



VACCINATION SOCIAL MEDIA TOOLKIT

The COVID-19 pandemic has taken a tremendous toll on America's schools, families, educators, and students. But with increased access to vaccinations, proven virus prevention, and unprecedented resources from the American Rescue Plan, America's schools are steadily reopening for in-person learning.

As we start the 2021-2022 school year, we have to reimagine education in the post-COVID-19 world and find new ways to address gaps that were exacerbated by the pandemic, listen to student and parent concerns, and respond to needs. That's why the Biden Administration has developed a Return to School Reopening Roadmap. This roadmap is a resource to help everyone safely return to school in the fall.

We need your help to amplify these efforts and share the resources that schools, parents, educators, and communities have available to them. You are on the front lines of the fight for a safe return to school and by engaging with your colleagues and students, and asking them to share their vaccination efforts, you can help us spread the message and get more people vaccinated.

Below are social media resources that can help do just that. We encourage you to use the toolkit here and others found on the [We Can Do This website](#) to help normalize the vaccine. Our goal is for every student to have the support and opportunities they need to heal, learn, and grow in their classrooms this fall.

ROADMAP SAMPLE SOCIAL MEDIA POSTS

These are a great place to start! But your posts will be more effective if written in your voice & for your audience. Feel free to personalize these posts as you see fit.

- I teach [INSERT GRADE] & I'm vaccinated. Are you? Vaccines.gov. Help us get #BackTogether, in person!
- I'm vaccinated because [INSERT REASON]. Get yours today: vaccines.gov #BackTogether
- The COVID-19 vaccine is safe, effective – and free! I am vaccinated because [REASON]. Why did you get vaccinated? #BackTogether
- What's the safest way to return to in-person learning this fall? Getting vaccinated! President Biden prioritized vaccinations for educators early on – get yours today! Learn more: vaccines.gov #BackTogether

- Lesson Plans: ✓
Classroom Prepared: ✓
Vaccinated:??
Sign up to get your vaccination today: [vaccines.gov](https://www.vaccines.gov) #BackTogether
- In-person learning is best. Make sure our students & colleagues feel safe when they return to school. We can support each other by getting vaccinated. Sign up at [vaccines.gov](https://www.vaccines.gov) #BackTogether
- First stop on the Return to School Roadmap: Vaccination! If every educator gets vaccinated, we can get back to the classroom safely. Learn more here: [vaccines.gov](https://www.vaccines.gov) #BackTogether

SOCIAL MEDIA GRAPHICS

