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17-23 MARCH 2025



@WEARETHEGMA

