SCHOOLSAFETY.GOV
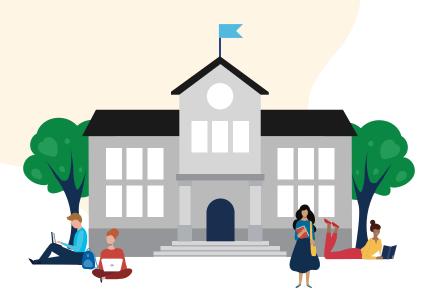
Back-to-School Campaign Communications Toolkit

Information and sample communications
to promote SchoolSafety.gov
during the back-to-school season

> "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 a collaborative, interagency website created by the Federal government to provide schools and districts with actionable recommendations to create safe and supportive learning environments for students and educators. The site serves as a one-stop access point for information, resources, guidance, and evidence-based practices on a range of school safety topics. Through the site, members of the kindergarten through grade 12 (K-12) academic community can also use tools to prioritize school safety actions, find applicable resources and funding opportunities, connect with state and local school safety officials, and develop school safety plans.

SchoolSafety.gov is the public website of the Federal School Safety Clearinghouse (Federal Clearinghouse on School Safety Evidence-Based Practices), 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.

> "I found SchoolSafety.gov and utilized the Safety Readiness Tool and assessment in order to find best practices, tools, and measures that we could put in place to ensure we had a comprehensive safety and security board policy. I'm very thankful that I was able to utilize that resource and I'm happy that we now have a very comprehensive and thorough safety and security board policy that is assisting our superintendent and our district to make sure that our students, our staff, and anyone that comes to any of our buildings are safe."
>
> **– Rachel Wisnefski, PhD**
> *(School Board Representative, Beaufort County School District in South Carolina)*

> "I appreciate that materials are being centralized, eliminating the need to visit multiple websites."
>
> **– SchoolSafety.gov User**

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Resources and Features

SchoolSafety.gov offers more than 485 resources across nine topic areas to help inform and support schools as they develop, evaluate, and implement school safety plans, procedures, and programs. These resources can be easily sorted and accessed based on topic, action, resource type, audience, Federal agency, education level, or intended application. Topics and resources on the site cover:

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

Schools and districts can also locate valuable tools to identify, learn about, and connect with important resources to address specific security challenges and needs or create and enhance comprehensive and holistic school safety plans. SchoolSafety.gov tools include:

Grants Finder Tool
Helps members of the K-12 school community more easily find, apply for, and ultimately receive school safety-related Federal funding

Safety Readiness Tool
Assists users in evaluating their respective school's safety posture across ten elements and provides a tailored Action Plan with options for consideration, aligned resources, and grant opportunities specific to their individual school's needs

State Search Tool
Enables schools to locate and access state-specific school safety resources, programs, contacts, and opportunities

Calendar of Events
Features upcoming webinars, training sessions, and conferences for school safety personnel, administrators, educators, and parents

Resource Library
Provides actionable resources, guidance, training, and fact sheets that can be filtered by audience, intended application, and topics to help schools create and maintain a safe learning environment

Communications Center
Provides a comprehensive collection of one-pagers, presentations, newsletter bulletins, and materials available from SchoolSafety.gov

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The SchoolSafety.gov Back-to-School Campaign was developed to help members of the K-12 community feel empowered, equipped, and prepared to make a safe return to the classroom this fall.

The campaign aims to educate and encourage school administrators, teachers, school personnel, parents and guardians, and state and local government officials to visit SchoolSafety.gov in preparation for and during back-to-school season and to utilize its resources and tools to create and sustain safe and supportive learning environments for students and educators. It is also an opportunity for members of the K-12 community from across the country to join together to raise awareness of school safety issues and promote resources and evidence-based practices that can help make schools safer and more supportive.

This back-to-school season, start the year off right by utilizing SchoolSafety.gov for actionable recommendations and resources and using the content in this toolkit to help spread the word to others in your school and community.

How to Get Involved in the Campaign

There are a number of actions you can take to participate in the SchoolSafety.gov Back-to-School Campaign and raise awareness of SchoolSafety.gov and its available resources for a safe and successful school year. Suggested actions you can take include:

Participate in SchoolSafety.gov webinars, events, and conferences and find additional school safety events on the SchoolSafety.gov calendar.

Access and interact with SchoolSafety.gov information on social media channels.

Download and share this toolkit as well as other SchoolSafety.gov infographics and information with colleagues, partners, and other school safety community members.

Promote and link to SchoolSafety.gov on your website to showcase back-to-school resources and tools for your organization.

Watch and share the SchoolSafety.gov Back-to-School Campaign video to learn more about the site's features and offerings.

Sign up for the monthly School Safety Community Bulletin and other email communications to receive the latest back-to-school information and additional school safety materials throughout the year.

Forward the School Safety Community Bulletin and other SchoolSafety.gov communications to others in the K-12 community and encourage them to sign up.

Post SchoolSafety.gov back-to-school resources and materials in your facilities, local schools, or organizations as well as distribute them to your stakeholders.

Include SchoolSafety.gov information in your newsletters and email communications to your stakeholders, school staff, and community members, using the sample content below or by drafting unique content.

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

FACEBOOK

1. #K12 Community: SchoolSafety.gov is a collaborative, interagency website created by the Federal government to provide schools and districts with actionable recommendations to create a safe and supportive learning environment for students and educators. As you head back to school for a new year, access the site for actionable information, resources, guidance, and tools on a range of school safety topics. Learn more: schoolsafety.gov #BacktoSchoolSafety

2. SchoolSafety.gov empowers districts and schools to improve safety and security as we head #BacktoSchool and throughout the year. Through the website, members of the K-12 academic community can use tools to prioritize school safety actions, find applicable resources and funding opportunities, connect with state and local school safety officials, and develop school safety plans. Visit today: schoolsafety.gov #BacktoSchoolSafety

3. Back-to-school season can be a great time for schools to develop new safety plans or enhance existing programs before students and teachers head back to the classroom. In support of back-to-school season – and to help members of the K-12 community feel equipped, empowered, and prepared to make a safe return to the classroom this fall – SchoolSafety.gov recently launched a dedicated Back-to-School Campaign for schools and districts across the country. The campaign provides information, tools, and materials to help school communities join together to raise awareness of school safety issues, access resources, and create safe and supportive learning environments. Learn more about the campaign and find out how you can get involved: schoolsafety.gov/back-to-school-campaign #BacktoSchoolSafety

4. The SchoolSafety.gov Back-to-School Campaign aims to help schools learn more about how to enhance school safety, access federal school safety resources and information, and join with others across the country in supporting #BacktoSchoolSafety. Find information and materials to get involved in the campaign and learn how you can support safe and supportive learning environments for students and educators: schoolsafety.gov/back-to-school-campaign

TWITTER

1. .@SchoolSafetyGov is a collaborative website created by @usedgov, @HHSgov, @DHSgov, & @TheJusticeDept. This #BacktoSchool season, access resources, tools, and guidance to help create safe and supportive learning environments: schoolsafety.gov #BacktoSchoolSafety

2. #K12 Community: Looking for school safety information as you head back to the classroom this year? Visit SchoolSafety.gov for resources, guidance, and evidence-based practices on a range of school safety topics. Explore more: schoolsafety.gov #BacktoSchoolSafety

3. On SchoolSafety.gov, school leaders and personnel can find school safety grants, connect with state programs, view upcoming events, and access more than 485 resources. Check it out: schoolsafety.gov #BacktoSchoolSafety

4. .@SchoolSafetyGov's #BacktoSchoolSafety Campaign empowers #K12 schools and districts to improve safety and security. Learn more about the campaign and see how you can get involved: schoolsafety.gov/back-to-school-campaign

5. #DYK: You can help promote a safe return to school with @SchoolSafetyGov? Get involved in their Back-to-School Campaign by sharing resources, infographics & more with your community, and join others across the country in supporting #BacktoSchoolSafety: schoolsafety.gov/back-to-school-campaign

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LINKEDIN

1. On SchoolSafety.gov, the K-12 community can find the latest Federal government resources, guidance, tools, and evidence-based practices on a range of topics related to school safety, including student mental health support and services, bullying prevention, emergency planning, cybersecurity and online safety, preventing targeted and community violence, and more. This #BacktoSchool season, check out the site and access resources to create and sustain safe and supportive learning environments for students and educators. Learn more: schoolsafety.gov #BacktoSchoolSafety

2. SchoolSafety.gov serves as the one-stop access point for the American public and school communities to find information, resources, guidance, and evidence-based practices on a range of school safety topics. As you kick off a new school year, visit the site and take advantage of its easy-to-use tools to discover helpful resources and create and implement comprehensive and holistic safety programs: schoolsafety.gov #BacktoSchoolSafety

3. In support of back-to-school season, SchoolSafety.gov launched a dedicated Back-to-School Campaign to help members of the K-12 community feel empowered, equipped, and prepared to make a safe return to the classroom. The campaign provides a variety of resources, including a video, toolkit, and infographics, to help schools learn more about how to enhance school safety and join with others across the country in creating safer schools and communities. This fall, let's all commit to #BacktoSchoolSafety. Join the SchoolSafety.gov Back-to-School Campaign to learn more. schoolsafety.gov/back-to-school-campaign

4. SchoolSafety.gov's #BacktoSchoolSafety Campaign is an opportunity for members of the K-12 community to join together to raise awareness of school safety issues and access resources to create safe and supportive learning environments. The campaign highlights information and resources available to help schools and districts develop and implement school safety plans and programs, and empower and equip K-12 administrators, teachers, and parents to make a safe return to the classroom this fall. Want to get involved? Visit SchoolSafety.gov to learn more: schoolsafety.gov/back-to-school-campaign

Below is a sample email that you or your organization may use to promote SchoolSafety.gov and the Back-to-School Campaign. You may share the content below with your stakeholders and members of your school and local community.

SUBJECT LINE

Visit SchoolSafety.gov: A One-stop Access Point for Federal School Safety Resources

BODY

Back-to-school season represents the start of a new academic year and a time of excitement and anticipation for the school community. It can also be a great time for schools to develop new safety plans and refine or enhance existing programs ahead of the new school year.

As you head back to the classroom this fall, start the year off by learning about and visiting SchoolSafety.gov for actionable recommendations and resources that can help support your school community's efforts to create safe and supportive learning environments. SchoolSafety.gov is the go-to website for the K-12 community to access information from the Federal government on a range of school safety topics. Through the site, you can find resources and evidence-based practices on issues such as student mental health support and services, bullying prevention, emergency planning and exercises, preventing targeted and community violence, child exploitation and online safety, and more. These resources, which total more than 485, can be easily found on the SchoolSafety.gov topic pages or through the site's Resource Library. The Resource Library also allows you to sort resources based on criteria such as school safety issue area, action, resource type, K-12 audience, Federal agency, education level, or intended application.

Schools and districts can also locate valuable tools on SchoolSafety.gov to identify, learn about, and connect with important resources to address specific security challenges and needs or create and enhance comprehensive and holistic school safety plans. One of these features can support district and school personnel in learning about and pinpointing federal school safety funding opportunities and grant programs, which can be used to bolster your planning efforts, programs, and initiatives. The site's Grants Finder Tool houses these funding opportunities all in one place and provides a variety of ways for you to sort through and discover specific grants for your school's unique needs or initiatives. The site also features a State Search Tool to support your community in locating and connecting with state-specific school safety resources, programs, contacts, and opportunities.

To further help members of the K-12 community feel empowered, equipped, and prepared to make a safe return to campus this fall, SchoolSafety.gov has launched a dedicated Back-to-School Campaign. The campaign provides school administrators, teachers, school personnel, parents and guardians, and other members of the school community with a variety of resources, including a video, communications toolkit, and infographics, to learn more about how to enhance school safety, access support, and easily share information about the campaign with others in your community. Learn more about the campaign and how you can join the effort on the SchoolSafety.gov Back-to-School Campaign page.

Explore SchoolSafety.gov today and commit to #BacktoSchoolSafety this year.

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Below is a sample post that you or your organization may use to promote SchoolSafety.gov and the Back-to-School Campaign on your website or in your community newsletters. You may post or share the content below to help spread the word about SchoolSafety.gov and its resources.

TITLE

Explore SchoolSafety.gov for School Safety Resources this Back-to-School Season

BODY

The start of a new school year is an important time for parents, caregivers, educators, and millions of students across the country. As you look ahead to a safe return to the classroom this fall, take advantage of federal resources and school safety information available through SchoolSafety.gov.

SchoolSafety.gov was created to empower districts and schools in creating and sustaining safe and supportive learning environments for students and educators. Through the site, the American public and school communities can access more than 485 resources and evidence-based practices, which can be used to help inform and support school safety plans, programs, and initiatives within your individual and unique school setting. These resources address a range of school safety issues and include information on bullying prevention, student mental health support and services, child exploitation and online safety, school climate, emergency planning and exercises, and preventing acts of targeted and community violence.

SchoolSafety.gov also includes several easy-to-use tools to help you discover specific resources and create and implement comprehensive and holistic safety programs and plans, including a feature that makes it easier to locate and identify available federal school safety funding opportunities and grant programs.

In support of back-to-school season, SchoolSafety.gov launched a dedicated Back-to-School Campaign to help members of the K-12 community feel empowered, equipped, and prepared to make a safe return to the classroom. The campaign provides a variety of resources, including a video, communications toolkit, and infographics, to help schools learn more about how to enhance school safety, access support, and join with others across the country in creating safer schools and communities.

This fall let's all commit to #BacktoSchoolSafety. Join the SchoolSafety.gov Back-to-School Campaign and explore SchoolSafety.gov today.

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