Flood Safety
Social Media Content Shareables

Flood Safety
Twitter Content Shareables

- Make a plan to connect during disasters by text, e-mail, social media & cell #FloodSafety

- Please share: "When roads are flooded, Turn Around Don't Drown®! It may save your life!" [attach graphic 1]

- 6 inches of moving water can sweep you off your feet. STAY AWAY from moving water! #floods [attach graphic 2]

- #Floods occur in every U.S. state. Make sure your family is prepared & take action: http://go.usa.gov/kf9V [attach graphic 3]

- #Flood terms: Watch=floods are possible. Warnings= will occur soon, move to higher ground.

- Flash #flood warning = flash flooding is occurring; seek higher ground immediately. Listen to local officials.

- During severe weather Wireless #EmergencyAlerts can save your life. Watch how: http://youtu.be/wDpcGypv2_U

- Make sure your business has a #FloodSafety plan. Tips: www.ready.gov/business [attach graphic 4]

- #FloodSafety Tips: Charge mobile devices. Locate flashlights & radio. Tell friends/family your location in case of power loss.

- Flooding is an increased risk if you live close to sea level! Know your risk and prepare! http://1.usa.gov/1nGpc9d #PrepareAthon

- Spread #flood awareness in your community with these creative promotional tools! http://1.usa.gov/1tylAZ2 #PrepareAthon [attach graphic 5]

- Get your organization prepared for a #flood with the @PrepareAthon flood playbook: http://1.usa.gov/1tylCzY [attach graphic 6]

- Prepare for a #flood by knowing your evacuation routes, how you will get there, and where you will stay. #PrepareAthon

- Prepare before a #flood by installing a water alarm in your basement. More tips: http://1.usa.gov/1poPE5S #PrepareAthon [attach graphic 7]

- Join the grassroots movement to improve our nation's preparedness. Register your #FloodSafety activities: http://1.usa.gov/1tyyBE8

- 30: The number of days it takes for flood insurance to begin. Don't wait until it's too late! http://1.usa.gov/15vEcTH #FloodSafety
- Whether it's a few inches or a mile high, flood insurance covers you for the unexpected: http://1.usa.gov/1CFTJe9_ #FloodSafety
- Understand your local flood risk by checking out @fema's Flood Map Service Center: http://go.usa.gov/33sD5 #FloodSafety
- Reduce your risk from #flooding by renting, buying, or building outside of high risk flood zones.

Flood Safety
Facebook Content Shareables

- Please share! Did you know that 1 foot of water is enough to make most cars float? NEVER drive through flooded roads. "Turn Around Don't Drown®" #FloodSafety [attach graphic 1]
- Did you know that 1 foot of water is enough to make most cars float? Check out these #FloodSafety tips with your family at dinner tonight and discuss what to do before, during, and after a flood: http://go.usa.gov/KQwz [attach graphic 2]
- 6 inches of moving water can sweep you off your feet. STAY AWAY from moving water! #floods
- Talk with your family about creating a #flood safety plan. For tips and tools visit: www.ready.gov/kids/know-the-facts/floods [attach graphic 3]
- Up to 40% of businesses never recover after a major disaster. Does your business have an emergency plan in the event of a flood? Make a plan today: http://go.usa.gov/KPzz [attach graphic 4]
- Floods can occur during any season, especially if you live in a low-lying area, along a coast, or downstream from a dam or levee. Take action to prepare for flooding today by visiting the America's PrepareAthon! website to access "How To Prepare" guides, toolkits, and creative materials to organize a preparedness event in your area: www.ready.gov/prepare [attach graphic 5]
- Floods can happen at any time! Take simple steps to protect your family and property from the damaging impact of floods. Stay afloat by participating in America's PrepareAthon grassroots campaign by registering at: www.ready.gov/prepare [attach graphic 6]

- Have you registered for America's PrepareAthon! Spring 2015? Join millions of Americans already taking steps to protect themselves, their families and businesses from disaster! Plan a preparedness event and be counted towards participation in #PrepareAthon! Register today: www.ready.gov/prepareathon [attach graphic 7]
- Everyone – including individuals, families, homeowners, renters, property owners, and business owners - should understand the flood risk for their home and property and the best ways to keep themselves, their loved ones, and their property safe from flooding now and in the future. For more tips and information visit: www.floodsmart.gov #FloodSafety

Emergency Preparedness Social Media Writing Tips

Social media content writing tips:

- Keep it simple. Good design and good content more often than not leads to accessible content.

- Write in plain language. Limit Tweets to 120 characters or LESS. Make sure posts are actionable. What would you like people to do as a result of the content? (i.e. make a family emergency plan

- Limit your use of hashtags, abbreviations and acronyms.

- Use camel case when appropriate (i.e., capitalize the first letters of compound words as in #WinterStorms

- Attach a graphic with text. @Readygov data shows that followers are more engaged by graphics and photographs

Organize a Twitter Chat:

Twitter chats are planned virtual gatherings hosted in real time on Twitter. They're normally moderated, or guided, by one user to start a conversation on a certain topic. The chat is given a hashtag, such as #NatlPrep, to make it easy for anyone to identify the chat and participate. Think about hosting a Twitter chat to share your emergency preparedness expertise and build excitement around your National Preparedness Month activities. Here's how to get started:

1. Choose a Topic

Start by thinking about which hazard is most relevant to your area and would have the greatest impact on you and your community. Next, determine who you want to participate in the conversation. For example, you may want to invite your employees

and customers to join the chat. Think about specific topic areas to focus on, like signing up for local alerts and warning or collecting important documents to keep in a safe place.

Tips:

☐ The Role of the Moderator

The moderator guides the conversation. As the moderator, you should have specific tweets and topics available to post during any lulls in the chat.

☐ Pick a Tool for Moderation

Use HootSuite, TweetDeck, or another Twitter dashboard that allows you to publish tweets and follow the discussion by monitoring the #NatlPrep feed.

2. Know Your Audience

Is your intended audience active enough on Twitter to carry on a lively discussion? If so, think about preparedness questions they'd find interesting to best engage them. If your audience isn't active on Twitter, it may be best to participate in other Twitter chats rather than host your own.

3. Pick a Date and Time

What date and time is your target audience most likely to participate? If your audience works a 9-to-5 job, then lunchtime or early to mid-evening may be the best time.

4. Register Your Chat with FEMA

Visit www.ready.gov/prepare for a list of upcoming national and regional Twitter chats that you can promote and participate in. If you're hosting your own chat, register your chat so we can list it on our website and help you promote it!

5. Promote Your Twitter Chat

Publicize your chat to increase participation. Publish the details on your website and social media channels. Be sure to include the date, time, topics, and #NatlPrep hashtag.

Activities to Promote the Twitter Chat

- ✓ Send invitations via Twitter direct message or email.
- ✓ Include the hashtag in your email signature block.
- ✓ Ask Twitter followers to retweet the invite.
- ✓ Advertise on other channels (e.g., Facebook, blog, website).
- ✓ Promote in traditional places (e.g., office lobby).
- ✓ Always include the time, date, and hashtag!

6. Set the Format and Moderate

Think of your Twitter chat as a guided conversation, with you as the guide. As the moderator, you can help structure the discussion by asking specific questions about a

topic. Number the questions as Q1, Q2, etc. Ask participants to reply with answers using A1, A2, etc. For example:

Q1: To prepare for a flood, what important documents should you have ready? #NatlPrep.

A1: I have a copy of my driver's license, Social Security card, birth certificate, and kids' medical records and IDs in a waterproof box! #NatlPrep.

Each question gets 15 minutes on average, and chats usually last approximately one hour. Decide on your Twitter chat topic and questions in advance so that you can promote them beforehand.

7. Use a consistent hashtag like: #NatlPrep or #PrepareAthon
If you host a Twitter chat, use #PrepareAthon as part of your branding.

8. Announce Chat Guidelines
Every Twitter chat has its own rules. The start of a chat is a good time to establish guidelines and the chat format discussed above. For instance, you might say:

We have four questions: Q1–Q4. Answers questions using A1–A4. Don't forget to add #PrepareAthon to your tweets to be part of the chat.

9. Follow Up After the Chat
Thank everyone for their participation Follow up with a summary of the conversation for those who were unable to join. And please share it with us @PrepareAthon @Readygov

Evaluate the success of your chat by the number of participants and tweets (include retweets, mentions, and favorites). Also, look at the total reach and impressions of your chat. At the end of your chat, ask: What would you like to see next time? Now, use that feedback in the next chat you host or participate in.

For more preparedness related content visit:

www.ready.gov

www.ready.gov/prepare

Your local emergency manager's website: www.ready.gov/today

AMERICA'S PrepareAthon!
Be Smart. Take Part. Prepare.

Ready