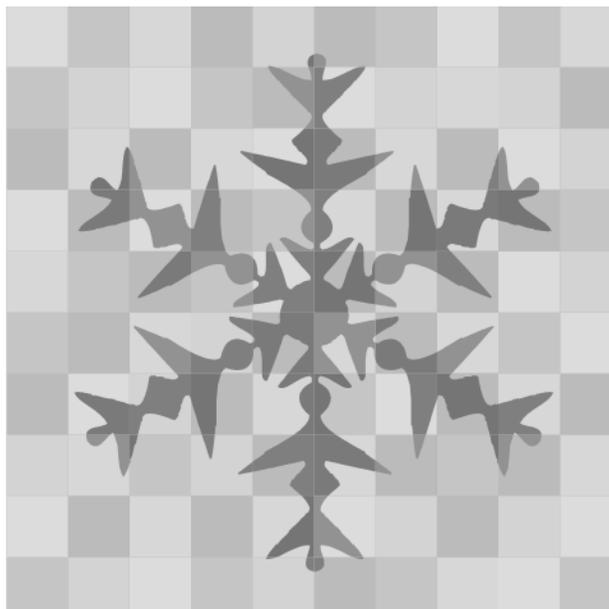


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# Winter Weather Preparedness Social Media Content Shareables





# Winter Weather Preparedness

## Twitter Content Shareables

- Prepare for #winter storms by checking your emergency kit!  
Tips: <http://go.usa.gov/GXdh> [attach graphic 1]
- Stay off roads during & after a #blizzard. If you must drive "Don't Crowd the Plow!"  
More tips: [attach graphic 2]
- #WinterStorms can cause power outages. Share these tips and prepare now:  
<http://go.usa.gov/GENz> [attach graphic 3]
- #SnowStorm tip: clear snow & ice off of fire hydrants so fire departments can access. [attach graphic 4]
- Stay off roads during #WinterStorms. If you must travel be prepared with these tips: [attach graphic 5]
- Prepare for #WinterWeather by gathering emergency supplies. Use @VDEM's graphic as a guide! [attach graphic 6]
- Get the kids involved in preparing for power outages before #WinterWeather:  
<http://go.usa.gov/GEtI>
- #WinterStorm Tip: Bring your furry friends inside! More pet prep tips:  
[www.ready.gov/animals](http://www.ready.gov/animals) [attach graphic 7]
- #WinterStorm #Blackout tip: Dim the brightness in your cell phone settings to save battery life. [attach graphic 8]
- Prepare for #WinterWeather web: [www.ready.gov/winter](http://www.ready.gov/winter) mobile:  
<http://m.fema.gov/winter-storms-extreme-cold> [attach graphic 9]
- Be careful trying to stay warm this winter. Using unsafe heating devices indoors can cause CO poisoning! #PrepareAthon [attach graphic 10]
- Seasons change. So should your car's disaster kit! Winterize your wheels with these emergency items: [attach graphic 11]
- Winter weather is setting in, but don't worry! #PrepareAthon has you covered w/ preparedness tips for you and your loved ones! [attach graphic 12]
- Prepare for winter weather. Learn tips and best practices for #winter weather safety: [www.ready.gov/prepare](http://www.ready.gov/prepare)
- #Winter is just around the corner. Get prepared by updating your emergency kit.  
More tips: [attach graphic 13]



# Winter Weather Preparedness

## Facebook Content Shareables

- Prepare for winter storms and cold weather with the kids by playing the disaster master game: [www.ready.gov/kids/games](http://www.ready.gov/kids/games) Password hint: SLEET
- Extreme weather including winter storms can be stressful. Trained counselors at the [Disaster Distress Helpline](http://disasterdistress.samhsa.gov) are ready to listen 24/7 by calling: 1-800-985-5990 or by texting TalkWithUs to 66746 (msg/data rates apply) For more information visit: <http://disasterdistress.samhsa.gov>
- Snow Prep tips: check on neighbors, charge cell phones, find flashlights (check batteries) and follow local officials online. [attach image 14]
- These #winter weather items may come in handy if driving: a shovel & salt/sand, ice scraper, blankets, water, extra clothing & flashlight. Keep them in your trunk just in case!
- Conserve power to avoid blackouts during [#ExtremeCold](#). Only use appliances with heavy electrical loads (dishwashers, washers, dryers) early in the morning or late at night. For more tips and information visit: [www.ready.gov/blackouts](http://www.ready.gov/blackouts)
- [#WinterWeather](#) travel tip: follow directions from local officials and build an emergency car kit. More tips and information: <http://go.usa.gov/BWuV> [attach image 15]
- Prepare your pooch for cold weather. Tip: Wipe your dog's paws. Ice-melting chemicals can make your pet sick or cause irritation to their skin and mouth. [attach image 16]
- Prepare for the next storm by visiting [www.ready.gov](http://www.ready.gov) [attach image 17]
- Prepare for [#WinterWeather](#) web: [www.ready.gov/winter](http://www.ready.gov/winter) mobile: [m.fema.gov/winter-storms-extreme-cold](http://m.fema.gov/winter-storms-extreme-cold) [attach image 18]
- As the mercury falls, you may use portable heating sources to warm your home. Heating equipment is a leading cause of home fire deaths in the U.S. There are steps you can take to prevent this tragedy. How do you stay safe when using these devices?
- Power outages can leave you without a way to communicate, but if you are prepared, they don't have to! What items would you include in your disaster kit to help you stay safe during a power outage this winter? #PrepareAthon



# 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 #NatIPrep, 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.

### 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.

#### 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 #NatIPrep feed.



# Emergency Preparedness Social Media Writing Tips

## 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](http://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 #NatIPrep 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? #NatIPrep.

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! #NatIPrep.

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: #NatIPrep 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.

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,



# Emergency Preparedness Social Media Writing Tips

## 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

## 10. Evaluate and Learn

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](http://www.ready.gov)

[www.ready.gov/prepare](http://www.ready.gov/prepare)

Your local emergency manager's website: [www.ready.gov/today](http://www.ready.gov/today)