

BMUS)))

2026 BMUS MUAM Media Pack



For more information, please contact jemima@bmus.org

BMUS MUAM Media Pack 2026

Celebrating the people and the profession.

Medical Ultrasound Awareness is held annually in October to create awareness of the role sonographers play in the medical community and to educate the public about medical ultrasound.

Every year, BMUS takes part in MUAM, and as part of this, we ask our faculty and community to get involved.

We've put together a range of activities and resources to help you celebrate with your colleagues, raise awareness of sonography and show your professional pride. Explore our activities below and get involved this October!

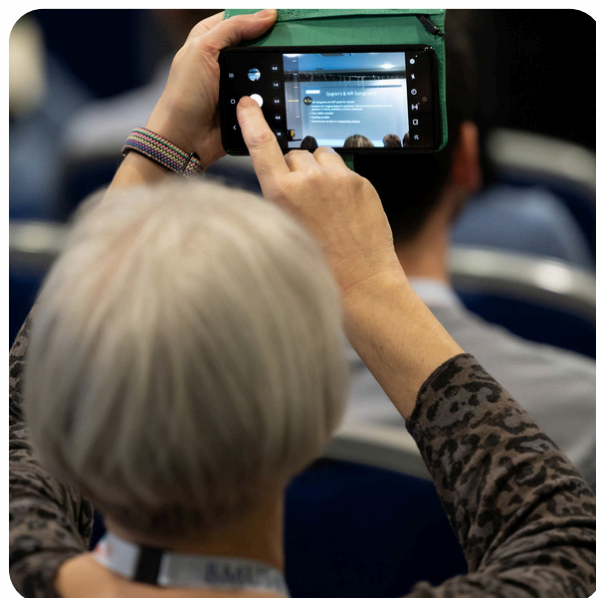
This information pack includes:

- Step-by-step guides for sharing on social media
 - Social media copy template
 - Step-by-step guide to embedding email banners
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Engaging on social media

1. Take a selfie at work, with colleagues or at home. Whatever works best for you!
2. Upload the picture to your chosen social media site.
3. Write a caption talking about what you're thankful for in your role and celebrating someone or lots of people in your community in Ultrasound.



Can't think of what to write? Use our template copy on the next page.

4. Before you hit send! Tag us in your post and add the following hashtags.
#Ultrasound #CelebratingUltrasound
#BMUS #ProudToBeInUltrasound

5. Double-check everything is right and hit send!



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Template social copy.

It's Medical Ultrasound Awareness Month (MUAM)!
October is dedicated to creating awareness of the role sonographers play in the medical field and educating people about medical ultrasound.

I've been working as a..... for X years, and I've had the privilege of working with lots of amazing colleagues, working on cases and supporting patients.

This month I want to reflect on one thing I am thankful for in this field and in the ultrasound community, and that is.....
(Please share why)

Thank you to all the sonographers, clinicians, midwives and medical professionals in the ultrasound field who work hard to provide the best patient care and advance ultrasound research and education!

#Ultrasound #CelebratingUltrasound #BMUS



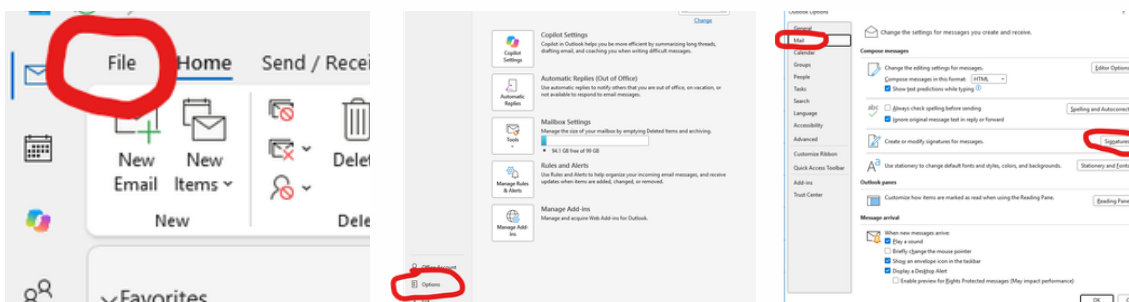
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Email Banner

We have created an email banner you can put in your emails to help raise awareness! These steps apply to those who use Outlook

Steps for Classic Outlook for Windows

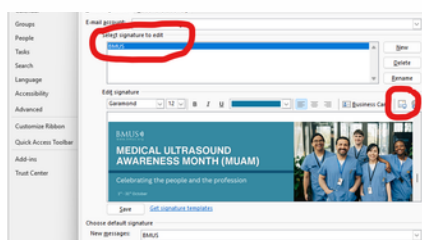
1. Head over to outlook and and click File > Options > Mail.



2. Click the Signatures... button next to "Create or modify signatures for messages".

3. Select an existing signature to edit or click New to create one.

4. Place your cursor in the edit box and click the Picture icon to browse and insert your image.



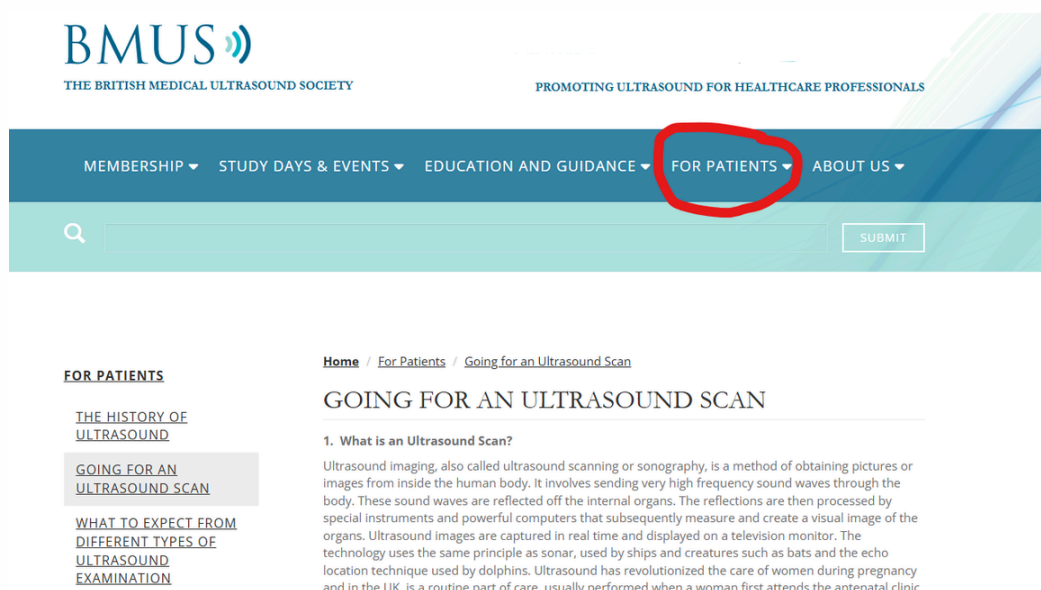
5. Click OK to save the signature

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Patient engagement

A big part of MUAM is raising awareness about ultrasound to the public. Here are some ways you can help your patients learn more about ultrasound:

1. Encourage patients to check out the BMUS webpage to find out about the history of ultrasound, what it's like going for a scan and more



2. Provide resources to patients that will help inform their understanding of ultrasound. These can include credible flyers, posters or website links.

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Important notes:

1. Please make sure your post does not contain personally identifying information about patients' cases.
2. When taking pictures with colleagues, make sure you have their consent before you post.
3. Only share a post if you feel comfortable. Your post doesn't have to feature your face or anybody else. A caption talking about ultrasound and what you are grateful for is more than enough.
3. Have questions? Email our events and marketing officer for help: jemima@bmus.org

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Share, repost and engage!



We are excited to read your stories.