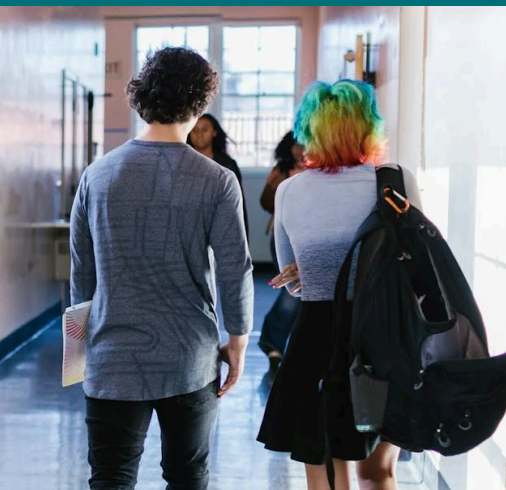




# SAFEOREGON

## REPORT, DON'T REPOST

Urging students and community members to report threats of school violence and unsafe behavior directly to authorities instead of sharing online.



# REPORT, DON'T REPOST

## Resources and Strategies for Implementation in the School Setting

Threats of school violence on social media are becoming very common and often go viral quickly. A single post can reach thousands in minutes, spreading fear and prompting urgent responses from police and school officials. "Report, Don't Repost" encourages reporting threatening or unsafe behaviors viewed on social media to someone who can help rather than sharing publicly on social media.

### Introduction

In recent years, threats of school violence on social media have become increasingly common, often going viral within minutes. These threats, whether real or unsubstantiated, can spread rapidly on platforms like Instagram, TikTok, and Snapchat, causing widespread panic among students, parents, and school staff. A single post can force immediate action from police and school officials, highlighting the critical need for responsible online behavior.

The "Report, Don't Repost" campaign aims to encourage students and community members to take an active role in school safety by being aware and reporting unsafe behaviors and concerns to the appropriate authorities rather than sharing potentially harmful content online.

This toolkit provides resources and strategies for effective implementation of the campaign in the school setting, designed to:

- **Raise Awareness:** Educate about the importance of staying vigilant of threatening or unsafe behaviors.
- **Promote Safe Communication:** Encourage to communicate safety concerns to the proper authorities and remind not to escalate the situation by reposting and spreading through social media.
- **Empower Action:** Highlight the positive impact of speaking up, provide clear steps for reporting, and ensure tipsters feel confident using the reporting options.

Together, we can create a safer environment for all students. Let's make a commitment to "Report, Don't Repost!"



# SAFEOREGON

[www.safeoregon.com](http://www.safeoregon.com)

## Communication Plan

Integrate SafeOregon and 'Report, Don't Repost' into regular school activities. Proactive safety messaging is key.



- 1. Start of the School Year** - Include safety messages in orientations, back-to-school nights, and handbooks.
- 2. Before or After Breaks (Winter, Spring, Summer)** - Share safety reminders in newsletters or assemblies before and after time away.
- 3. Safety Campaigns** - Align with initiatives like Suicide Prevention & Awareness Month and Safe Schools Week for greater impact
- 4. Response to Events** - Provide reassurance after incidents by emphasizing reporting systems and support resources.
- 5. Curriculum Integration** - Teach safety as part of daily learning in advisory periods and health classes. Contact [safeoregon@osp.oregon.gov](mailto:safeoregon@osp.oregon.gov) for supplemental curriculum info.
- 6. Drills and Emergency Preparedness** - Include messages about mental health and anonymous reporting during drills.
- 7. Family Communication** - Share safety tips in emails, on the website, and at school events.

### Student Safety Campaigns / Awareness Months

**August:** Back to school safety | Bystander awareness

**September:** Suicide Prevention & Awareness

**October:** Bullying Awareness | Safe Schools Week

**November:** Homeless Youth Prevention & Awareness

**December:** Winter Break Safety Tips

**January:** Human Trafficking Prevention

**February:** Teen Dating Violence Prevention

**March:** Self-Harm Prevention & Awareness

**April:** Child Abuse Prevention | Sexual Assault Awareness

**May:** Mental Health Awareness | Missing Children's Day

**June:** LGBTQ+ Pride

**July:** Summer Safety



## Posters and Signage

Visit the [SafeOregon resources page](#) to download and print campaign materials.

### 11x17 Posters



**Social media spreads fast. So does fear.  
Stop the spread of misinformation.**



See a school safety concern on social media? **REPORT IT**  
to school or law enforcement instead of reposting.



**Together, we make schools  
and students safer.**

[www.safeoregon.com](http://www.safeoregon.com)



### 8x10 Flyers



**See a school safety  
concern online?**

**REPORT IT**

**to school or law enforcement  
instead of reposting.**



**Together, we make schools  
and students safer.**



[www.safeoregon.com](http://www.safeoregon.com)



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## Sample Newsletter / Email Messaging



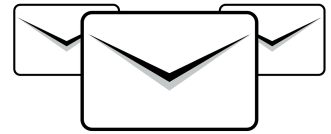
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### Safety Reminder: Report, Don't Repost

At [School Name], the safety and well-being of our students is our highest priority. If you or your child sees a threatening or concerning message—whether online, in person, or on social media—**please report it right away and do not repost or share it.** Spreading alarming content can cause panic and delay proper response.

To report, you can:

- Tell a trusted adult (teacher, counselor, administrator)
- Contact the school office directly
- Use **SafeOregon** – confidential & available 24/7. Attach screenshots/photos when possible.
  - [www.safeoregon.com](http://www.safeoregon.com)
  - [tip@safeoregon.com](mailto:tip@safeoregon.com)
  - Call/Text: 844-472-3367
  - SafeOregon App (App Store/Google Play)



Parents: This message applies to you, too. **If you see something, report it—don't share it.** Together, we can help keep our schools and students safe.

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At [School Name], we work to keep students safe—on campus and online. Please remember the importance of social media safety and the SafeOregon tip line.

In today's digital world, students are often the first to see concerning content on social media— whether it's bullying, threats, or posts that make someone feel unsafe. While it might feel natural to share these posts to raise awareness, **reposting can actually cause more harm than good.** It can spread fear, create panic, and give attention to dangerous or inappropriate behavior. Instead, we encourage students to Report, Don't Repost.

### What to do if you see something troubling online:

- Do not share or repost the content.
- Take a screenshot if possible, then report it to a trusted adult at school or home.
- Use the SafeOregon Tip Line if you are more comfortable reporting confidentially or anonymously: [www.safeoregon.com](http://www.safeoregon.com) | Text or call 844-472-3367 | [tip@safeoregon.com](mailto:tip@safeoregon.com)

SafeOregon is available 24/7. Whether it's bullying, threats, violence, or anything else that doesn't feel right—reporting helps protect everyone.

**Remember: If you see something concerning, say something. Report. Don't Repost.**

[www.safeoregon.com](http://www.safeoregon.com)

## Sample Parent Letter



Dear Parents and Guardians,

At [School Name], the safety of our students, staff, and community is our highest priority.

As part of our school safety efforts, we ask for your help promoting an important message: **“Report, Don’t Repost.”** If your child—or you as a parent—sees or hears about a potential threat, disturbing message, or unsafe behavior (online, through social media, or in person), we ask that you report it immediately and not repost or share it with others. Reposting can spread fear, cause misinformation, and delay the ability of school staff or law enforcement to respond effectively.

There are several ways to report concerns. To report, you can:

- **Tell a trusted adult** – such as a teacher, school counselor, coach, or administrator.
- **Contact school staff directly** – call or email the front office or a school administrator.
- **Submit a report through SafeOregon** - secure, confidential service available 24/7:
  - Website: [www.safeoregon.com](http://www.safeoregon.com)
  - Email: [tip@safeoregon.com](mailto:tip@safeoregon.com)
  - Text or Call: 844-472-3367
  - Mobile App: SafeOregon (available in the App Store and Google Play)

We urge **parents and guardians** to follow this guidance as well. If you come across potentially threatening or concerning posts or messages—especially on social media—please report them through official channels instead of reposting or resharing them online. We can work together to help prevent harm, reduce anxiety, and create a safer school environment.

Thank you for your continued partnership and for working with us to keep [School Name] a safe and supportive place to learn and grow.

Please contact our office if you have any questions or need more information.



**SAFEOREGON**

## Sample Social Media Posts

Not everything needs a repost.

If you see a threat or something scary online, take a screenshot of it and tell an adult or report it at [SafeOregon.com](http://SafeOregon.com).

Let's keep our schools safe together.

#ReportDontRepost #SafeOnline #SafeOregon

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This week we're focusing on how to keep our schools safe.

- If you see something suspicious online: Don't repost it. Report It

[www.safeoregon.com](http://www.safeoregon.com) | Text/call: 844-472-3367

#ReportDontRepost #SafeOregon #DigitalResponsibility

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Parents: Talk to your child about what to do if they see concerning content online.

- Don't repost it.
- Report it to a trusted adult or at [SafeOregon.com](http://SafeOregon.com).

Together, we can stop harmful content from spreading.

#SchoolSafety #ReportDontRepost #ParentTips

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When students see something concerning online, the right response matters.

Reposting a threat can increase panic.

Reporting it to a teacher, school resource officer or at [SafeOregon.com](http://SafeOregon.com) can stop it.

Let's encourage our students to take action the smart way.

Speak up. Stay safe.

#ReportDontRepost #SafeOregon #SchoolSafety

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Your share could do harm.

Your report could save lives.

If you see a threat or something dangerous online, report it to a trusted adult or school official—don't repost it.

#ReportDontRepost #SchoolSafety #BeTheChange

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See something concerning online? Don't share it—report it. Reposting threats or harmful content can spread fear and confusion. Instead, report it to a trusted adult or at [SafeOregon.com](http://SafeOregon.com).

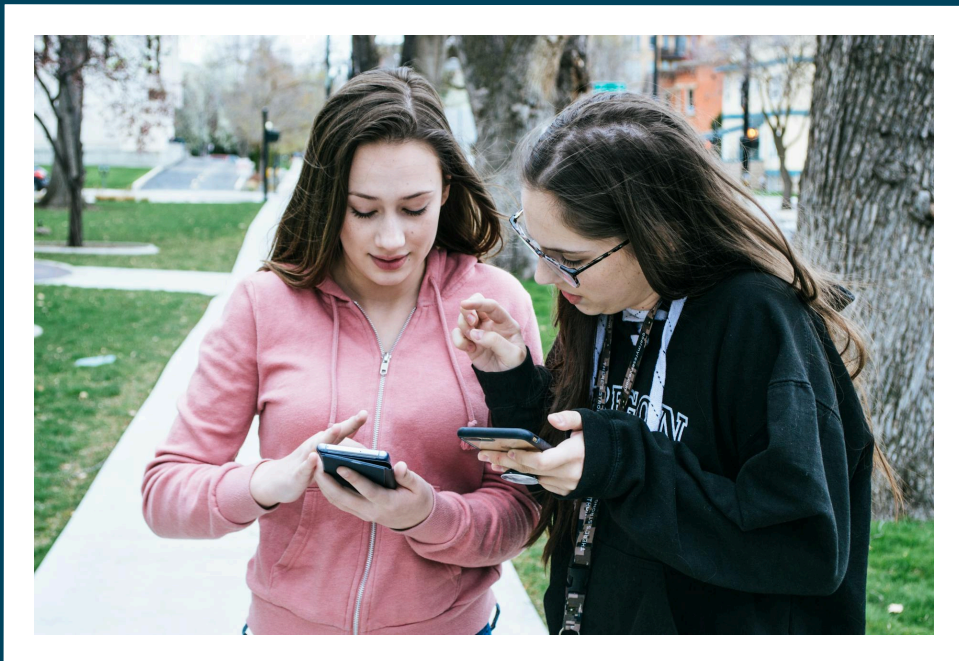
#ReportDontRepost #SafeOregon #SchoolSafety



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REPORT  
don't  
REPOST



For questions about the campaign, contact Oregon State Police at [safeoregon@osp.oregon.gov](mailto:safeoregon@osp.oregon.gov) or visit the SafeOregon website at [www.safeoregon.com](http://www.safeoregon.com).