



2014 National Hurricane Preparedness Week

Digital Engagement Toolkit

The Federal Emergency Management Agency (FEMA) and the National Oceanic and Atmospheric Administration (NOAA) recommend using social media tools as a way to promote [National Hurricane Preparedness Week](#), May 25th – May 31st, as well as throughout hurricane season.

Here are some tips to promote hurricane preparedness:

- For tips and information about hurricanes visit: www.ready.gov/hurricanes
- Visit National Hurricanes Center mobile friendly site: www.hurricanes.gov/mobile
- Download and share the digital engagement toolkit
- Update your Facebook cover photo promoting Hurricane Preparedness Month
- Use the hashtag #HurricanePrep & attach a relevant photo
- [Download the FEMA smartphone app](#)
- Follow and RT Twitter accounts during Hurricane preparedness week for more info:

[@Readygov](#)

[@PrepareAthon](#)

[@FEMA](#)

[@CitizenCorps](#)

[@NHC_Pacific](#)

[@NOAA](#)

[@NHC_Atlantic](#)

[@NWS](#)

Sample social media messages

Consider focusing on the following topics for each day of Hurricane Preparedness week:

May 25 - Sunday- *Hurricane Basics*

May 26 - Monday - *Storm Surge*

May 27 - Tuesday- *Winds*

May 28 - Wednesday - *Inland Flooding*

May 29 - Thursday - *Forecast Process*

May 30 - Friday - *Get a Plan*

May 31 - Saturday - *Take Action*

Promote Hurricane Preparedness Week

- National Hurricane Preparedness Week is May 25 –31! Follow [#HurricanePrep](#) for more tips: 1.usa.gov/1kZ41gT
- National Hurricane Preparedness Week has a different theme every day. More info: 1.usa.gov/1kZ41gT [#HurricanePrep](#)

Sunday – Basics

Twitter

- This week is National Hurricane Preparedness Week. Make a [#HurricanePrep](#) plan today: www.ready.gov/hurricanes
- Hurricane season starts June 1st. Don't wing your family emergency plan. Plan tips: <http://go.usa.gov/84uw> [#HurricanePrep](#)
- During [#HurricanePrep](#) Week, share how you're getting prepared for hurricane season by using/following [#HurricanePrep](#)



- Get your #HurricanePrep on with the #PrepareAthon hazards-specific guide. Learn how to protect yourself and property. 1.usa.gov/1sIHrg

Facebook

- During Hurricane Preparedness Week, prepare your family, home, or business before a disaster strikes. Learn how you can get prepared to lessen the impact of severe tropical weather by visiting: www.ready.gov/hurricanes
#HurricanePrep

Monday – Storm Surge

Twitter

- Hurricanes can cause storm surge to travel several miles inland, damaging homes & businesses. Learn the risks <http://www.nhc.noaa.gov/prepare/hazards.php#surge>
- Planning a summer getaway to the coast? Keep #Hurricanes in mind & be prepared: 1.usa.gov/1ez1HPf. #HurricanePrep
- Be Smart! Take part in National Hurricane Preparedness Week and Prepare NOW. Learn more. 1.usa.gov/1ez1HPf. #HurricanePrep

Facebook

- Did you know: Most hurricane deaths and damages aren't because of winds – they happen because of flooding. Visit www.floodsmart.gov to find out if you live in a flood-prone area and how flood insurance can lessen the financial impact of a flood.

Tuesday – Winds

Twitter

- #HurricanePrep tip: Bring in outdoor furniture & anything else that is not tied down to prevent injury/damage from debris.
- #HurricanePrep tip: Trim trees & shrubs. High winds can turn branches into projectiles during a storm.

Facebook

- Two easy ways to get your yard or property ready for hurricane season:
 - Have a plan for bringing in all outdoor furniture & securing anything else that isn't tied down, should a storm threaten the area
 - Trim the trees and shrubs around your home. High winds can turn branches into projectiles during a storm

Find more safety tips at <http://www.ready.gov/hurricanes> and share these tips with your Facebook friends!

Wednesday – Inland Flooding

Twitter

- Don't get caught by dangerous flood waters, have an evacuation plan! 1.usa.gov/1hopADX. #HurricanePrep.



- Hurricanes can cause extensive flood damage in coastal & inland areas- Make a #HurricanePrep plan: www.Ready.gov/hurricanes
- Turn around, don't drown. Two feet of rushing water can carry away most vehicles including trucks and SUVs #HurricanePrep
- Flooding is common after a hurricane, prepare your family with the How to Prepare for a Flood guide! 1.usa.gov/1hopADX. #HurricanePrep.

Facebook

- Hurricanes aren't just powerful gusts of wind – they can produce dangerous amounts of rain & flooding, too. Learn how to protect your family, home, or business from all the potential effects of hurricanes at www.Ready.gov/hurricanes. #HurricanePrep
- Remember, Turn around, Don't drown. A mere six inches of fast-moving flood water can knock over an adult. It only takes two feet of rushing water to carry away most vehicles including pickups and SUV's. More tips and information: www.ready.gov/hurricanes #HurricanePrep

Thursday – Forecast process

Twitter

- #Hurricane terms: A hurricane warning means *one is expected* in your area. Follow evacuation orders from local officials if given.
- #Hurricane terms: A hurricane watch means *one is possible* in your area. Know your evacuation route & listen to local officials.
- If you receive a Wireless #EmergencyAlert take action & check local media: www.ready.gov/alerts

Facebook

- Hurricane season begins June 1. Familiarize yourself & your family with severe weather terminology:
 - A hurricane warning means *one is expected* in your area. Follow evacuation orders from local officials if given
 - A hurricane watch means *one is possible* in your area. Know your evacuation route & listen to local officials.
 - Don't put you or your family at risk; follow the instructions of local officials – and if told to evacuate, evacuate.
 - To keep up with your local weather forecast, monitor local media updates or visit www.weather.gov

Friday – Get a plan

Twitter

- Know what to do before a hurricane strikes – create an emergency plan today at www.ready.gov/hurricanes & share w/ #HurricanePrep



- Your family's needs change over time – make sure you have what you need for this year's #hurricane season. <http://www.ready.gov/considerations>

Facebook

- If a hurricane or tropical storm should threaten your area, would you know what to do? Contact your local emergency management office and find out if you live in an evacuation zone and what your evacuation route is. For tips and information visit: www.ready.gov/today

Saturday – Take Action

Twitter

- You can make a difference & inspire others to action. Take an action to prepare for disasters. www.Ready.gov/hurricanes
- Practice makes perfect for #HurricanePrep Download guides available by sector w/ simple drills, exercises and discussions 1.usa.gov/1BBWwH
- Did you participate in National Hurricane Preparedness Week? Tell us what you learned using #HurricanePrep. Be Smart. Take Part. Prepare!

Facebook

- You can make a difference and inspire others to action. Pledge to be prepared for disasters and let your Facebook friends know! www.Ready.gov/hurricanes

More #HurricanePrep tips to use throughout the year:

- #Safetytip: Be prepared for hurricanes, tropical storms and flooding. Build an emergency kit: www.ready.gov/build-a-kit
- Include a hand-crank or battery powered radio in your emergency kit. More tips: <http://go.usa.gov/84JH>
- A hurricane watch means that hurricane conditions are possible within the next 48 hours. Know your evacuation route & listen to local officials
- A hurricane warning means that hurricane conditions are expected within the next 36 hours. Follow evacuation orders from local officials if given
- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. #HurricanePrep
- Know what to do before a hurricane strikes – create an emergency plan today at www.ready.gov/hurricanes & share w/ #HurricanePrep
- #Safetytip: If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out.
- If power goes out- risk of CO poisoning & fire increases- NEVER use generators in garages, basements & operate far away from windows
- Historically most #hurricane deaths are from inland flooding. Don't drive thru flooded roads! #HurricanePrep
- #HurricanePrep tip- Prepare your home for heavy winds. Cover windows, clean gutters, trim trees. More: www.ready.gov/hurricanes
- Disaster #safetytip: As part of your family's emergency kit, include games & toys to keep children entertained