Severe Weather Preparedness Social Media Content Shareables

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

Ready
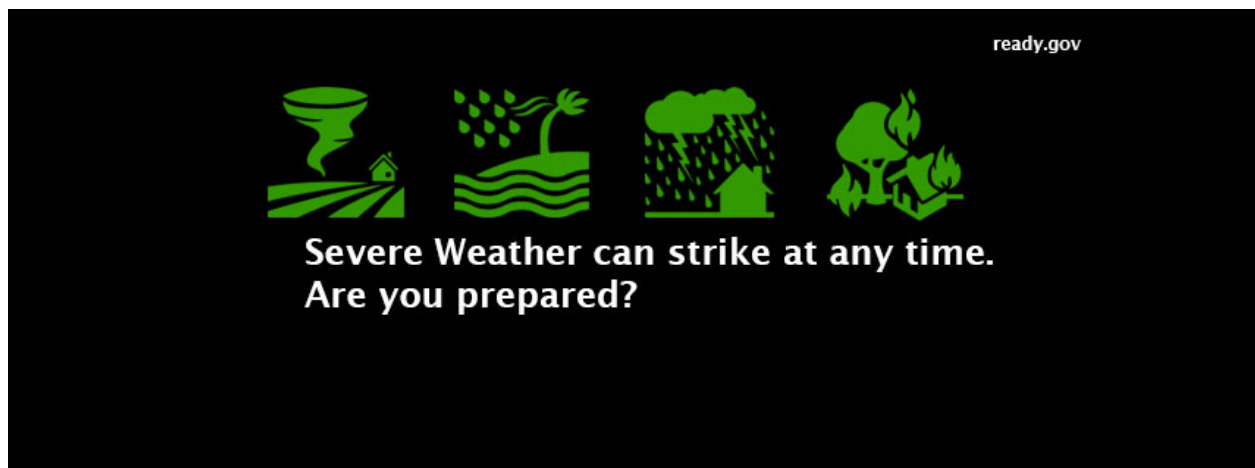
Severe Weather Preparedness Twitter Content Shareables

For more social media content to help you get prepared for Severe Weather check out the National Weather Service (NWS) social media #SevereWeatherPrep toolkit.

Know Your Risk

- Severe weather can strike any time of the year. Are you prepared? Follow @Readygov: http://go.usa.gov/3x95d #SevereWeatherPrep
- During severe weather Wireless #EmergencyAlerts can save your life. Watch how: http://youtu.be/wDpcGypv2_U
- Wireless Emergency Alerts are automatic texts sent to you in an emergency; no sign-up required: ready.gov/alerts
- Sign-up for @Twitter Alerts from @FEMA for critical information in real-time: https://twitter.com/fema/alerts #SevereWeatherPrep

Take Action

- Watches=severe weather is possible. Warnings=severe conditions have begun or will begin soon. #SevereWeatherPrep
- Talk with your kids about #SevereWeatherPrep. Know the facts: http://go.usa.gov/3xkJF [attach graphic 1]
- Make a plan to connect during severe weather by text, e-mail, social media & cell. #SevereWeatherPrep [attach graphic 2]
- #SevereWeatherPrep tips: Only travel if necessary, keep phones charged, check on neighbors, & bring pets indoors.
- Pack an emergency kit for each person and pet traveling in your car: www.ready.gov/cars #SevereWeatherPrep

Flood

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

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

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

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

Tornado

- Don't get it twisted! Tornadoes can occur with almost no warning! Get prepared w/ http://1.usa.gov/1r1pHQi #PrepareAthon

- Lightning and hail are common in tornado weather! Learn what else to expect. http://1.usa.gov/1f0YhFv #PrepareAthon

- Every state has some risk for tornadoes. Prepare today for what may come tomorrow: http://1.usa.gov/1knu5Ax #SevereWeatherPrep

- Live in a tornado-prone area? Practice going to your protective location often. http://1.usa.gov/1siRA7I #SevereWeatherPrep

Wildfire

- Your community may have a designated wildfire season. Know your risks! http://1.usa.gov/1nmNR5s #PrepareAthon

- Most wildfires are set by humans and can happen any time. Always be prepared. http://1.usa.gov/1zidBGZ #PrepareAthon

- When wildfire threatens your area, evacuate early to avoid being trapped. http://1.usa.gov/1zidBGZ #PrepareAthon

- If you see a wildfire, call 911. You may be the first person to have spotted it! #SevereWeatherPrep [attach graphic 3]

Be a Force of Nature

- Visit ready.gov year-round for helpful emergency preparedness tips. #SevereWeatherPrep [attach graphic 4]

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

- Help your friends get ready for severe weather www.ready.gov/severe-weather #SevereWeatherPrep

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- Make sure your business has a #SevereWeatherPrep plan. Tips: www.ready.gov/business

Flood Safety
Facebook Content Shareables

- Severe weather can strike at any time. Know the risk in your area and get prepared. www.ready.gov/severe-weather #SevereWeatherPrep [attach graphic 4]

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

- Take time to talk with your family about #SevereWeatherPrep. For more tips and information visit: www.ready.gov/kids/know-the-facts [attach graphic 5]

- Be Smart. Take Part. Prepare. Register now to participate in America's PrepareAthon! and provide details about the activities you're planning. Share the steps you are taking to get yourself and your community prepared. Visit www.ready.gov/prepare for more information! [attach graphic 6]

- Are you registered for America's PrepareAthon? America's PrepareAthon! is a national, grassroots campaign for action to increase community preparedness and resilience through hazard-specific drills, group discussions, and exercises. www.ready.gov/prepare #SevereWeatherPrep [attach graphic 7]

- 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 8]

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.

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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