



Massage Therapy Awareness Week – MTAM Member Features

We are proud of our members and the amazing work they do which has such a positive impact on the health and wellness of Manitobans. We want the public to be more aware of the amazing work our members are doing, where they are located and how to get in touch with them.

That’s why the MTAM Marketing & Communications Committee is highlighting members and their practices around the province.

Member features were first introduced in 2023 for MTAM's 50th Anniversary. These features were extremely well received by the public and proved to be very popular on social media.

Following up on the success of last year's campaign, Member features are being planned throughout the month of October and culminating in Awareness Week from October 20-26, 2024.

Features will appear on all MTAM’s social media platforms (Facebook, Instagram, and LinkedIn), the MTAM website, and in MTAM email communications.

Deadline to provide your feature content is September 5th.

Thank you for your participation!

The MTAM Marketing & Communications Committee



Member Feature Form

In order to prepare your feature, we'll need some information about you and your practice. The information that you provide along with some photo and video content will be formatted for use on the MTAM website, social media pages, and email communications.

The MTAM social media team can help edit your written content and arrange a time to take photos/video at your clinic if you need assistance.

If possible, we'd also like to complete short interviews with current massage therapy clients. If any of your clients are interested in participating, there is a client consent form at the end of this document to give us permission to contact them.

Name: _____

Business Name: _____

Clinic Name: _____

Clinic Website: _____

Facebook page: _____

Instagram page: _____

Linkin page: _____

Bio (School, additional training, background, other interests, etc):



Why did you choose to become a Registered Massage Therapist?

Why did you choose to join MTAM?

Tell us about your massage therapy practice (e.g., treatment philosophy, professional area of focus, type of clientele, future goals):

What is the biggest challenge you've faced in your career?



What are some of your career highlights?

What advice would you give new Registered Massage Therapists?

Please provide the following images/video:

- Current photo (Head & shoulders)
- Photos and/or video of clinic space and clinic team (video and photo reels get more attention on social media)
 - **Please let us know if you need assistance with your photos and/or video content. Our social media team can arrange to visit your clinic to take photos/video if needed.**
- Update your Find an RMT listing on the MTAM website as needed.
- Client stories to further enhance our awareness week promotions. See page 5.



Client Stories

Would any of your clients would be interested in sharing a few comments on how massage therapy has helped them? If so, please use the attached consent form to allow us to reach out to them with additional details and to arrange for a short interview.

Client Consent to Contact

I _____ agree to have a representative from the Massage Therapy Association of Manitoba contact me for an interview to be used for Massage Therapy Awareness week.

I prefer to be contacted by:

Phone at _____

Email at _____

Signature: _____

Date: _____