



# Tips on How to Build Excitement About Back to School in 2020

## Prior to School Starting, Enlist Teachers and Staff to Help Bridge Communication Divide

It is going to take all of us to help alleviate the uncertainty with parents and to bridge any communication divides (this should help them and the district). Consider the following:

- Teachers send video to students (have them email these early or mid-August)
  - Have teachers shoot a 15-second video about how excited they are to have school start and have them in their classroom.
- Teachers and other staff members can make phone calls to students to help parents and students with questions and the start of the school year.
  - You may need to provide teachers with FAQs and a list of helpful phone numbers to answer questions that parents and students may have, such as those for the transportation or technology departments.
  - Two phone calls to parents:
    - Approximately two weeks prior
      - Talk about what to expect, how students can prepare, what to expect for this new year
      - Tell them you will check in again about 3-4 days prior
    - 3-4 days prior—Call the same parents again and talk about any last minute details
- Encourage teachers to share on social media their excitement about connecting with students, regardless of whether it is in person or online.

## Be Ready When School Doors Open

- Have teachers wear buttons that have their pictures on them so that students can see and connect with them, regardless of the mask the teacher is wearing
- Have signage on distancing throughout your buildings and in your hallways. Consider posting this information on social media, too.

## Increase Your Visibility

- Design a unique back-to-school 2020 graphic with your hashtag or theme and share it around your community
  - Create T-shirts or spiritwear
  - Post signs in local businesses
  - Place billboards or banners around town
  - Print yard signs (like you did for 2020 graduates)
  - Create magnets for cars or stickers for Chromebooks

## Create Energy on Social Media

- Launch a back-to-school hashtag that is unique to this year; for example, using your mascot such as: #WarriorReady, #TygersRoarTogether, #CardinalReadytoStart2020, #WhippetsTogether2020, #BearcatProud, etc.
- Create a Facebook frame to share along with your unique 2020 back-to-school hashtag
- Countdown to the start of school
  - Share ways the community can participate in your countdown with sidewalk chalk art or door decorating.
- Share traditional back-to-school reminders like school supply lists and tax-free shopping day.
- Write a series of tips for parents to get ready for back to school:
  - Resources on how to talk to and support your child for learning this year
  - How to prepare students for masks
  - Where to reach out if your child needs additional support with learning or mental wellness
- Link your posts to a page on your website with all the latest information

## Remember to Use Videos

- Share a video message from staff and community members on the excitement of starting school again
- Launch a FAQ video series or utilize Facebook Live to answer questions
- Create a walk-through video in each building to showcase how the buildings might look different but the excitement and commitment to providing an excellent school experience remains the same.
- Launch short clip PSAs on things like:
  - How riding the bus will look different
  - How to properly wear a mask
  - How to correctly wash hands
  - What social distancing will look like in the classrooms and hallways
  - Self-assessments for staff and students
  - What to do when you are sick
- Create an inspirational video showing staff preparing for the school year
  - [Welcome Back, Disney, University of Notre Dame](#)

