

# Social Media Toolkit

## Title: Back to School

For use during Week 33 (8/17/20 to 8/23/20)

Launch Date: 8/3/20

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

Going back to school is a very important time of the year, especially today since students may not have seen each other for months during the coronavirus pandemic. School is a very important place for students to develop socially, stay active and stay healthy. In fact, parental involvement can improve social skills and lead to better outcomes for their children academically. Many children obtain half their calories and activity level from school. It can be seen as a second home for some. Given the continuance of the COVID-19 crisis, many children will be doing most of their schooling online. This is a very different type of learning and may be difficult to navigate for children and parents alike.

Another concern is that children who usually get their breakfast and lunch at school do not have adequate nutritional intake when not in school. Many schools have provided those who receive low-to no-cost lunch with meals over the summer and will continue to do so throughout the school year, even if children do not physically go into their school buildings. There are other community resources that also provide food to school age children. These are too many to list within this toolkit, but it is advised that individuals call their local food banks or food distribution centers for a listing of providers in their immediate area.

This toolkit will provide resources for parents on how to best prepare their kids for school, no matter what that looks like, and be involved in their children's academic life.

### Target audience/high-risk subsets

*\*Describe target audience*

*People with school aged children*

*\*Describe high-risk or sub-populations, if appropriate*

### Target Audience Needs/Issues/Considerations

*\*Include considerations that the opposition may provide*

Needs and considerations need to be taken for homeschooled children who may not have the same experience as those who go to school

### Supporting Campaigns

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease control and prevention](#)

[United States Census Bureau](#)

[Ohio Department of Education](#)

[FoodFinder](#)

### References

Back to School – Ideas for Parents. Centers for Disease Control and Prevention.

[https://www.cdc.gov/healthyschools/features/B2S.htm?CDC\\_AA\\_refVal=https://www.cdc.gov/features/back-to-school/index.html](https://www.cdc.gov/healthyschools/features/B2S.htm?CDC_AA_refVal=https://www.cdc.gov/features/back-to-school/index.html). Published September 3, 2019. Accessed April 22, 2020.



Preparing children to go back to school amid COVID-19 <https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/schools-faq.html#Parents>



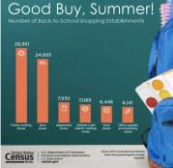

FoodFinder helps to find food pantries in your area by using your zip code: <https://foodfinder.us/>

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Karisma Sinha--Northeast Ohio Medical University, medical student																													
<b>Estimated time used to create</b>	3 hours																													
<b>Date submitted</b>	4/22/20																													
<b>DUE date &amp; TARGET date for release (Monday)</b>	8/3/30																													
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>8/13/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge</td> <td>7/22/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	8/13/20	AL	AL		Kim Trowbridge	7/22/2020	KT	KT	KT										
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	<b>Approvers Instructions</b> <ul style="list-style-type: none"> <li>• Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul>																													
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<b>Accuracy</b> Sources of all data are provided (all credible sources) YES or NO																														
<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>				Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0		
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**FACEBOOK**


<p><b>Facebook 1</b></p>	<p><a href="https://www.cdc.gov/healthyschools/features/virtual_healthy_school.htm">https://www.cdc.gov/healthyschools/features/virtual_healthy_school.htm</a></p>  <p>Message: Students spend about 8 hours a day in school, making the school setting an ideal place to teach and model healthy behaviors.</p>
<p><b>Facebook 2</b></p>	<p><a href="https://www.cdc.gov/healthyyouth/protective/pdf/parentengagement_parents.pdf">https://www.cdc.gov/healthyyouth/protective/pdf/parentengagement_parents.pdf</a></p> 

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p><b>Facebook 3</b></p>		<p><a href="https://www.cdc.gov/cpr/readywrigley/checklists.htm">https://www.cdc.gov/cpr/readywrigley/checklists.htm</a></p>	<p>Backpack emergency care</p>	<p>4/22/20</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p><b>Facebook 4</b></p>		<p><a href="https://www.cdc.gov/features/teens-back-to-school/index.html">https://www.cdc.gov/features/teens-back-to-school/index.html</a></p>	<p>Each day, the nation's schools provide an opportunity for roughly 56 million students to learn about the dangers of unhealthy behaviors and practice skills to help establish lifelong healthy behaviors.</p>	<p>4/22/20</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p><b>Facebook 3</b></p>		<p><a href="https://www.census.gov/newsroom/stories/2019/back-to-school.html">https://www.census.gov/newsroom/stories/2019/back-to-school.html</a></p>	<p>Back-to-School Shopping</p>	<p>4/22/20</p>	<p>Source: United States Census Bureau</p>
<p><b>Facebook 4</b></p>		<p><a href="https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/schools-faq.html#Parents">https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/schools-faq.html#Parents</a></p>	<p>Know what is going on with your child's education during COVID-19. Also check with your state and local school boards of education or school web page.</p>	<p>7/22/20</p>	<p>Source: Centers for Disease Control and Prevention</p>

## TWEETS

### Twitter best practices




- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*




<b>Tweet 1</b>	Wash your hands, get vaccinated, and connect with kids and school and home #backtoschool
<b>Tweet 2</b>	Parents join your kids' PTA and help make the school a better place for you child and everyone else #PTA #PTO #happyschool.
<b>Tweet 3</b>	Did you know most kids get half their calories at school #stayactive #stayhealthy #backtoschool
<b>Tweet 4</b>	Adults should respond quick and appropriately to bullying. Talk about it and build a safe school environment #stopbullying <a href="https://www.stopbullying.gov">https://www.stopbullying.gov</a>
<b>Tweet 5</b>	Teachers!! Get your school supplies lists out ASAP #backtoschoolsale #schoolsupplies
<b>Tweet 6</b>	More schools are incorporating iPads into their curriculum. #technology #future #learning.
<b>Tweet 7</b>	After the coronavirus pandemic the #firstdayofschool will be epic!
<b>Tweet 8</b>	Know how to protect your child from #COVID-19 while they are at school and at play.
<b>Tweet 9</b>	Happy Day, it's the #firstdayofschool
<b>Tweet 10</b>	 Check out this pic from #foodsafety.gov on how to pack a healthy lunch <a href="https://southridingpediatrics.com/healthy-school-year-habits/">https://southridingpediatrics.com/healthy-school-year-habits/</a>

## INSTAGRAM

### Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content


<p><b>Instagram 1</b></p>	<p><a href="https://www.cdc.gov/healthyschools/features/B2S.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fback-to-school%2Findex.html">https://www.cdc.gov/healthyschools/features/B2S.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fback-to-school%2Findex.html</a></p>  <p>Message: Experts recommend children get 60 minutes of physical activity daily. A majority of this can be done at school</p>
<p><b>Instagram 2</b></p>	 <p>Message: As students head back to school, families, schools, and communities all have a role to play in helping adolescents establish healthy behaviors now and as they transition into adulthood.</p> <p><a href="https://www.cdc.gov/features/teens-back-to-school/index.html">https://www.cdc.gov/features/teens-back-to-school/index.html</a></p>
<p><b>Instagram 3</b></p>	<p><a href="https://www.cdc.gov/media/releases/2019/p0808-nine-health-hacks-for-school.html">https://www.cdc.gov/media/releases/2019/p0808-nine-health-hacks-for-school.html</a></p>  <p>Message: Some hacks for back to school</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p><b>Instagram 1</b></p>		<p><a href="https://www.cdc.gov/healthyschools/features/B2S.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fback-to-school%2Findex.html">https://www.cdc.gov/healthyschools/features/B2S.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fback-to-school%2Findex.html</a></p>	<p>Back to School</p>	<p>4/22/20</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p><b>Instagram 2</b></p>		<p><a href="https://www.cdc.gov/healthyschools/web-graphics.htm">https://www.cdc.gov/healthyschools/web-graphics.htm</a></p>	<p>The CDC and other national organizations recommend that schools provide a quality school meal program</p>	<p>4/22/20</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p><b>Instagram 3</b></p>		<p><a href="https://www.cdc.gov/coronavirus/2019-ncov/communication/toolkits/young-adults-15-to-21.html#young-adults-faqs">https://www.cdc.gov/coronavirus/2019-ncov/communication/toolkits/young-adults-15-to-21.html#young-adults-faqs</a></p>	<p>Follow guidelines when in public: wear a face mask, keep 6 feet apart, wash your hands.</p>	<p>7/22/20</p>	<p>Source: Centers for Disease Control and Prevention</p>

## RELEVANT HASHTAGS

	<b>Hashtag</b>
<b>Hashtag 1</b>	#backtoschool
<b>Hashtag 2</b>	#involvedparents
<b>Hashtag 3</b>	#stayactive
<b>Hashtag 4</b>	#schoolsupplies
<b>Hashtag 5</b>	#firstdayofschool
<b>Hashtag 6</b>	#backtoschoolsale
<b>Hashtag 7</b>	#learning
<b>Hashtag 8</b>	#teacher
<b>Hashtag 9</b>	#stopbullying
<b>Hashtag 10</b>	#PTA

**VIDEO (OPTIONAL)**

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
<b>Video #1</b>		<a href="https://www.cdc.gov/headsup/basics/return_to_school.html">https://www.cdc.gov/headsup/basics/return_to_school.html</a>	Returning to school	4/22/20	Karisma Sinha	Source: Centers for Disease Control and Prevention