



**OFFICE OF THE SUPERINTENDENT
DR. VICKIE L. CARTWRIGHT
INTERIM SUPERINTENDENT OF SCHOOLS**

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DATE: November 8, 2021
TO: All Principals
Senior Leadership Team
FROM: Katherine Koch *kk*
Chief Communications Officer
VIA: Dr. Vickie L. Cartwright *dlc*
Interim Superintendent of Schools

SUBJECT: Social Media Campaign Addressing Threats to Schools

The Office of Communications is launching a one-day social media blitz to create momentum and a significant presence on various social media platforms to promote the District's **#ThinkBeforeYouPost** campaign.

The **#ThinkBeforeYouPost** message will be shared on the District's Facebook and Twitter platforms (@browardschools) at 7 a.m. on Tuesday, November 16, 2021.

We ask all schools, departments, principals, teachers, staff, and students to share, retweet and repost the message on your social media platforms. We hope to spread this important message on as many social networks in one day as possible.

The District is working on the **#ThinkBeforeYouPost** campaign in partnership with local law enforcement agencies, the State Attorney's Office, municipalities, and The Miami Dolphins to bring awareness and reach as many as we can in our community. The goal is to bring attention to our post by trending social media in a way that our message makes the greatest impact.

Please join us in reaching our students and BCPS community with this important message.

If you have any question or need assistance, contact Adrian Baxter, Social Media Specialist at 754-321-2300 or Adrian.Baxter@browardschools.com.

KK/KC/AB:kpc

cc: School Board Members
Cabinet Members
Veda Hudge, Director, Office of Service Quality