



**AUTOMATIC  
DOOR**  
DAY

**NATIONAL AUTOMATIC DOOR DAY 2025**

# Communications Planning Primer



# AUTOMATIC DOOR DAY



## March 19 is Automatic Door Day!

This is a day for our entire industry to celebrate, and we're inviting all AAADM member companies to get behind the big day. Of course, AAADM will be promoting the day, too, with fun teaser posts in the weeks before and key messages that unite our industry — including messages of health, wellness, and equality. Whether you choose to use our AAADM content or develop your own, we look forward to celebrating Automatic Door Day on March 19.

### Everyday magic.

**This year, we're acknowledging that special feeling every gets from time to time when walking through an automatic door. Who among us hasn't stepped on the sensor mat for an automatic door, held out a hand, and pretended to open the door with just the power of the mind? This simple act of opening a door hands-free is a reminder of the magic all around us.**

Built into the lighthearted observance of automatic doors is also an acknowledgment of the more serious role automatic doors play in accessibility, health, and safety

### Share in the Celebration

As manufacturers at the heart of our industry, you are encouraged to rally around these messages of access and touch-free entry — utilizing content as is or adapting it for your company. AAADM will be communicating and celebrating the day as part of an ongoing awareness campaign that will emphasize issues that go beyond product.

### So what will your team talk about?

We want architects, builders, facility managers, and building owners to be aware of automatic doors. We want them to specify automatic doors in their building plans, and install them in their existing buildings. So please use National Automatic Door Day to remind these key audiences, and the public, what makes automatic doors so great.

Save the date!



Automatic Door Day 2025  
is Saturday, March 19!

Share this with your  
marketing team!



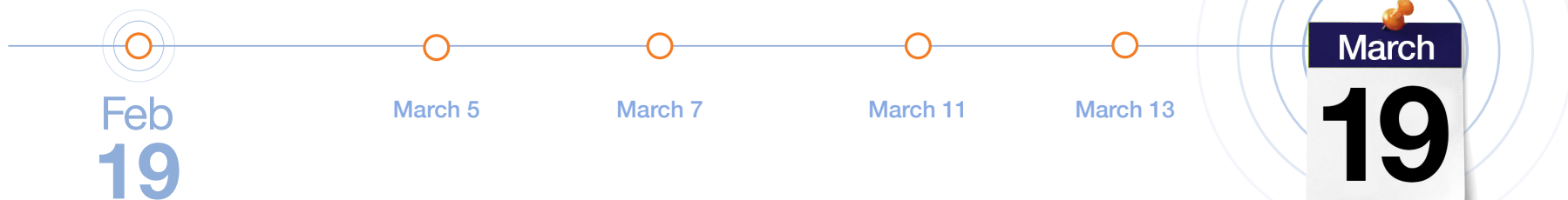
Ask them to start planning now.

Share any of your  
own ideas with us!



We'll share them on social media.

# Social Media Timeline



### Teaser posts

Beginning February 19, we will be posting a series of teasers leading up to March 19.

These lighthearted posts are designed to remind key audiences that automatic doors are a kind of everyday magic . #AutomaticDoorDay

### Automatic Door Day post

## DOWNLOAD

Automatic Door Day social materials here:

↓ Download

## Teaser posts



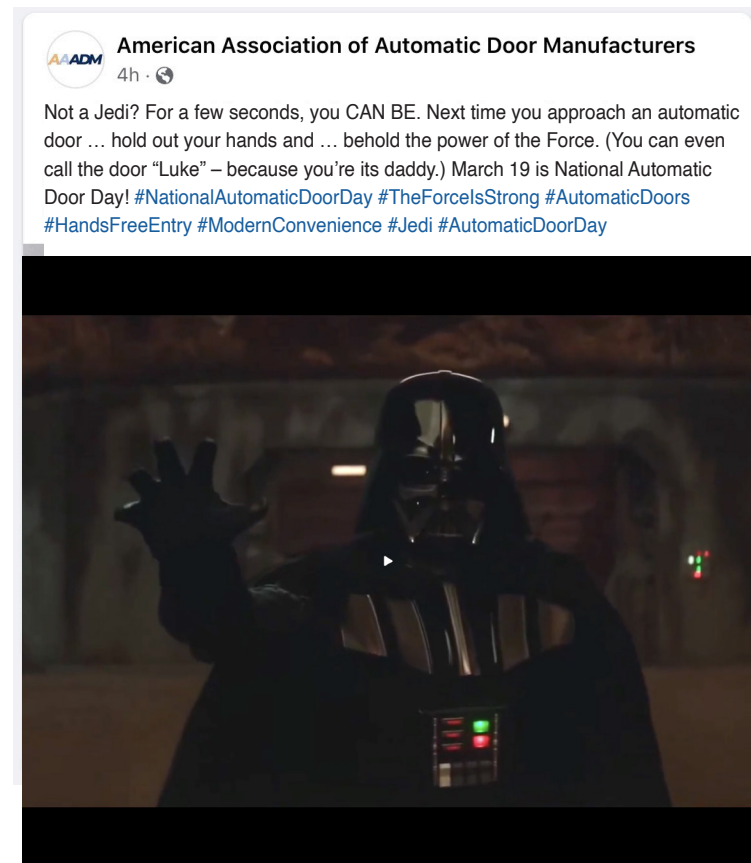
**February 19**

**The countdown to National Automatic Door Day has begun!**



**March 5**

**Not a Jedi? For a few seconds, you CAN BE.**



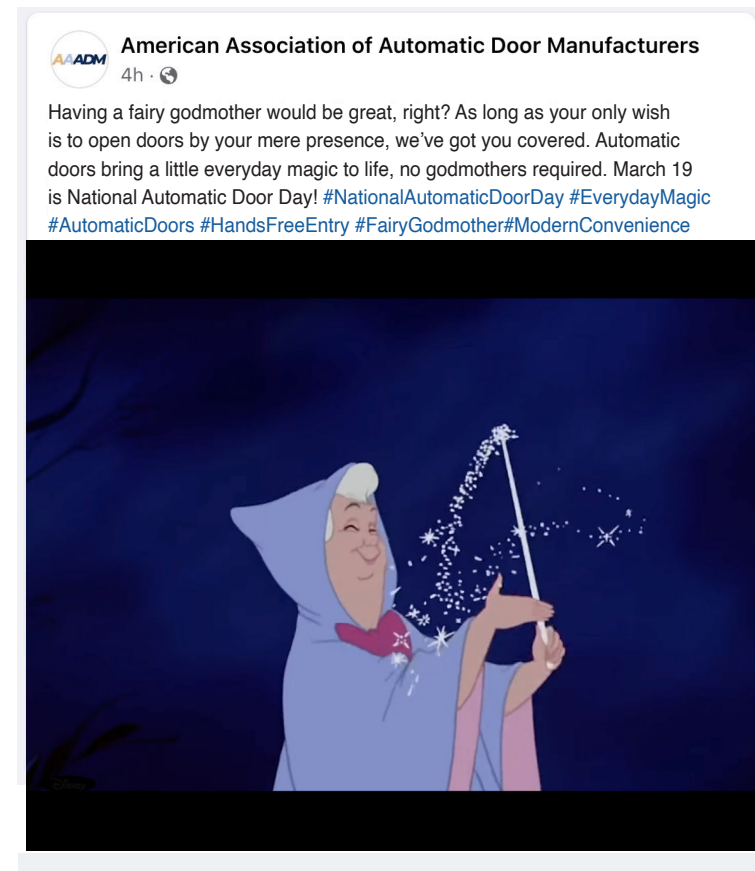
## Teaser posts



**March 7**  
**Abracadabra!**



**March 11**  
**Bring a little everyday magic to life, no fairy godmothers required.**



## Teaser posts



**March 13**

**Real wizards harness the magic of automatic doors.**



American Association of Automatic Door Manufacturers  
4h · 🌐

Doorknobs are for muggles. Real wizards harness the magic of automatic doors to make entering and exiting totally hands-free. Let these modern marvels put a spell on you on March 19 – National Automatic Door Day – and every day! [#NationalAutomaticDoorDay](#) [#Magic](#) [#AutomaticDoors](#) [#HandsFreeEntry](#) [#ModernWizardry](#) [#OpenSesame](#) [#EverydayMagic](#)



## Automatic Door Day post



**March 19**

**Wish Granted! It's Automatic Door Day!**



American Association of Automatic Door Manufacturers  
4h · 🌐

Unlike a genie, automatic doors don't need three wishes to make life easier. They improve accessibility, convenience, and even energy efficiency—all at the wave of a hand (or just your presence!). Happy National Automatic Door Day!!! [#NationalAutomaticDoorDay](#) [#EverydayMagic](#) [#AutomaticDoors](#) [#HandsFreeEntry](#) [#ModernWizardry](#) [#OpenSesame](#) [#AutomaticDoorDay](#)

