**Back to School Social Media Copy/Messaging Guide**

Public health groups are encouraged to post and share Back to School messaging on their own social media platforms and are welcome to personalize any campaign resources with their own logos and local immunization event/vaccine information.

Below are posting guidelines and sample social media copy to use with our campaign images. Organizations are also encouraged to use their own graphics and imagery in conjunction with the messaging on their social media platforms.

**SOCIAL MEDIA PLATFORM GUIDELINES**

Social media posts are intended for Facebook, Instagram, and Twitter. Below are some suggested guidelines for posts.

**Twitter:** 5 post minimum. 280 characters, including spaces, max per post. Continue posting throughout the end of July and August. Use multiple hashtags.

**Facebook:** 5 post minimum. 4 sentences or less per post. If you do choose a longer caption, use paragraph spaces to break up the text. Continue posting throughout the end of July and August.

**Instagram:** 5 post minimum. 4 sentences or less per post. If you do choose a longer caption, use paragraph spaces to break up the text. Continue posting throughout the end of July and August. Use multiple hashtags.

**IMAGES & THEMES**

Copy points are categorized by Back to School and Health and Safety. These categories are to help choose the most appropriate image for the caption.

**Back to School** posts may include but are not limited to “All Vaxed Up and Ready to Go” images for best messaging consistency.

**Health and Safety** posts may include but are not limited to “Safe. Healthy. Protected.” images for best messaging consistency.

*\*These are guidelines to assist with your local messaging. Please feel free to use and modify the posts with images that resonate best with your audience.\**

**HASHTAGS**

#Vax2School #EveryDoseMatters #HealthyTexas

**POST COPY**

We encourage our partners and stakeholders to modify language as necessary for the age groups you are focused on and additional recommended vaccines.

Example: “Safe, healthy, and protected on their first day of school! Make sure your *kid/kindergartener/teen/middle schooler* is up to date on their immunizations before school starts. #Vax2School”

*Optional web links to include:*

1. [Texas Minimum State Vaccine Requirements for Students Grades K – 12](https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/pdf/pdf_stock/6-14.pdf)

2. [Texas Minimum State Vaccine Requirements for Child-Care and Pre-K Facilities](https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/pdf/pdf_stock/6-15.pdf)

3. [CDC’s Child and Adolescent Vaccine Schedule](https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html)

4. [DSHS Vaccine School Requirements K-12 Homepage](https://www.dshs.texas.gov/immunizations/school)

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| **Post/Copy** | **Suggested Platforms** | **Theme** |
| Kids need vaccinations to prevent serious illness. Get up to date and back in the routine before school starts. #Vax2School #HealthyTexas | Twitter | Back to School |
| One less check on the to-do list. Make sure your child’s shots are up to date before school starts. #Vax2School | Twitter | Back to School |
| Routines build healthy habits. Make sure that routinely recommended vaccinations are a part of your kid’s safe return to school. #Vax2School #EveryDoseMatters | Facebook  Instagram  Twitter | Back to School |
| Routines make time for what matters. By getting your child up to date on their routine immunizations, you’ll ensure they feel their best and can do the activities they truly love. #Vax2School #EveryDoseMatters | Facebook  Instagram | Back to School |
| Make immunizations a part of your child’s back to school routine. Consult with their doctor to make sure they are caught up on their vaccines and prepared for the upcoming school year! #Vax2School #EveryDoseMatters | Facebook  Instagram | Back to School |
| Just like knowing your 1-2-3’s and A-B-C’s, vaccines are an important part of going back to school. Speak with your child’s doctor today to find out what vaccines your child should receive before getting back in the classroom. #Vax2School | Facebook  Instagram  Twitter | Back to School |
| Your child’s first day of school can be scary but being vulnerable to disease is scarier. Make sure your kid is up to date on their vaccinations before the school year starts #Vax2School #EveryDoseMatters | Twitter  Facebook  Instagram | Back to School |
| All vaxed up and ready to go! Schedule an appointment with your child’s doctor to make sure they are up to date on their vaccines before school starts. #Vax2School #HealthyTexas | Facebook  Instagram | Back to School |
| Prioritize your child's health. Make sure your student is caught up on all their vaccines before they go back to school. #Vax2School #EveryDoseMatters | Twitter | Back to School |
| Vaccinating your kids keeps them safe & healthy. If you delayed vaccines during COVID-19, it’s time to catch up for school. #Vax2School #EveryDoseMatters | Twitter | Health and Safety |
| You prioritize their health and happiness. Keep them safe this school year and get them back in the routine with their vaccines. #Vax2School | Twitter | Health and Safety |
| Influenza, meningitis, polio, oh my! Make sure your student is vaccinated and protected for the upcoming school year. #Vax2School #EveryDoseMatters | Twitter  Facebook  Instagram | Health and Safety |
| Safe, healthy, and protected on their first day of school! Make sure your kid is up to date on their immunizations before school starts. #Vax2School #EveryDoseMatters | Twitter  Facebook  Instagram | Health and Safety |
| Getting back to school presents enough challenges for kids and parents. Don’t let getting sick be one of them for your family. Prioritize their health and make sure your child’s vaccinations are up to date before heading back to school. #Vax2School | Facebook  Instagram | Health and Safety |
| As a parent, you always prioritize your child’s wellbeing. Staying up to date on vaccines is the best way to protect your child and family from serious diseases. Before school starts, schedule your child’s wellness visit to make sure they caught up on their vaccines. #EveryDoseMatters #Vax2School | Facebook  Instagram | Health and Safety |
| It’s cool to be healthy in school! You don’t want your child to miss out on any of their school activities by getting sick. Check with your child’s doctor today to find out what vaccines your child is due for. #Vax2School | Facebook  Instagram  Twitter | Health and Safety |
| Dribble, shoot, pass, it’s almost time to get back to class! Your child deserves protection against serious illness by getting vaccinated – in the classroom and on the court. #Vax2School | Facebook  Instagram  Twitter | Health and Safety |
| Whether they’re on the basketball team, in the band, or in theatre, your child needs protection against vaccine-preventable diseases. Call your child’s doctor today to find out the required vaccines your child needs to receive before going back to school. #Vax2School | Facebook  Instagram | Health and Safety |