

Tag Us!

Facebook: @Frontline Impact Project / @Lysol US

Instagram: @frontlineimpact / @Lysol

Twitter: @FrontlineImProj / @Lysol



Social Media Toolkit for School Districts

[Please submit photos and quotes here.](#)

Objectives:

1. Share the impact of the FIP/Lysol has on schools, teachers, and kids
2. Encourage other school districts to sign up for wipes

Post Images/Videos: (in order of preference):

- Teachers and students using wipes
- Teacher/student testimonials (quick video of teacher, photo of teacher with quote)
- Wipes being delivered

Photo Checklist:

1. Make sure the camera lens is clean and the photos are well lit.
2. Take photos horizontally not vertically. It is easier to crop that way.
3. Make sure that donations and logos are visible.
4. Ensure faces and people are clear, if possible don't zoom.

Photo inspiration/examples:



Posting instructions:

1. Choose Photo(s)
2. Use or modify suggested copy below
 - a. [Facebook/Instagram](#)
 - b. [Twitter](#)
3. **Don't forget to tag us:**

- a. Facebook @Frontline Impact Project / @Lysol US
- b. Instagram @frontlineimpact / @Lysol
- c. Twitter @FrontlineImProj / @Lysol
- d. LinkedIn @Frontline Impact Project

Suggested Post Copy:

Facebook/Instagram:

Option 1: Personalized quote from teacher on impact of donation on classroom. Thank you @Frontline Impact Project and @Lysol for delivering x wipes to our schools! #frontlineimpactproject

★ Quote thought starters:

- How wipes help with quick clean up
- How wipes help keep kids and teachers more healthy during cold and flu season by being able to give high-trafficked areas and surfaces a quick wip
- How the wipes donation helps school \$ resources focused elsewhere

Option 2: Thank you @Frontline Impact Project and @Lysol for delivering x wipes to our schools! With #cold and #flu season upon us these wipes will help our #classroomheroes, our teachers, keep kids protected from germs and in school! You can still apply for free wipes today or share with an educator you know! Apply here: frontlineimpact.org/wipes #frontlineimpactproject

Twitter:

Option 1: Personalized quote from teacher on impact of donation on classroom. Want wipes for your district? Apply here: frontlineimpact.org/wipes

★ Must keep to 280 characters for Twitter

★ Quote thought starters:

- How wipes help with quick clean up
- How wipes help keep kids and teachers more healthy during cold and flu season by being able to give high-trafficked areas and surfaces a quick wipe
- How the wipes donation helps school resources (\$) be focused elsewhere

Option 2: Today, @Frontline Impact Project and @Lysol delivered x wipes for our schools! These #wipes will help keep our students #healthy while in school. You can still apply for free wipes today! Apply here: frontlineimpact.org/wipes #frontlineimpactproject