



FOR IMMEDIATE RELEASE

August 19, 2021

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WakeEd Partnership Launches Back to School Social Media Campaign to Promote COVID-19 Vaccinations

RALEIGH, N.C. – As the vast majority of Wake County’s public school students prepare to go back to school next week, [WakeEd Partnership](#) (WakeEd), a business-backed nonprofit organization that supports public schools in Wake County, today launched a new social media campaign to promote COVID-19 vaccinations. WakeEd plans to run messages across multiple social platforms including Twitter, Facebook, LinkedIn, and Instagram, as well as its own web site, encouraging vaccination as our best chance to keep students safe and in schools.

“Since the pandemic began, we have consistently advocated for putting the health and safety of our students and educators first when making decisions on how best to return to in-person classroom instruction,” said Keith Poston, President, WakeEd Partnership. “That’s why we [advocated for educators](#) to have priority access to vaccines earlier this year and why we support the use of face masks in our schools for staff and students now.”

“Since half of all Wake County students are under 12 and not eligible for a vaccine yet, the use of masks in schools remains critically important,” Poston said. “Public health experts agree the more people in a school and across a community that are vaccinated, the lower the risk of outbreaks. Getting a COVID-19 vaccine now is the single most important tool for preventing COVID-19 in schools.”

The social media campaign features multiple images and slogans including “Raise Your Hand if You’re Vaccinated”, “Don’t Wait to Vaccinate” and “Let’s Erase COVID-19”. The campaign will use various hashtags with #BackToSchool and include messages about the benefits of vaccination and links to information about vaccines including [how and where to get vaccinated](#).

About WakeEd Partnership

WakeEd Partnership is an independent, nonprofit organization comprised of business and community leaders committed to improving public education. Since 1983, the Partnership has advocated for excellent educational opportunities for all students in the Wake County Public School System. For more information, please visit www.wakeed.org.