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Questar III BOCES – Social Media

<https://twitter.com/questariii>

<https://www.facebook.com/QuestarIII>

Using social media to help educate the community on new COVID-19 safety protocols

Questar III BOCES, like other school districts and Board of Cooperative Educational Services (BOCES) across the state, had to prepare a reopening plan for the start of the 2020-21 school year.

As we sought to reassure and educate our stakeholders, we understood that reopening for the fall would involve both in-person and remote learners – and that we needed them to understand that their child would continue to learn, no matter which option they selected.

Ultimately, we wanted to get as many students back in-person as possible. Questar III recognized that the education component of our reopening plan was critical because of how easily the virus spreads through the air.

In the summer of 2020, the organization conducted research to determine the types of messages that students, parents, staff, and others would need to feel safe and to return to school or work. A social media campaign was launched in the summer, as part of a larger communication plan, to resume and sustain in-person learning while simultaneously supporting remote learning and our member school districts in three counties.

A campaign to communicate the COVID-19 protocols included virtual sessions with families, videos, and social media. Facebook posts would target parents and staff while Twitter would target staff and school leaders across the region. YouTube would host videos recapping our virtual sessions and other informational videos on proper mask wearing, social distancing, and temperature checks.

The campaign was successful in helping Questar III return 80 percent of its 1,300 students to in-person learning five day/week. Additionally, 97 percent of our staff are working in their classrooms and offices.

Comparably, many high schools across the state, and country have operated on hybrid or remote schedules. As of November 1, 2020, 62 percent of districts were on a hybrid model of in-person and remote learning, according to the [State Education Department](#). Questar III was successfully able to keep schools open throughout the 2020-21 school year, including when county positivity rates increased to 12 percent.

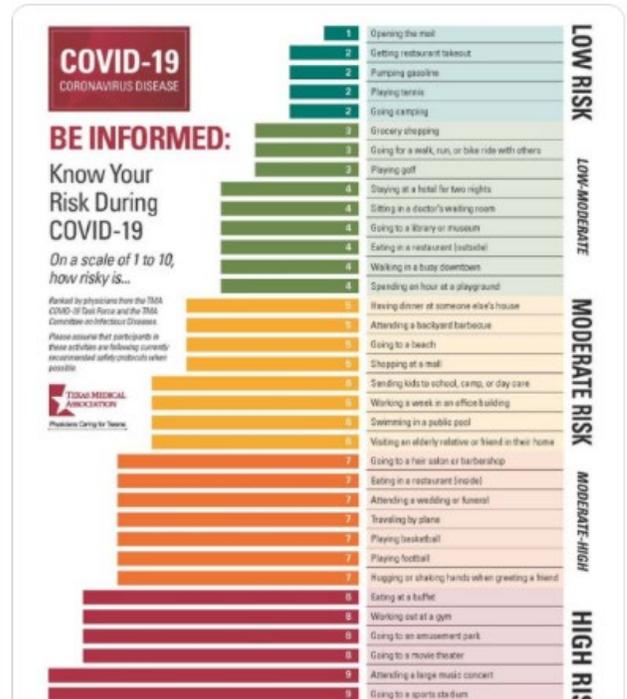


Regular handwashing is one of the best ways to remove germs, avoid getting sick, and prevent the spread of germs to others. Please visit [cdc.gov/handwashing/in...](https://www.cdc.gov/handwashing/in...) for more information.

HOW TO WASH YOUR HANDS
PROTECT YOURSELF AND OTHERS AGAINST COVID-19 AND OTHER ILLNESSES



Know your risk of #COVID19 as we prepare to reopen school.
Please continue to practice social distancing, the wearing of masks and avoid gatherings and travel to high infection areas. We all play a role in our individual and collective health.



We created a set of videos to help parents/students navigate the new safety protocols at school. This video demonstrates how to put on and take off a #mask.

- How to select, wear and clean a mask (#CDC): bit.ly/34GHtBR
- Our #reopening plan: bit.ly/3b5CRX3



10:14 AM · Aug 28, 2020 · Twitter Web App

View Tweet activity

6 Retweets 14 Likes



Questar III BOCES @QuestarIII · Aug 28, 2020

Replying to @QuestarIII

As mandated by #NYSDOH and #NYSSED, health screenings and temperature checks will be conducted for both staff and students upon arrival at Questar