

SCHOOLSAFETY.GOV

2024 Back-to-School Campaign Communications Toolkit

Information and sample communications to promote
SchoolSafety.gov: Your school safety resource library.



Back-to-School Campaign

- ✦ The SchoolSafety.gov Back-to-School Campaign highlights resources and guidance that K-12 school leaders, educators, staff, and parents and caregivers can use to help prepare for a safe return to school. The campaign aims to empower K-12 communities to use SchoolSafety.gov tools and resources before, during, and beyond the back-to-school season to create and sustain safe and supportive learning environments for students and educators.

Campaign Resources

[SchoolSafety.gov](https://www.schoolsafety.gov) offers the following Back-to-School Campaign resources to support your efforts for a safe return to school:



The [Back-to-School Checklist](#) outlines seven potential school safety actions that K-12 school leaders and personnel can consider to help create safe and supportive learning environments. These actions include exercising emergency operations plans, enhancing student and staff mental health literacy, and increasing awareness of school safety reporting options.



The [Back-to-School Reading List](#) offers ten resources that provide guidance and insights on timely school safety issues. These topics include bullying prevention, student mental health, cybersecurity, and emergency planning.



The [Back-to-School Communications Toolkit](#) provides information on campaign resources, SchoolSafety.gov tools, and ready-to-use communications content that K-12 school leaders and community members can use to learn more about school safety actions and raise awareness of SchoolSafety.gov.



The [Back-to-School Campaign Webpage](#) houses all the SchoolSafety.gov Back-to-School Campaign resources and materials, including the Back-to-School Checklist, Back-to-School Reading List, and promotional content such as ready-to-use social media posts and graphics.

Additional activities for a safe school year:

- Sign up for the School Safety [Community Bulletin](#) to receive monthly updates on school safety resources, funding opportunities, news, and events.
- Use the SchoolSafety.gov [Safety Readiness Tool](#) to create a customized school safety action plan.
- Connect with SchoolSafety.gov on [Facebook](#) and [X](#) to receive regular school safety updates in your social media feeds.

“I am one of the safety personnel at my school and this is a great place to get information, resources, and training ideas for my school.”

– SchoolSafety.gov User



SchoolSafety.gov is an interagency website created by the federal government to provide schools and districts with actionable recommendations to create safe and supportive learning environments. The site serves as a one-stop resource library for information, guidance, and evidence-based practices on a range of school safety topics.

SchoolSafety.gov is operated by the Federal School Safety Clearinghouse, an interagency effort among the Departments of Education, Health and Human Services, Homeland Security, and Justice. The Clearinghouse serves as an ongoing and coordinated effort that includes regular interagency review of evidence-based content and recommended best practices to keep schools safe, as well as the curation and distribution of resources, guidance, and tools for school communities across the country.

Resources and Features

SchoolSafety.gov offers more than 650 resources to help inform and support schools as they develop, enhance, and implement school safety plans, procedures, and programs. Through the site, schools and districts can also find valuable tools to identify, learn about, and connect with important resources to address specific safety needs or create comprehensive and holistic school safety plans. SchoolSafety.gov tools include:

- **Grants Finder Tool:** Identify and stay up to date on school safety-related federal funding opportunities.
- **Safety Readiness Tool:** Evaluate school safety measures across ten elements and receive a tailored action plan with options for consideration and aligned resources and grant opportunities.
- **State Search Tool:** Locate and access state-specific school safety resources, programs, contacts, and opportunities.
- **Resource Library:** Discover resources, guidance, training, and fact sheets that can be filtered by categories such as audience, intended application, and topic.
- **Calendar of Events:** Search webinars, training sessions, and conferences for school leaders, educators, staff, and parents and caregivers.
- **Communications Center:** Explore issue briefs, presentations, newsletter bulletins, and materials available from SchoolSafety.gov.

SchoolSafety.gov offers resources across nine topic areas:

- | | |
|---|---|
|  Bullying and Cyberbullying |  Mental Health |
|  Child Exploitation |  School Climate |
|  Cybersecurity |  Targeted Violence |
|  Emergency Planning |  Threat Assessment and Reporting |
|  Infectious Diseases and Public Health | |

“I appreciate that materials are being centralized eliminating the need to visit multiple websites.”

– SchoolSafety.gov User



Sample Social Media Posts

- Below are sample social media posts to promote the SchoolSafety.gov Back-to-School Campaign and its resources. You may post on your social media channels using the content below or by drafting your own posts utilizing the campaign hashtag #BacktoSchoolSafety.

[Access ready-to-use social media graphics.](#)

Facebook/LinkedIn

Note: SchoolSafety.gov does not have a LinkedIn page. Please replace “@SchoolSafetyGov” with “SchoolSafety.gov” when posting on LinkedIn.

1. @SchoolSafetyGov’s Back-to-School Campaign was created to support K-12 school leaders, educators, staff, and parents and caregivers as they prepare for a safe school year. The campaign highlights key resources and actions that school communities can consider when working to build and maintain safe and supportive learning environments for students and educators year-round. Learn more: go.dhs.gov/3NB #BacktoSchoolSafety
2. @SchoolSafetyGov’s Back-to-School Reading List outlines ten school safety resources that may be helpful for your #BacktoSchoolSafety preparations. These resources offer guidance and insights on topics such as emergency planning, school climate, bullying prevention, cybersecurity, and mental health. Review the list: go.dhs.gov/38v
3. K-12 school leaders and personnel can use @SchoolSafetyGov’s Back-to-School Checklist to consider seven actions that may help create and maintain safe and supportive learning environments this year and beyond. These actions include enhancing mental health literacy, exercising emergency operations plans, and increasing awareness of safety reporting options. Review these actions to help make your #BacktoSchoolSafety checklist: go.dhs.gov/3XZ

X (formerly Twitter)

1. Everyone has a role to play in #BacktoSchoolSafety. @SchoolSafetyGov’s Back-to-School Campaign shares resources and guidance that #K12 leaders, educators, staff, and parents and guardians can use to help prepare for a safe return to school: go.dhs.gov/3NB
2. Return to the classroom with @SchoolSafetyGov. Explore back-to-school resources to help create and maintain safe and supportive learning environments for students and educators this school year and beyond. go.dhs.gov/3NB #BacktoSchoolSafety
3. The Back-to-School Reading List from @SchoolSafetyGov offers 10 resources that may be helpful to #K12 community members as they prepare for a safe return to school. Explore guidance on mental health, bullying prevention, & more: go.dhs.gov/38v #BacktoSchoolSafety
4. The Back-to-School Checklist from @SchoolSafetyGov outlines 7 actions #K12 leaders and personnel may consider when preparing for a safe return to the classroom. Review these #BacktoSchoolSafety ideas: go.dhs.gov/3XZ



Sample Newsletter/Website Post

- Below is sample language that you or your organization may use to promote SchoolSafety.gov and the Back-to-School Campaign on your website, newsletter, or other communications.

Title

Prepare for a Safe School Year with SchoolSafety.gov

Body

The SchoolSafety.gov [Back-to-School Campaign](#) offers resources that can support K-12 communities as they prepare for a safe return to school. [SchoolSafety.gov](#) is an interagency website created by the federal government to provide schools and school districts with actionable recommendations to create safe and supportive learning environments. The site serves as a one-stop resource library for information, guidance, and evidence-based practices on a range of school safety topics.

While each school community has unique safety needs and considerations, the SchoolSafety.gov Back-to-School Campaign highlights several resources and actions that may help schools create and sustain safe and supportive learning environments for students and educators. Amid your back-to-school preparations, consider:

- Exploring the **SchoolSafety.gov [Back-to-School Reading List](#)** to find ten resources that provide insights and guidance on timely school safety issues.
- Reviewing the **SchoolSafety.gov [Back-to-School Checklist](#)** to identify seven actions that can help inform comprehensive and holistic school safety programs.
- Using the **SchoolSafety.gov [Safety Readiness Tool](#)** to create a customized school safety action plan.
- Exploring the **SchoolSafety.gov [Resource Library](#)** to access more than 650 resources across nine safety topics.
- Signing up for the **School Safety [Community Bulletin](#)** to receive monthly updates on resources, funding opportunities, news, and events.
- Connecting with **SchoolSafety.gov on [Facebook](#) and [X](#)** to learn about school safety issues and resources.

Learn more about the SchoolSafety.gov [Back-to-School Campaign](#) and how it can support your school safety efforts this year and beyond.

SchoolSafety.gov Disclaimer

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