

#GROUNDS WEEK

23-29 MARCH 2026

ENGAGEMENT PACK



#GRO UNDS WEEK

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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 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.

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SUPPORT #GROUNDSWEEK

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.

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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

SHARE YOUR STORY

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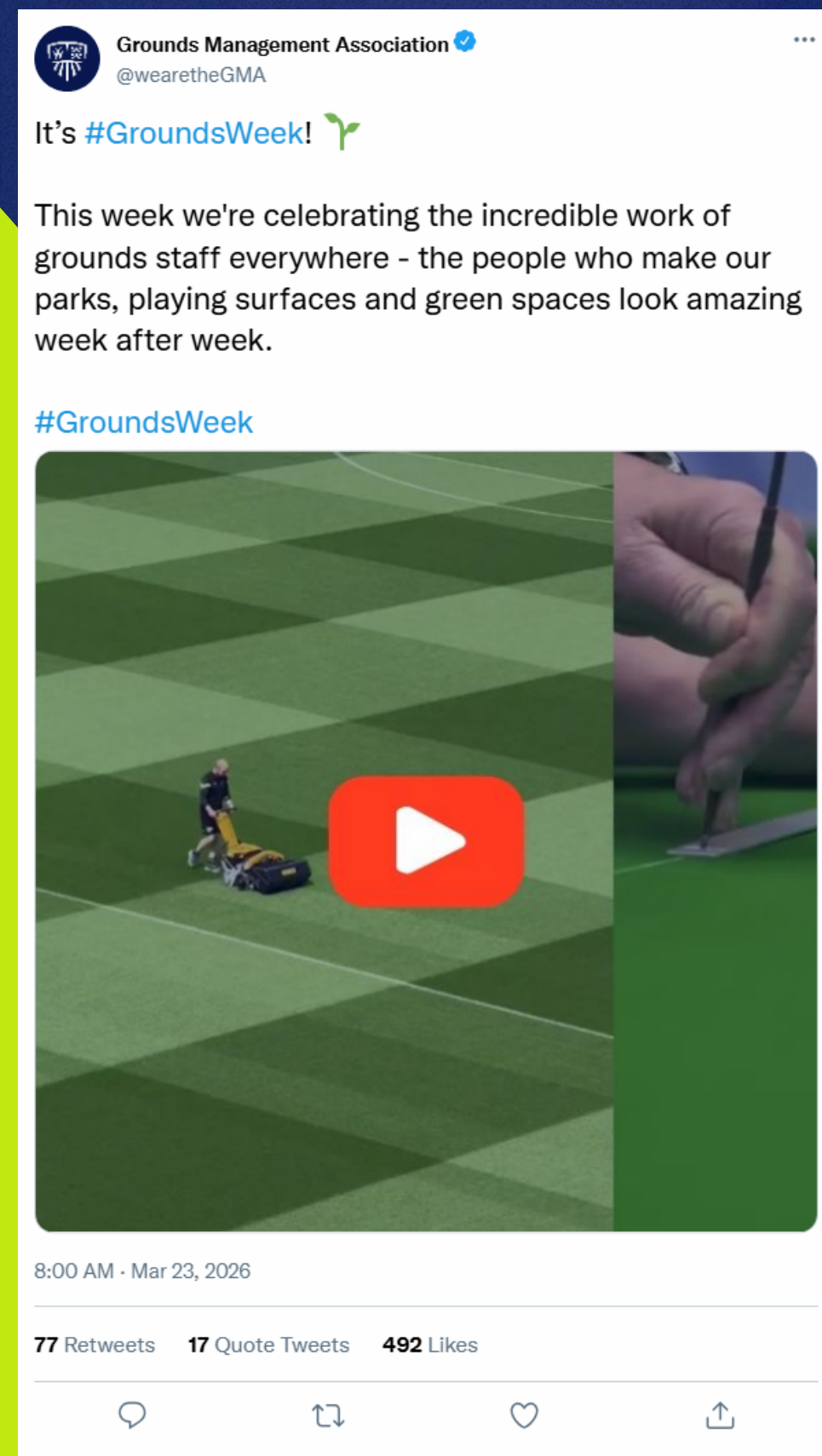


#GROUNDSWEEK LAUNCH POST

- 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 23 March
- Last year, **#GroundsWeek** 2025 reached over 20 million people. Let's get **#GroundsWeek** trending during 2026
- Follow our social channels and use the hashtag **#GroundsWeek** to keep up to date on all things grounds management!

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#GROUNDSWEEK ASSETS

- 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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SOCIAL MEDIA POSTS *(BEFORE #GROUNDSWEEK)*

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

Quick heads-up...

#GroundsWeek is coming 🌱

A whole week to shout about the people who make sport possible.



Ever stopped to think who keeps everything tidy, safe, and green?

We will next week.

#GroundsWeek



Counting down to **#GroundsWeek** 🙌

Time to give some well-deserved credit where it's due.



Next week = **#GroundsWeek**.

Good people, good work, and a good excuse to say thanks.



Grounds teams deserve more love and recognition and next week we're giving it.

#GroundsWeek



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SOCIAL MEDIA POSTS *(DURING #GROUNDSWEEK)*

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

It's **#GroundsWeek!** 🌱

Big shout-out to the people who make our places look good without making a fuss about it.

It's **#GroundsWeek**.

A reminder that without grounds teams, there is no matchday.

Rain, mud, early mornings... and still getting it done.

Grounds teams are the real ones.

#GroundsWeek

If you appreciated the pitch today, thank a Groundsperson. **#GroundsWeek**

This week's all about the people who keep things running from the ground up. **#GroundsWeek**

Grounds management doesn't always get the spotlight, so we're turning it on this week. **#GroundsWeek** 🙌

It's a fun week, but the thanks are very real.

Appreciate every grounds team out there. **#GroundsWeek**

Players perform at their best when the surface is right. Grounds teams make that happen. **#GroundsWeek**

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SOCIAL MEDIA POSTS *(AFTER #GROUNDSWEEK)*

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

#GroundsWeek might be over, but the work certainly isn't.

Thanks again to everyone who keeps our spaces, pitches and playing surfaces looking spot on.



If #GroundsWeek did one thing, it's reminding us how important this work and this industry really is.

Cheers, everyone 🌱



Next time the game goes ahead in tough conditions, remember why.

Grounds teams.

#GroundsWeek



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CONTENT IDEAS

Share a photo of your grounds staff or volunteers

Post photos of your playing surfaces

A 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

Share an interview with your grounds staff or volunteers

Get 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

Adding a note of thanks to a matchday programme or stadium speakers matchday itinerary

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thegma.org.uk