



HEALTHY KIDS OPEN SCHOOLS.

azhealth.gov/healthyschools

SOCIAL MEDIA TOOLKIT

Social Media Guidance

The Arizona Department of Health Services (ADHS) and the Arizona Department of Education (ADE) provide this toolkit for education and public health partners to use as a reference for creating social media posts. The initiative **Healthy Kids Keep Schools Open** currently focuses on three topics: Stay at home when you are sick, stay at home when you are quarantined, and mitigation strategies matter in and out of school.

ADHS encourages the use of this toolkit to help create social media messages that inform students and families how they can help slow the spread of COVID-19. Hearing consistent messages from multiple communication channels helps to reinforce desired behaviors. Posts should also be consistent with those of [ADHS](#) and the [Centers for Disease Control and Prevention](#).

Available Images



Facebook Posts

When posting to Facebook, add an image related to the post, or use one of the images provided in this toolkit. Below are a few examples to help create Facebook posts.

Stay Home When You Are Sick

- Help keep Arizona schools open. Stay at home if you feel sick to slow the spread of COVID-19.
- Feeling sick? Stay at home to prevent the spread of COVID-19 in your community.
- Healthy kids means open schools. Stay at home if you feel sick and wear a mask when near anyone outside your household.
- Learn how you can help keep Arizona schools open: azdhs.gov/healthyschools
- We want kids back in classrooms. Help slow the spread of COVID-19 by staying home when you feel sick.

Stay Home When You Are Quarantined

- When quarantined, self-isolate and only leave the house for essential needs or medical appointments. Try to separate yourself from other household members and pets.
- If your child is in quarantine, contact {{insert school name}} to switch to remote learning throughout the quarantine period. We can offer remote lessons or supplemental activities to do at home. Do not send your child to the school; healthy kids keep schools open.

Mitigation Strategies Matter In and Out of School

- Actively preventing the spread of COVID-19 helps keep Arizona schools open.
- Keeping kids healthy keeps Arizona schools open.
- Help keep Arizona schools open by practicing physical distancing, washing your hands and wearing a mask.
- You don't have to be in school to help keep schools open. Learn more at azdhs.gov/healthyschools.
- Keep practicing healthy habits in and out of school like washing your hands and wearing your mask to help slow the spread of COVID-19.
- When children get sick, schools are more likely to close. Avoid school closures by helping prevent the spread of COVID-19.

Vaccine

- DYK teachers and school staff are considered front-line essential workers? Learn more about the COVID-19 vaccination: <http://bit.ly/3spWYaD>
- When school staff get the vaccine, schools have a better chance to stay open. Learn more at <http://bit.ly/3spWYaD>
- Healthy school staff helps keep schools open. Register for your COVID-19 vaccination at: <https://podvaccine.azdhs.gov/>
- School staff can now register for the COVID-19 vaccination: <https://podvaccine.azdhs.gov/>
- School staff can help prevent the spread of COVID-19 in schools by wearing masks, washing hands, social distancing and getting vaccinated. Register today at <https://podvaccine.azdhs.gov/>

Facebook Post Examples



Help keep Arizona schools open. Stay at home if you feel sick to slow the spread of COVID-19.



Actively preventing the spread of COVID-19 helps keep Arizona schools open.



When quarantined, self-isolate and only leave the house for essential needs or medical appointments. Try to separate yourself from other household members and pets.

Twitter Posts

Stay Home When You Are Sick

- Stay home from work or school if you feel any of these symptoms <https://bit.ly/3sjUKjX>
- Learn how you can help keep Arizona schools open during the pandemic: azdhs.gov/healthyschools
- If your child is feeling ill, make sure they stay at home to prevent the spread of COVID-19.

Stay Home When You Are Quarantined

- Staying home when quarantining helps keep fellow Arizonans safe from COVID-19.
- When quarantining, try to self-isolate and avoid sharing personal items to help keep family members safe.
- Staying at home doesn't have to be boring for children. They can still learn new skills or connect with peers via social media

Mitigation Strategies Matter In and Out of School

- Actively preventing the spread of COVID-19 helps keep Arizona schools open.
- Keeping kids healthy keeps Arizona schools open.
- Help keep Arizona schools open by practicing physical distancing, washing your hands and wearing a mask.
- You don't have to be in school to help keep schools open. Learn more at azdhs.gov/healthyschools
- You can still be active and practice physical distancing at the same time. Learn how at azdhs.gov/healthyschools.
- Wearing a mask supports Arizona schools. Help keep schools open and kids healthy.
- Show support for your Arizona schools. #MaskUp

Vaccine

- DYK teachers and school staff are considered front-line essential workers? Learn more about the COVID-19 vaccination: <http://bit.ly/3spWYaD>
- School staff can now register to receive the COVID-19 vaccination at <https://podvaccine.azdhs.gov/>
- Healthy school staff helps keep kids healthy, and healthy kids help keep schools open. Register today to receive the COVID-19 vaccination: <https://podvaccine.azdhs.gov/>
- School staff members can help slow the spread of COVID-19 and keep schools open by getting vaccinated.

Hashtags

Hashtags can help categorize posts, increase engagement, strengthen a brand image and help reach a target audience. Make sure you use relevant hashtags to make your posts more searchable. Here are a few examples you can use for your social media posts.

#MaskUp

#HealthyKids

#KeepAZSafe

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Actively preventing the spread of COVID-19 helps keep Arizona schools open.



azhealth.gov/healthyschools

HEALTHY KIDS OPEN SCHOOLS.

We want kids back in classrooms.
Help slow the spread of COVID-19
by staying home when you feel sick.



azhealth.gov/healthyschools

HEALTHY KIDS OPEN SCHOOLS.

When school staff get the vaccine,
schools have a better chance to stay open.
Learn more at <http://bit.ly/3spWYaD>



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HEALTHY KIDS OPEN SCHOOLS.



Healthy kids means open schools. Stay at home if you feel sick and wear a mask when near anyone outside your household.

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