

# Heat Safety Social Media Content Shareables

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The Ready Campaign and America's PrepareAthon! recommend using social media to promote extreme heat safety. We have developed messages you can share on social media. You can also adapt the social media content to meet your community's needs.

Below are some immediate things you can do to get started.

- Download the Heat Safety Social Media Content Shareables Toolkit
- Update your Facebook cover photo with a heat safety graphic.
- Use the hashtags:
  - #BeatTheHeat
  - #HeatSafety
  - #SummerSafety & attach a graphic from the toolkit
- Download the FEMA smartphone app and enter your location for NWS weather alerts: [www.fema.gov/mobile-app](http://www.fema.gov/mobile-app).
- Follow, RT and share Twitter and Facebook accounts that message about #HeatSafety information.
- Follow and RT Twitter accounts that tweet about #BeatTheHeat info:

[@Readygov](https://twitter.com/Readygov)

[@PrepareAthon](https://twitter.com/PrepareAthon)

[@FEMA](https://twitter.com/FEMA)

[@NWS](https://twitter.com/NWS)

[@USFA](https://twitter.com/USFA)

[@CDCemergency](https://twitter.com/CDCemergency)

- For tips and information about heat safety check out these websites:
  - [Ready.gov/heat](http://Ready.gov/heat)
  - [Ready Kids Extreme Heat](#)
  - [National Weather Service](#)
  - [American Red Cross](#)
  - [Center For Disease Control and Prevention](#)

# Heat Safety Social Content Shareables

## Twitter Messaging

### Know Your Risk

- Follow @NWS for heat advisories & excessive heat warnings so you can #BeatTheHeat this summer.
- Do you know the difference between a Heat Outlook, Watch, & Warning? Learn them today: <http://1.usa.gov/1eJqSR1> #BeatTheHeat
- Heat Wave: Prolonged period of excessive heat, often with excessive humidity. [ready.gov/heat](http://ready.gov/heat) #BeatTheHeat
- Listen to local weather forecasts to prepare for extreme heat. #BeatTheHeat
- Extreme heat makes the body work extra hard to maintain a normal temperature. Know the facts & prepare: [ready.gov/heat](http://ready.gov/heat) #HeatSafety
- Each yr approximately 175 Americans die from extreme heat. Get the 411 on #HeatSafety at [ready.gov/heat](http://ready.gov/heat).

### Reduce Heat Impact – Stay Indoors

- Roughly 40% of unwanted heat buildup in our homes is through windows. Use awnings or curtains to keep the heat out! #BeatTheHeat
- #BeatTheHeat this summer! Check air conditioning ducts for proper installation and weather strip doors and windows to keep the cool air in.
- Extreme heat can often lead to #blackouts. Don't be in the dark, learn how to prepare at: [ready.gov/power-outage](http://ready.gov/power-outage) #HeatSafety
- Fans alone aren't enough in high heat + high humidity. Get inside in A/C or go to a public place like a shopping mall to #BeatTheHeat
- In extreme heat, stay indoors where there's working A/C! You can find more tips at: [1.usa.gov/1ByRsWF](http://1.usa.gov/1ByRsWF) #BeatTheHeat
- During extreme heat, stay indoors as much as possible and limit exposure to the sun. [ready.gov/heat](http://ready.gov/heat) #BeatTheHeat

### Reduce Heat Impact – Cooling off Centers

- Enter your zip code at [www.211.org](http://www.211.org) to find cooling-off centers near you! #SummerSafety #BeatTheHeat #PrepareAthon
- Are you in extreme heat? Contact your local Office of Emergency Management to find a cooling-off center near you. #BeatTheHeat

- Go to a designated public shelter if your home loses power during extreme heat. #BeatTheHeat

## Reduce Heat Impact – Protect Yourself Outdoors

- Loosen up! Make sure you're wearing loose-fitting, lightweight clothing this summer to #BeatTheHeat!
- NEVER leave children or pets alone in hot vehicles! Cars can heat up 20 degrees in just 10 minutes! #BeatTheHeat
- Check on your pets frequently to ensure they are safe during extreme heat. #BeatTheHeat
- Keep strenuous activity to a minimum during the hottest parts of the day (11am-2pm) and use a buddy system! #SummerSafety
- #BeatTheHeat tip: Check on seniors, people who are ill or may need extra help frequently.

## Reduce Heat Impact – General

- Make sure you drink LOTS of water to stay hydrated and prevent dehydration, heat stroke & more. #SummerSafety
- During extreme heat drink plenty of water, even if you don't feel thirsty. #HeatSafety
- Got heat cramps? Rest in a cool place & drink a beverage containing electrolytes and sodium, like a sports drink. #BeatTheHeat
- Recognize when someone is suffering from dehydration or heat stroke & act quickly! Learn the signs: <http://1.usa.gov/1LrIGx7> #SummerSafety
- Here's a sizzling summer tip - Get trained in first aid to learn how to treat heat-related emergencies! #SummerSafety #PrepareAthon
- Have you ever experienced the "urban heat island effect?" Learn more about #HeatSafety and how to prepare at [www.ready.gov/heat](http://www.ready.gov/heat)
- Video: #HeatSafety information and tips in American Sign Language! <https://youtu.be/0DZF0Jowvb8>
- Take your #SummerSafety up a notch and see if you can complete all 10 of these preparedness activities. #PrepareAthon

## Facebook Messaging

### Know Your Risk

- Know the terms: Excessive Heat Watch - Conditions are favorable for an excessive heat event to meet or exceed local Excessive Heat Warning criteria in the next 24 to 72 hours. For more tips visit: [ready.gov/heat](http://ready.gov/heat) #BeatTheHeat

- Know the terms: Excessive Heat Warning - Heat Index values are forecast to meet or exceed locally defined warning criteria for at least 2 days (daytime highs=105-110° Fahrenheit) [ready.gov/heat](https://ready.gov/heat) #BeatTheHeat
- Heat Advisory - Heat Index values are forecast to meet locally defined advisory criteria for 1 to 2 days (daytime highs=100-105° Fahrenheit). [ready.gov/heat](https://ready.gov/heat) #BeatTheHeat
- Summertime in the city: Did you know that urban residences are at greater risk of the effects of prolonged #heat than rural and suburban residences? [ready.gov/heat](https://ready.gov/heat) #HeatSafety

## Reduce Heat Impact

- Consider spending the warmest part of the day in temperature controlled buildings such as libraries, schools, movie theaters, shopping malls, or community facilities. #BeatTheHeat
- During extreme heat, eat well-balanced, light, and regular meals. Avoid using salt tablets unless directed to do so by a physician. #BeatTheHeat
- Make water your beverage of choice during extreme heat. Here's why, it prevents dehydration, heat stroke, and more. So keep the caffeine at bay and guzzle some good ol' H2O. #SummerSafety
- Make the right fashion choices during extreme heat. Dress in loose-fitting, lightweight, and light-colored clothes. Avoid dark colors because they absorb the sun's rays. #BeatTheHeat
- Have to work outside? Use these #HeatSafety tips. Avoid strenuous work during the warmest part of the day. Use a buddy system when working in extreme heat, and take frequent breaks.
- During extreme heat, check on family, friends, and neighbors who do not have air conditioning and who spend much of their time alone. #SummerSafety
- Go to a designated public shelter if your home loses power during periods of extreme heat. Text SHELTER + your ZIP code to 43362 (4FEMA) to find the nearest shelter in your area (example: shelter 12345). #BeatTheHeat
- Did you know: High heat and humidity cause the body to work extra hard to maintain a normal temperature. Stay indoors with air conditioning. More tips at [ready.gov/heat](https://ready.gov/heat) #HeatSafety
- Too hot to play outside? [Ready.gov/kids](https://ready.gov/kids) offers plenty of games and activities that will help children learn and prepare for emergencies as they play! #SummerSafety
- It's going to be a hot one! Is your family prepared for outdoor activities this summer? Find #HeatSafety tips at [ready.gov/heat](https://ready.gov/heat)
- Don't forget about your pets. Share these tips from the Humane Society to keep pets safe in the heat. <http://bit.ly/1RRIttL> #BeatTheHeat



# 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](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 #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](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)