

# Recognizing Professional Observances

All of our employees play a vital role in our organization. Some departments may wish to recognize their employees during their annual national professional observance day, week, or month. UAB Medicine Marketing & Communications will support all efforts that we are aware of with the following standard offerings for each professional observance:

- **Social media recognition posts** – to be posted on official UAB Medicine channels
- **Digital signage** – to be published on TV screens across the UAB Medicine campus
- **Applause** – to be published on Applause homepage

To implement, a representative from UAB Medicine Marketing & Communications will reach out a few weeks in advance of a department's observance to obtain consented pictures of employees and request approval of the observance's write-up for social media. If pictures are submitted, they must be sent by Wednesday the week before the start of the observance.

If departments have budget they would like to spend on their professional observance efforts, they need to be submitted for consideration 8 weeks in advance to [marketing@uabmc.edu](mailto:marketing@uabmc.edu). If significant budget and/or T-shirts are being requested, a detailed celebration plan for the professional observance must be submitted in writing to the senior operating leadership council via a department leader. Once senior leadership approves, Marketing can begin work on approved efforts.

Please note that all T-shirt requests must also be submitted using the **T-shirt approval request form**. Please review the **UAB Medicine T-shirt Guidelines and Approval Process** before submitting your request. Specialty items should be requested no fewer than 8 weeks out, to allow time for production and shipping.