

SchoolSafety.gov Back-to-School Communications Toolkit

Information and sample communications to promote SchoolSafety.gov and the 2025 Back-to-School Campaign



Prevention is the foundation of a safer school. Build it at SchoolSafety.gov.

The [SchoolSafety.gov Back-to-School Campaign](#) provides information, resources, and guidance that K-12 schools and school districts can use to prepare for a safe return to school. The campaign aims to empower K-12 communities to learn about and engage with resources, trainings, and tools available through SchoolSafety.gov before, during, and after the back-to-school season.

The 2025 SchoolSafety.gov Back-to-School Campaign focuses on the topic of prevention, highlighting actions and resources to prevent or deter school safety threats or incidents and create safer learning environments for students and educators. The campaign includes:



A [Back-to-School Reading List](#) that shares ten prevention-related resources to support K-12 school safety and security planning efforts.



A [Back-to-School Tip Sheet](#) that outlines eight prevention actions to enhance student and school safety across multiple topic areas.



A Back-to-School Communications Toolkit that provides sample communications and social media content to promote the campaign and SchoolSafety.gov.



A [Back-to-School Campaign Webpage](#) that houses the full suite of campaign resources and materials, including ready-to-use social media graphics.

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. 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 K-12 community can also use tools to prioritize school safety actions, find 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. Learn more at [schoolsafety.gov/about](#).



SchoolSafety.gov



Back to School

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 provides information and resources to support K-12 schools and districts as they prepare for a safe school year. This year’s campaign focuses on prevention, which encompasses the actions schools can take to stop or deter threats and create safer places of learning. Learn more: go.dhs.gov/3NB #BacktoSchoolSafety
2. This year’s @SchoolSafetyGov Back-to-School Reading List highlights ten prevention-related resources to support a safer school year. Review the list to find guidance and insights on topics such as threat assessment and reporting, bullying, emergency planning, and youth substance use: go.dhs.gov/iw7 #BacktoSchoolSafety
3. Prevention actions today pave the way for a safer school tomorrow. @SchoolSafetyGov’s Back-to-School Tip Sheet shares eight ideas for enhancing prevention and school safety efforts at your school or district: go.dhs.gov/iwn #BacktoSchoolSafety

X

1. Today’s prevention efforts are tomorrow’s #SchoolSafety successes. Explore @SchoolSafetyGov’s Back-to-School Campaign to find prevention resources and actions to help prepare for a safe school year: go.dhs.gov/3NB #BacktoSchoolSafety
2. @SchoolSafetyGov’s Back-to-School Campaign highlights resources, trainings, and strategies that can help K-12 schools and districts prevent school safety threats and foster safer campuses and classrooms. Learn more: go.dhs.gov/3NB #BacktoSchoolSafety
3. This year’s @SchoolSafetyGov Back-to-School Reading List shares ten prevention-related resources that can help lay the foundation for a safer school year. Explore guidance, tools, and practices to inform your school safety efforts: go.dhs.gov/iw7 #BacktoSchoolSafety
4. Building safer schools starts with prevention efforts today. Check out @SchoolSafetyGov’s Back-to-School Tip Sheet for eight actions to create a safe learning environment this school year: go.dhs.gov/iwn #BacktoSchoolSafety



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

Prevention is the foundation of a safer school. Build it at SchoolSafety.gov this back-to-school season.

Body

Prevention is a foundational element of a comprehensive school safety program. It lays the groundwork in preventing school violence and other threats and addresses a broader set of student and school safety issues faced by K-12 communities today. Investing in prevention actions can be a critical step towards creating a safer school both now and in the future.

Prevention is also the focus of this year's [SchoolSafety.gov Back-to-School Campaign](#). Through the campaign, SchoolSafety.gov – a collaborative interagency website dedicated to K-12 school safety – is highlighting prevention-related resources, trainings, and strategies to support a safe school year. These resources can help K-12 schools and districts implement practices and programs to prevent school safety threats and incidents, support student well-being, and foster safer campuses and classrooms.

This back-to-school season, consider getting involved in SchoolSafety.gov's campaign. You can take part by:

- Exploring the Back-to-School [Campaign Webpage](#) and its materials.
- Utilizing the prevention-related resources and actions outlined in the campaign's [Reading List](#) and [Tip Sheet](#).
- Bookmarking SchoolSafety.gov's [library of prevention resources](#) and using it throughout the year.
- Engaging with SchoolSafety.gov on [Facebook](#) and [X](#).
- Sharing the campaign's resources with your K-12 and school safety communities.

Prevention actions today pave the way for a safer school tomorrow. Learn more and get involved at schoolsafety.gov/back-to-school-campaign.

SchoolSafety.gov Disclaimer

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