COVID Safety Campaign
Social Media Samples

Strategy:
Elaborate on each safety protocol and link to more information about it. Use branded graphics seen in the video and poster paired with real-life examples.

Audience:
- Families,
- Students
- Staff

Channels:
- Twitter
- Facebook
- Instagram Stories
To keep our students and staff safe, we ask families to fill out the daily health screening form online at least 30 minutes prior to the start of in-person learning. The health screening forms must be completed on the day the student will attend.

You can find a link to the screening form on our homepage (the icon with the heart check), in the student and family dropdown at the top of our website and linked in a daily reminder email.

All students must have this completed before entering a school or district building.

Staff also complete an attestation before entering a building.

If a student arrives at school without having completed the health screening form, they will be screened at school.

Students who do not pass the screening will wait in an isolation room until they can be picked up by a family member.

Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.

Complete a health screening form every day.

Find the form at...
Safety at School

7 Ways We Keep Each Other Safe
As we prepare to welcome students back into school buildings we want to make sure everyone knows protocols in place to keep each other safe. When you're in a school building, do you know when to wear a mask? When to keep your distance? Do you know when to keep your child home from school? Test your COVID Safety knowledge with our quiz! http://bit.ly/HPSsafetyquiz

Take the quiz before noon on Friday, March 12 so you can be in the running for prizes donated by World Vision including a Cascade camping cot, Dewalt mechanics tool set or a biometric security vault. Drawing closes on Friday, March 12 at noon. Winners will be selected at random and must be able to pick up at Central Office.
To keep our students and staff safe, students will follow the below safety protocols while on school buses.

- Students will all wear masks.
- Students will maintain the greatest distance possible on the bus. Students from the same household will be seated together. On many routes, students will be able to sit farther than one seat apart.
- Windows will be open for ventilation to the maximum feasible based on weather conditions.
- Roof vents will be open at all times.
- All fans will be set to “outside air” and run constantly.

There will be far fewer students on each bus in hybrid, compared with normal times. Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.
To keep our students and staff safe, each school has a customized safety plan addressing entrance and exit points, traffic flow, distancing and other recommended safety measures. Here are a few examples:

- Students will exit the building through designated doors based on grade level, at staggered times.
- Hallway traffic routes will be labeled.
- Door access points will be labeled.
- In the main office, signs will determine how to approach the front counter where plexiglass is installed.
- Signage will be displayed outside of restrooms for occupancy and social distancing protocols.
- Signs for handwashing and social distancing will be located in restrooms.

Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.
To keep our students and staff safe, everyone must wear a mask. Students and staff may wear their own mask or use a school-provided mask.

An effective mask:
- Has two or more layers of washable, breathable fabric
- Completely covers your nose and mouth
- Fits snugly against the sides of your face and doesn’t have gaps
- Has a nose wire to prevent air from leaking out of the top of the mask
- Gaiters, bandanas, scarves and ski masks do not substitute for masks and are discouraged. Anyone with an inadequate or ill-fitting mask will be provided one at school.

Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.
To keep our students and staff safe, students will use their own school supplies. In elementary schools, supplies are provided. Students will have their own materials kept separated in ziplock bags, tubs, etc.

Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.
To keep our students and staff safe, students and staff will stay 6 feet apart as much as possible.

- While students wait in lines, they stay 6 feet apart.
- Desks are spaced 6 feet apart.
- Physical reminders and signs help students keep a safe distance.

Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.
**SCHOOL SAFETY TIP 1**

To keep our students and staff safe, we ask families to fill out the daily health screening form online at least 30 minutes prior to the start of in-person learning. The health screening forms must be completed on the day the student will attend.

**ON OUR HOMEPAGE**

You can find a link to the screening form on our homepage (the icon with the heart check), in the student and family dropdown at the top of our website and linked in a daily reminder email.

**ON MOBILE**

All students must have this completed before entering a school or district building.

Staff also complete an attestation before entering a building.

Together, we can keep each other safe.

Find the form at highlineschools.org/healthcheck
SCHOOL SAFETY TIP 2
To keep our students and staff safe, students will follow the below safety protocols while on school buses.

✓ Masks
✓ Sitting Apart
✓ Fans set to outside air
✓ Roof vents open
✓ Windows open to the maximum feasible

Together, we can keep each other safe.

SCHOOL SAFETY TIP 3
Follow directions for entering and moving around your school.

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Signs show you where to walk, and some passageways may be one-way.

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Here are a few examples:
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Students will exit the building through designated doors based on grade level, at staggered times.

- Hallway traffic routes will be labeled.
- Door access points will be labeled.
- In the main office, signs will determine how to approach the front counter where plexiglass is installed.

- Signage will be displayed outside of restrooms for occupancy and social distancing protocols.

Together, we can keep each other safe.
**School Safety Tip 4**
All staff, students and visitors will wear a mask that covers their mouth and nose.

**AN EFFECTIVE MASK:**
- Has two or more layers of washable, breathable fabric
- Completely covers your nose and mouth
- Fits snugly against the sides of your face and doesn’t have gaps
- Has a nose wire to prevent air from leaking out of the top of the mask

**School Safety Tip 5**
To keep our students and staff safe, students will sanitize their hands before entering school and clean their hands throughout the school day.

- Hand sanitizer will be available in each classroom, work space and at building entry points.
- A portable hand sanitizer dispenser will be located at the school entrance and part of the entrance routine.

Together, we can keep each other safe.
Students will be trained on restroom and hand washing routines.

Signage will be posted for hand washing routines.

Upon entry into the classroom or other learning space, students will sanitize or wash their hands.

Staff will be trained on how to use sanitizer gel effectively so they can teach students.

Together, we can keep each other safe.

To keep our students and staff safe, students will use their own school supplies.

In elementary schools, supplies are provided. Students will have their own materials kept separated in ziplock bags, tubs, etc.

Together, we can keep each other safe.
Instagram Story

**School Safety Tip 7**

To keep our students and staff safe, students and staff will stay 6 feet apart as much as possible.

- Maintain 6-foot distance as much as possible, including at lunch
- Desks spaced 6 feet apart
- Limited interactions closer than six feet.

Together, we can keep each other safe.
Twitter Posts

Highline Schools & @HighlineSchools - Mar 18, 2021
To keep our students and staff safe, each school has a customized safety plan addressing entrance and exit points, traffic flow, distancing and other safety measures. Learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.

Highline Schools & @HighlineSchools - Mar 25, 2021
To keep our students and staff safe, everyone must wear a mask. Students and staff may wear their own mask or use a school-provided mask. Click through for some mask tips and learn more about our safety protocols at highlineschools.org/2021safety. Together, we can keep each other safe.

Highline Schools & @HighlineSchools - Apr 2, 2021
To keep our students and staff safe, students will sanitize their hands before entering school and throughout the school day. Sanitizer will be available in each classroom, work space and at building entry points. Learn more about our safety protocols at highlineschools.org/2021safety.

Highline Schools & @HighlineSchools - Apr 14, 2021
To keep our students and staff safe, students will use their own school supplies. In elementary schools, supplies are provided. Students will have their own materials kept separated in ziplock bags, tubs, etc. Learn more about our safety protocols at highlineschools.org/2021safety.
Instagram Quiz

Test Your COVID Safety Knowledge

Together, we can keep each other safe.
As we prepare for hybrid learning, we want you to be ready.
Test your COVID safety knowledge by taking our safety quiz.

For info and resources about COVID-19, visit the COVID-19 Information Center.

If my student gets to the bus stop and realizes they forgot their mask, they should:

SELECT ONE

- Go back home and get their mask
- Board the bus and get a mask at school
- When walking in the hallways
- In the restroom

When do students wear a mask?

It is OK to send my child to school if they had cold or flu-like symptoms in the past day, but feel fine now.

TRUE OR FALSE?

True

Test your safety knowledge even more by taking our online quiz!
See the reasoning behind the answers.
Submit your email and you could win a prize!

bit.ly/HPSsafetyquiz