



Social Media Tools

LIGHTNING SAFETY AWARENESS WEEK: June 24 – 30, 2012

NOAA's National Weather Service would like to recommend using social media tools as the platform to promote Lightning Safety Awareness Week. This can be done in a variety of ways, beginning with a social networking account. You can promote weather-readiness through your Facebook status or Twitter by using any of our sample messages in your own updates. More information and ideas on how to take action and share can be found at the National Weather Service's social media accounts at www.facebook.com/US.National.Weather.Service.gov or twitter.com/usnws.gov.

Social Media Messages

Sample Social Media Messages are provided below for your use. NOAA's National Weather Service will have similar messages on its Facebook and Twitter accounts throughout the week.

Hashtag: #ImAForce

• Sunday June 24: Intro to week

- It's Lightning Safety Awareness Week. Learn how to be a force of nature this week. www.lightningsafety.noaa.gov #ImAForce
- Being prepared to act quickly when thunderstorms threaten can save lives. Make sure you're ready www.lightningsafety.noaa.gov #ImAForce
- Today is the first day of the 12th Lightning Safety Awareness Week. Since the campaign began, the average number of lightning deaths in the U.S. has decreased from 73 to 54. That's great progress, but lightning continues to be one of the top three storm-related killers in the United States. Learn how to be a force of nature this week. www.lightningsafety.noaa.gov

• Monday June 25: Know your risk

- More than 80% of lightning victims are male. Be a force of nature by knowing your risk, taking action and being an example #ImAForce
- Check the weather forecast regularly to know your risk for thunderstorms. Be a force, build a #WRN www.lightningsafety.noaa.gov #ImAForce
- Know your risk of thunderstorms & be a force of nature. After you act, tag your msg with #ImAForce

- In the United States, there are about 25 million lightning flashes every year. Each of those 25 million flashes is a potential killer. During Lightning Safety Awareness Week, learn how you can be a force of nature against the dangers of lightning.
www.lightningsafety.noaa.gov
- The best way to protect yourself from lightning is to avoid the threat. You simply don't want to be caught outside in a storm. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and get a NOAA Weather Radio.
www.lightningsafety.noaa.gov
- **Tuesday June 26: Take Action**
 - We're asking families, communities and businesses to be a force of nature against lightning www.lightningsafety.noaa.gov #ImAForce
 - If you can hear thunder, even a distant rumble, lightning is close enough to strike you.
www.lightningsafety.noaa.gov #ImAForce
 - Have a lightning safety plan, and cancel or postpone activities early if thunderstorms are expected www.lightningsafety.noaa.gov #ImAForce
 - At any given moment, there are 1,800 thunderstorms in progress somewhere on the earth. This amounts to 16 million storms each year! Too many people wait far too long to get to a safe place when thunderstorms approach. Be a force of nature and identify your safe place, a substantial building or hard topped vehicle, before the storm strikes. Learn more at www.lightningsafety.noaa.gov
- **Wednesday June 27: Take Action**
 - Be a force of nature and stay indoors for 30 minutes after the last thunder clap
www.lightningsafety.noaa.gov #ImAForce
 - Have a lightning safety plan & cancel or postpone activities early if thunderstorms are expected www.lightningsafety.noaa.gov #ImAForce
 - Stay safe indoors! Don't use a corded phone or touch plumbing or during thunderstorms #ImAForce
 - The best way to protect yourself from lightning is to avoid the threat. You simply don't want to be caught outside in a storm. Have a lightning safety plan, and cancel or postpone activities early if thunderstorms are expected. Monitor weather conditions and get to a safe place before the weather becomes threatening. Substantial buildings and hard-topped vehicles are safe options. Rain shelters, small sheds, and open vehicles are NOT safe. Learn more at www.lightningsafety.noaa.gov

- **Thursday June 28: Be an example**

- Thunderstorms in your area? Be an example & share info with coworkers, family and friends www.lightningsafety.noaa.gov #ImAForce
- Be prepared: hear the warning with @usnoaagov Weather Radio and spread the word when severe #wx threatens. # ImAForce
- Building a Weather-Ready Nation requires the action of each and every one of us. Be an example in your community and teach others about the dangers of lightning. Pass on information at a community meeting or activity, work event or faith-based gatherings. www.lightningsafety.noaa.gov
- Weather-Ready kids are critical part of building a Weather-Ready Nation. Check on this Lightning Safety coloring book that can help transform kids into forces of nature against the dangers of lightning:
http://www.lightningsafety.noaa.gov/resources/Leon_Coloring_Book_2012.pdf

- **Friday June 29: Lightning Safety for outdoor venues**

- The only completely safe action when you're outside during a thunderstorm is to get inside a safe building or vehicle #ImAForce
- Outdoor venue managers can do their part to build a #WRN by following these tips <http://bit.ly/m9ipWz> #ImAForce
- More tips on outdoor venue lightning safety from our partners at <http://www.lightning-risk.org/> #ImAForce
- The National Weather Service encourages recreational facilities to adopt comprehensive lightning protection strategies to protect patrons and employees. A cornerstone of the NWS lightning safety campaign is the NWS Lightning Safety Toolkit. The Toolkit outlines the steps a recreational facility needs to take to earn recognition from the National Weather Service for their lightning safety program. Check it out here http://www.lightningsafety.noaa.gov/resources/large_venue.pdf

- **Saturday June 30: Just the beginning**

- Although Lightning Safety Week is ending, your impact is just beginning. Share what you learned with friends, family and others #ImAForce
- Summer is the peak season for one of the nation's deadliest weather phenomena—lightning. But don't be fooled, lightning strikes year round. As Lightning Safety Awareness Week draws to a close, keep looking for ways you can be a force of nature in your community when it comes to weather-readiness. <http://www.nws.noaa.gov/com/weatherreadynation/>