

#GROUNDSWEEK

23-29 MARCH 2026

ENGAGEMENT PACK



#GROUNDSWEEK

CONTENTS

What is #GroundsWeek?	3
Support #GroundsWeek 2026	4
Share Your Story	5
#GroundsWeek Launch Post	6
#GroundsWeek Assets	7
Suggested Social Media Posts	8-10
Content Ideas	11



23-29 MARCH 2026

#GROUNDSWEEK



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.

23-29 MARCH 2026

DOWNLOAD ASSETS

#GROUNDSWEEK

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.

23-29 MARCH 2026

DOWNLOAD ASSETS

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

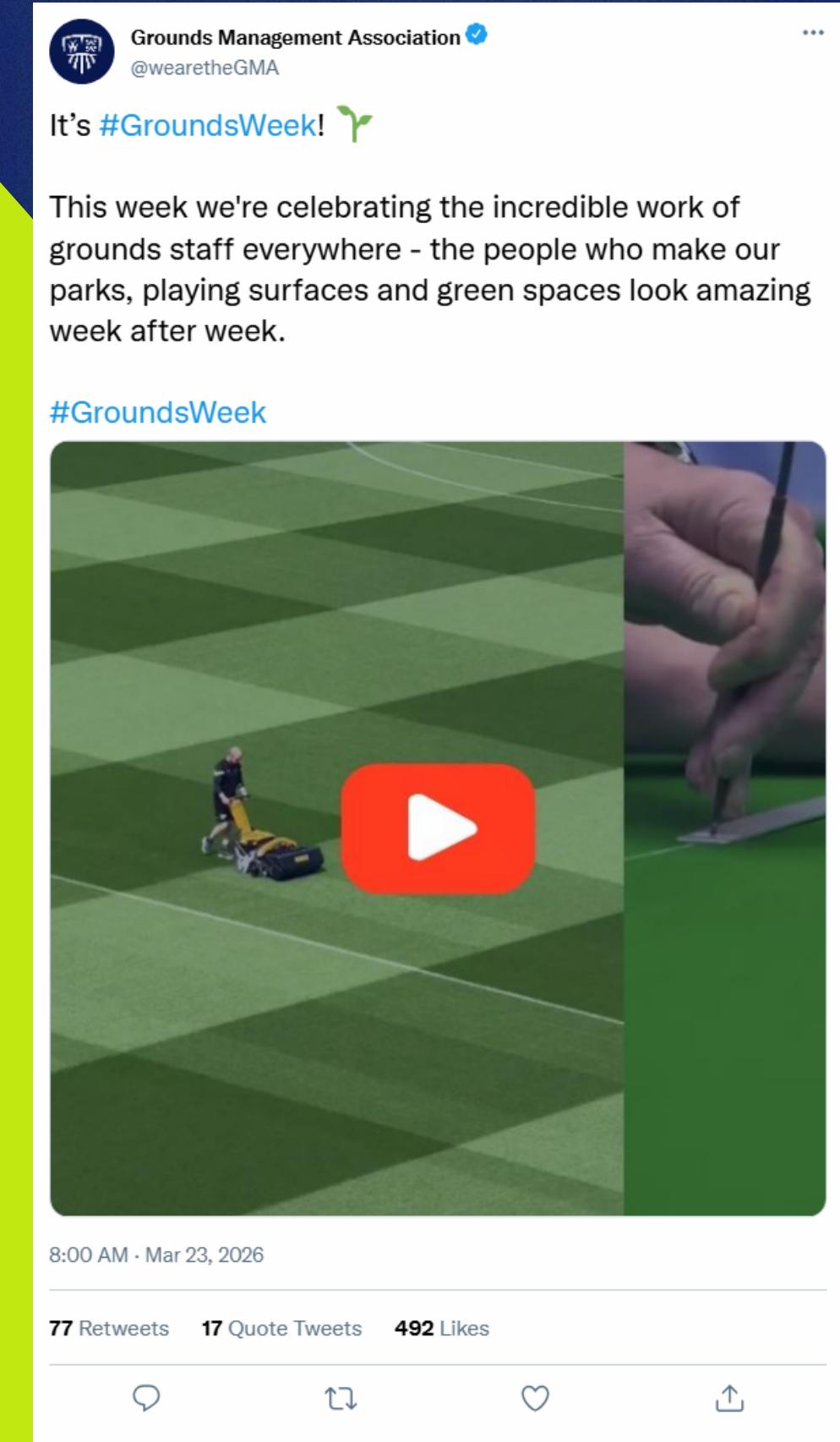
SHARE YOUR STORY



#GROUNDSWEEK

#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!



23-29 MARCH 2026

DOWNLOAD ASSETS

#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!

DOWNLOAD ASSETS



#GRO UNDS WEEK

SOCIAL MEDIA POSTS *(BEFORE #GROUNDSWEEK)*

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



MORE TEMPLATES



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**

MORE TEMPLATES

#GROUNDSWEEK

SOCIAL MEDIA POSTS *(AFTER #GROUNDSWEEK)*

#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



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

MORE TEMPLATES

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

#GROUNDSWEEK

23-29 MARCH 2026



@wearetheGMA



thegma.org.uk