

America's PrepareAthon! Spring 2015 Digital Engagement Toolkit



America's PrepareAthon!

2015 Spring Digital Engagement Toolkit

This digital engagement toolkit provides sample tweets, Facebook posts and Instagram messages to help you build momentum for America's PrepareAthon! and the April 30, National PrepareAthon! Day. We encourage you to customize this content for your organization.

Goal

Our goal is for organizations to use their social media channels to promote America's PrepareAthon!, share their preparedness activities, and join the national conversation leading up to the April 30, National PrepareAthon! Day. (To review preparedness activities visit ready.gov/prepare, select "Take Action" and review "[Choose Your Activities](#)" on the right-hand side.)

Frequency

We encourage you to share America's PrepareAthon! social media content at least twice a week and more frequently as the April 30, National PrepareAthon! Day nears.

Timeline and Themes

- March 15 – 31: Raise awareness about America's PrepareAthon!
- April 1 – 15: Share your preparedness action for America's PrepareAthon!
- April 16 – 30: Join the national conversation and illustrate your preparedness action with visuals like photos, graphics or the customizable flyers you can find at ready.gov/prepare.

March 15 - 31: Raise awareness about America's PrepareAthon!

During this period you should:

- Show you're registered and a part of the America's PrepareAthon! movement by inserting the "Count Us In" and "We're In. Are You?" badge on your social media feeds.
- Share the goals of America's PrepareAthon! with your stakeholders and others using #PrepareAthon.
- Encourage followers to register their actions and events on ready.gov/prepare.

Sample Tweets

1. Are you one in a million? We're part of the millions taking action for America's #PrepareAthon. [insert "Count Us In" image].
2. Follow @PrepareAthon today to learn what to do when an emergency comes your way. <http://1.usa.gov/Oh93us>. #PrepareAthon
3. As part of America's #PrepareAthon, we are committed to doing preparedness actions for emergencies. Learn more: <http://1.usa.gov/Oh93us>.
4. Prepared > Scared. Make sure you're prepared for the next emergency with America's #PrepareAthon <http://1.usa.gov/Oh93us>
5. Register for #PrepareAthon to prepare for disasters in your community: <http://go.usa.gov/3CZZR>
6. Learn from others! Check out first-hand videos of disaster survivors at <http://bit.ly/1nwuDXu> #PrepareAthon
7. Registering for America's PrepareAthon! is easy as 1, 2, 3. Sign up & be counted for the day of action on 4/30 <http://go.usa.gov/3CZZR>

Sample Facebook Posts

1. We're part of the millions of people taking action for America's PrepareAthon! Register today at <http://go.usa.gov/3CZZR>. #PrepareAthon [insert "We're In. Are You" image]
2. Are you registered for America's PrepareAthon? It is a movement to increase community preparedness and resilience through hazard-specific drills, group

discussions, and exercises. #PrepareAthon <http://go.usa.gov/3CZZR>. [insert generic America's PrepareAthon! poster]

3. Save the Date! April 30 is National PrepareAthon! Day. Join with communities across the Nation for preparedness events like tornado drills and tabletop exercises. Learn what to do before, during, and after disasters. For more information about America's PrepareAthon! visit: <http://1.usa.gov/Oh93us>.

Sample Instagram Post

- We're doing [insert preparedness action] for America's #PrepareAthon. [include "Count Us In" image]

Note: A list of preparedness actions/activities can be found by clicking the "Take Action" icon on the homepage for America's PrepareAthon!

ready.gov/prepare.

April 1 – 15: Share your preparedness action for America's PrepareAthon!

During this period you should:

- Select an action from the website to feature on your social media channels. (Select "[Take Action](#)" and review "[Choose Your Activities](#)" on the right-hand side.) Be sure to use #PrepareAthon when discussing this action;
- Encourage followers to do one of the actions from the "Choose Your Activities" list; and
- Continue to encourage followers to register actions and events on ready.gov/prepare.

Sample Tweets

1. This month, we [insert preparedness action] to be prepared for the next [insert hazard] #PrepareAthon [insert "Count Us In" image].

Example Tweet: This month, [we are testing our communications plan] to be prepared for the next [hurricane]. #PrepareAthon

2. This month, I will _____ to make sure I'm prepared for an emergency in my state. #PrepareAthon #FillInTheBlank

Example Tweet: This month, I will [participate in local CERT training] to make sure I'm prepared for an emergency in my state. #PrepareAthon #FillInTheBlank
Your stakeholder is expected to complete this "Fill in the Blank" tweet.

3. I monitor weather alerts and warnings with [insert preparedness tool] _____. This helps me stay prepared for an emergency like a [insert hazard] _____.
#FillInTheBlank

Example Tweet: I monitor weather alerts and warnings with a NOAA radio. This helps me stay prepared for an emergency like a flood.

4. Do you have the FEMA app? It's preparedness at your fingertips! Download it today. #PrepareAthon [insert FEMA app image]
5. What's your plan when an emergency strikes? ALWAYS have an emergency plan for your family! Check out <http://1.usa.gov/1kAKbLH> #PrepareAthon
6. Drills aren't just for your toolbox. Practice emergency drills with your family regularly. #PrepareAthon <http://1.usa.gov/Oh93us>
7. Ready, Set, Action! Disasters don't just happen in the movies. Be prepared today with America's #PrepareAthon. <http://1.usa.gov/Oh93us>
8. Host or participate in an emergency preparedness drill near you! Find events at <http://1.usa.gov/1vINVT0> #PrepareAthon
9. Visit <http://1.usa.gov/Oh93us> to learn actions you can take to prepare for emergencies. #PrepareAthon [insert "We're In. Are You?" image]
10. You still have time to register for America's PrepareAthon. Do it today!
<http://go.usa.gov/3CZZR>
11. Join millions of Americans participating in PrepareAthon. Register today at <http://go.usa.gov/3CZZR> #PrepareAthon

Sample Facebook Posts

1. Know your local hazards and take action to prepare. Participate in America's PrepareAthon! Register at <http://go.usa.gov/3CZZR> #PrepareAthon [insert "Count Us In" image]
2. The America's PrepareAthon! website lists activities to help prepare your family for disasters. Which of the activities will you do? Find a list of activities here <http://1.usa.gov/1nSc8Rj> #PrepareAthon [insert "We're In. Are You?" image]

3. 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 <http://1.usa.gov/Oh93us> for more information!

Sample Instagram Post

- All of our employees have [Insert action. Ex: downloaded the FEMA mobile app] to prepare for an emergency. What action will you take? #PrepareAthon
Note: Insert a photo representing the action you will take for America's PrepareAthon!

Sample Blog Post

Below is a sample blog post you can use in April to share the importance of America's PrepareAthon!

Posted by: [INSERT NAME OF AUTHOR/ORGANIZATION]

This year was an important reminder to all of us that join us for America's PrepareAthon! that disasters can strike anytime and anyplace. Nearly every region of the country experienced some form of extreme weather event, including [INSERT NAMES OF EVENTS.]

As with many life events, preparation is the key to success. When you prepare and practice for an emergency in advance of an event, it makes a real difference in your ability to take immediate and informed action when it matters most. Early action can also help you to recover more quickly.

That's why thousands of individuals, organizations, schools, houses of worship, and local governments across the Nation are actively participating in America's PrepareAthon! (ready.gov/prepare), a movement to increase individual and community preparedness and resilience through hazard-specific drills, group discussions, and exercises. This year, [INSERT ORGANIZATION NAME] is supporting this action-based initiative by conducting its own PrepareAthon! Day on [DATE].

Can't participate on [DATE]? Preparing for disasters is a year-round activity. So pick a date that works for you and register to be counted. And be sure to post your preparedness activities on the national calendar.

It's not a matter of if the next disaster will happen, but when. Start taking action and prepare now! Simple steps such as having a discussion and/or conducting a quick drill can help determine what you need to do next to become more prepared. Be smart, take part, and prepare for emergencies before they strike!

April 16 – 30: Join the national conversation and illustrate your preparedness action for America's PrepareAthon! with visuals.

During this period you should:

- Share pictures and/or videos of your organization participating in an action for America's PrepareAthon;
- Ask followers to share pictures and/or videos of themselves participating in preparedness actions around their community; and
- Continue to push followers to register their actions and events on ready.gov/prepare.

Sample Tweets

1. Today, we [insert action] _____ to be prepared for the next [insert hazard] #PrepareAthon [insert photo or "Count Us In" image].
Example Tweet: Today, [we are testing our communications plan] to be prepared for the next [hurricane]. #PrepareAthon
2. Today, I am [insert action] _____ to make sure I'm prepared for an emergency in my state. #PrepareAthon [insert photo].
Example Tweet: Today, I am [participating in local CERT training] to make sure I'm prepared for an emergency in my state. #PrepareAthon
3. Community challenge! See how many people you can get to register for #PrepareAthon...and share a pic!
4. A community in action tends to stay in action. Send us your pictures of your community taking action. #PrepareAthon
5. Get on the right track to preparedness! All roads lead to the #PrepareAthon day of action on April 30. <http://1.usa.gov/Oh93us>
6. Re-tweet this now! I'm involved in today's Nat'l PrepareAthon! Day.
<http://1.usa.gov/Oh93us> #PrepareAthon

7. America's PrepareAthon! is finally here. What are you doing to get prepared? Show us using #PrepareAthon
8. Host or participate in an emergency preparedness drill near you! Find events at <http://1.usa.gov/1vINVT0> #PrepareAthon

Sample Facebook Posts

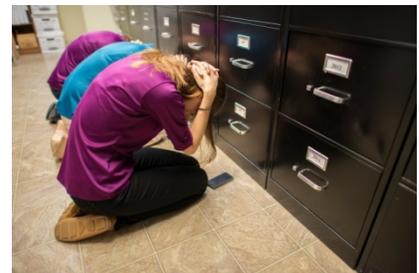
1. We're glad you're taking action to prepare for hurricanes, floods, tornadoes, winter storms, earthquakes, and wildfires with America's PrepareAthon! Since a picture is worth a thousand words, snap a photo of your preparedness-in-action moments and SHARE. #PrepareAthon
2. Get ready for National PrepareAthon! Day on April 30. Visit <http://go.usa.gov/3CZZR> today to register and take action to prepare your community for tornadoes, wildfires, floods, hurricanes, earthquakes, and winter storms.
3. Today is National PrepareAthon! Day. Make sure that you're prepared for hazards relevant to your community. Being prepared requires simple steps such as having three days of food and water on hand. It can make a big difference! Learn what you can do to prepare yourself and your community. Visit <http://1.usa.gov/Oh93us>. #PrepareAthon

Sample Instagram Post

- We held a "Drop, Cover and Hold On" exercise as our preparedness action for America's #PrepareAthon.

Note: The photo (right) is used for example purposes only.

Share your organization taking a preparedness action with a fun 15 second video or an original photo.



Emergency Preparedness Social Media Writing Tips

Social media content writing tips:

- Keep it simple. Good design and good content means accessible content.
- Write in plain language. Make sure posts are actionable and within the character limits. 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.

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 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:

ready.gov

ready.gov/prepare

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