2015 NATIONAL PREPAREDNESS MONTH

DIGITAL ENGAGEMENT TOOLKIT

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How to Promote 2015 National Preparedness Month
"Don't Wait. Communicate. Make Your Emergency Plan Today."

September is National Preparedness Month (NPM). The 2015 NPM theme is "Don't Wait. Communicate. Make Your Emergency Plan Today." We are encouraging everyone to take part, make a plan and know what to do during an emergency. This means having an up-to-date contact list for those you may need to reach during a disaster and establishing alternate methods of communication in case traditional means are not available.

We also ask everyone to participate in National PrepareAthon! Day on September 30. This national day of action will culminate NPM.

In addition to the overall theme, each week of NPM will also promote the following hazard focused themes:

NPM Weekly Themes:

- Week 1: September 1-5 Flood
- Week 2: September 6-12 Wildfire
- Week 3: September 13-19 Hurricane
- Week 4: September 20-26 Power Outage
- Week 5: September 27-30 Lead up to National PrepareAthon! Day (September 30)

Getting Started

- ✓ Visit the NPM website for tips and information: www.ready.gov/september.
- ✓ Check out the NEW mobile friendly BETA Ready.gov site: https://beta.ready.gov
- ✓ Be counted and add your preparedness activity on the America's PrepareAthon! website: www.ready.gov/prepare.
- ✓ Use the hashtag #NatlPrep and encourage your followers to do the same.
- ✓ Join @CDCemergency's NPM "Don't Wait. Communicate. Get to Know Your Neighbors" social media Thunderclap, launching on National PrepareAthon! Day 9/30. Join here: https://www.thunderclap.it/projects/29856-don-t-wait-communicate?locale=en
- ✓ Add images and videos to your messages that highlight your participation, event, or tell a story. Images can be more engaging than words. Download NPM images by visiting: www.ready.gov/september
- ✓ Start the conversation several weeks before you plan a National PrepareAthon! Day event. Promote the details of the event, as well as actions your audience can take using #PrepareAthon.
- ✓ Include the "I Participated" America's PrepareAthon! image on your website, Twitter profile, or share it via your social media channels by visiting www.ready.gov/prepare

Share Preparedness Resources

Consider the following resources to display or highlight when you plan a preparedness event. You can access many of these online at www.ready.gov and www.ready.gov/prepare.

- ✓ Copy and share our web content; just reference the *Ready* Campaign or America's PrepareAthon! as the source.

- ✓ Don't forget to include emergency preparedness messages in your email signature, monthly newsletters, or other messaging tools
- ✓ Share PSAs and Instructional Videos: www.ready.gov/psa-multimedia
- ✓ Print and share emergency preparedness templates and checklists: www.ready.gov/publications
- ✓ Sign up for monthly preparedness text messages: Text PREPARE to 43362 (4FEMA) to receive monthly preparedness tips. *(msg/data rates apply)*
- ✓ Order and print preparedness publications: call (800) 621-FEMA (3362) www.ready.gov/publications

Before National Preparedness Month- August 23-29: Start Promoting

The following are a set of sample tweets and suggested timeframes that you can use to promote NPM and encourage participation in your own National PrepareAthon! Day. Be sure to tag your Twitter messages with #NatlPrep to promote the month and use #PrepareAthon as you discuss your preparedness activities.

Sample Tweets

- #NatlPrep Month starts 9/1. Promote the theme "Don't Wait. Communicate. Make Your Emergency Plan Today." Tools: www.ready.gov/september
- National Preparedness Month starts September 1! Follow #NatlPrep for tips. More info: www.ready.gov/september
- "Don't Wait. Communicate. Make Your Emergency Plan Today." Get started here: https://beta.ready.gov/make-a-plan #NatlPrep
- National Preparedness Month has a different theme every week. Details: http://go.usa.gov/5MCH #NatlPrep
- Share your plans for National Preparedness Month using the hashtag #NatlPrep
- Get ready to go from awareness to action during National Preparedness Month. #NatlPrep #PrepareAthon
- RT This: "Don't Wait. Communicate. Make Your Emergency Plan Today." #NatlPrep #PrepareAthon
- #FF Get the scoop on National Preparedness Month from @Readygov @PrepareAthon #NatlPrep

Sample Facebook post

National Preparedness Month starts on September 1! This year's theme is "Don't Wait. Communicate. Make Your Emergency Plan Today." Each week will focus on a different type of emergency and how you and your family can prepare. Don't forget to be counted by adding your preparedness activity to the America's PrepareAthon! website www.ready.gov/prepare.

- Week 1: September 1-5 Flood
- Week 2: September 6-12 Wildfire
- Week 3: September 13-19 Hurricane
- Week 4: September 14-26 Power Outage
- Week 5: September 27-30 Lead up to National PrepareAthon! Day (September 30)

For more details about National Preparedness Month, visit: www.ready.gov/september. #NatlPrep

Week 1- September 1-5: Flood

After this week you will know how to*:*

- ☐ Make an emergency plan.
- ☐ Contact family and friends before, during, and after a flood.
- ☐ Understand warnings, safety, and flood preparedness tips.
- ☐ Be counted and submit your preparedness activity on www.ready.gov/prepare.
- ☐ Take action and participate in a preparedness activity on or around the National PrepareAthon! Day on September 30 by visiting: www.ready.gov/prepare.

Tips & Tools to Share

Web Resources & Content

- ✓ NEW! https://beta.ready.gov/floods
- ✓ www.ready.gov/floods
- ✓ www.ready.gov/kids/know-the-facts/floods
- ✓ www.ready.gov/myplan
- ✓ www.ready.gov/publications
- ✓ www.ready.gov/prepare
- ✓ https://water.usgs.gov/floods/

Printable Publications

- ✓ America's PrepareAthon: How to Prepare for Flood Guide http://1.usa.gov/1poPE5S
- ✓ America's PrepareAthon: Prepare Your Organization for a Flood Playbook http://1.usa.gov/1tylCzY
- ✓ Ready Kids: Flood Fact Sheet for Kids PDF http://go.usa.gov/3satT
- ✓ Ready Kids: Family Communication Plan for Parents and Kids PDF http://1.usa.gov/1rTLEjY

Sample Tweets

- Week 1: Make a flood safety plan with your family. Visit the new flood BETA page. http://go.usa.gov/3HHfx #NatlPrep
- "Don't Wait. Communicate. Make Your Emergency Plan Today." Get started here: https://beta.ready.gov/make-a-plan #NatlPrep
- Make a plan to connect before a #flood by text, e-mail, social media & cell. Visit our new page: http://go.usa.gov/3AqCm #NatlPrep
- Learn what to do before, during & after a flood. Visit our new page for tips & info: http://go.usa.gov/3Aqad #NatlPrep
- Wireless Emergency Alerts can warn you about flash flooding. Take action if you receive an alert. #FloodSafety #NatlPrep
- #Wx Alert Term: Flood Warning means "Take Action!" because flooding is either happening or will happen shortly. #NatlPrep

- #Wx Alert Term: A Watch means "Be Aware" because conditions are right for flooding to occur in your area. #NatlPrep
- Follow weather alerts in up to 5 locations using the @fema app. Learn more: https://youtu.be/DtF18YHjG-I #NatlPrep
- Prepare for a #flood by knowing your evacuation routes, how you will get there, and where you will stay. #NatlPrep #PrepareAthon

Safety Tips

- Please share: "When roads are flooded, Turn Around Don't Drown®! It may save your life!" #NatlPrep [attach graphic]
- #Flood #safetytip: Driving thru 6 inches of standing water can cause cars to lose control & stall. Avoid flooded roads http://go.usa.gov/3AqCm #NatlPrep
- Heavy rain to areas that have been experiencing #drought can cause flash flooding. Learn how to prepare. http://go.usa.gov/3AqCm #NatlPrep
- 2 feet of rushing water can carry away most vehicles including sport utility vehicles (SUV's) & pick-ups. Never drive through a flooded road. #NatlPrep
- #Flood #safetytip: Be aware of areas where waters have receded. Roads may have weakened & could collapse under the weight of a car. #NatlPrep
- 1 ft of water is enough to make most cars float. #FloodSafety tips for your family: http://go.usa.gov/3Aqbx #NatlPrep
- Seek higher ground ASAP if a flood hits your area. More tips at: http://1.usa.gov/1hty7xw #NatlPrep #PrepareAthon
- As little as 18 inches of moving floodwater can be enough to float an automobile. #TurnAroundDontDrown #NatlPrep
- If you're already on "high ground" during a flood, stay where you are. Be prepared by having your supplies already stored. #NatlPrep
- Gather & store supplies for all your common locations in case you need to stay in place during a flood. #PrepareAthon #NatlPrep
- Even a small amount of floodwater can hide dangers such as road collapse and debris. #TurnAroundDontDrown #NatlPrep

General

- Don't let your business end up in a dumpster. Make a #FloodSafety plan today: http://go.usa.gov/37ePQ #NatlPrep [insert FEMA business dumpster graphic]
- Are you floodsmart? Learn about the National Flood Insurance Program and prepare today: http://go.usa.gov/3AqxG #NatlPrep
- Understand your local flood risk by checking out @fema's Flood Map Service Center: http://go.usa.gov/33sD5 #NatlPrep
- 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 #NatlPrep
- News You Can Use: America's #PrepareAthon has the 4-1-1 on how to prepare for floods here: http://1.usa.gov/1hty7xw #NatlPrep
- RT: The time to prepare for floods is now. Learn how with America's #PrepareAthon. http://1.usa.gov/1hty7xw #NatlPrep

- Flood your community with preparedness information from #PrepareAthon. ready.gov/prepare #NatlPrep [insert Flood Safety badge]

Sample Facebook Posts

Sample 1
It's the 1st Week of National Preparedness Month. Make a flood safety plan with your family. Visit the new flood BETA page http://go.usa.gov/3HHfx #NatlPrep [attach graphic]

Sample 2
In a flood, a little water can do a lot of damage. Did you know that just 6 inches of flood water can cause thousands of dollars of damage, 1 foot is enough to make a car float and 2 feet of rushing water is enough to carry away a full size pickup truck? Get prepared now for floods www.ready.gov/floods

Sample 3
90% of all natural disasters in the US involve #flooding. Help kids prepare for flooding before it happens. Learn more at http://www.ready.gov/kids/know-the-facts/floods.

Sample 4
Driving safety during and after a flood is important. Be aware of areas where waters have receded. Roads may have weakened & could collapse under the weight of a car. #NatlPrep

Sample 5
Wireless Emergency Alerts can warn you about flash flooding. A Flood Watch means that floods are possible. A Flood Warning indicates a flood will occur soon, and you should move to higher ground. Take action if you receive an alert! Learn more: www.ready.gov/alerts. #NatlPrep

Sample 6
Floods can occur during any season, especially if you live in a low-lying area, along a coast, or downstream from a dam or levee. Take action to prepare for flooding today by visiting the America's PrepareAthon! website to access "How To Prepare" guides, toolkits, and creative materials to organize a preparedness activity in your area: www.ready.gov/prepare. [attach flood poster] #PrepareAthon

Week 2-September 6-12: Wildfire

After this week you will know how to:

- ☐ Make an emergency plan.
- ☐ Contact family and friends before, during, and after a wildfire.
- ☐ Understand warnings, safety, and wildfire preparedness tips.
- ☐ Be counted and submit your preparedness activity on www.ready.gov/prepare.
- ☐ Take action and participate in a preparedness activity on or around the National PrepareAthon! Day on September 30 by visiting: www.ready.gov/prepare.

Tips & Tools to Share

Web Resources

- ✓ NEW! https://beta.ready.gov/wildfires
- ✓ www.ready.gov/wildfires
- ✓ www.ready.gov/kids/know-the-facts/wildfires
- ✓ www.usfa.fema.gov/
- ✓ Smokey Bear
- ✓ US Forest Service
- ✓ National Weather Service: Wildland Fire Safety
- ✓ www.firewise.org
- ✓ www.ready.gov/myplan
- ✓ www.ready.gov/publications
- ✓ www.ready.gov/prepare

Printable Publications

- ✓ America's PrepareAthon: How to Prepare for Wildfire Guide http://1.usa.gov/XYcMSy
- ✓ America's PrepareAthon: Prepare Your Organization for a Wildfire Playbook http://1.usa.gov/1U6REBE
- ✓ Ready Kids: Wildfire Fact Sheet for Kids PDF http://go.usa.gov/3saJP
- ✓ Ready Kids: Family Communication Plan for Parents and Kids PDF http://1.usa.gov/1rTLEjY

Sample Tweets

- Week 2: Make a wildfire safety plan with your family. Visit the new wildfire BETA page http://go.usa.gov/3AK4e #NatlPrep
- Learn what to do before, during & after a wildfire. Visit our new page for tips & info: http://go.usa.gov/3Aqad #NatlPrep
- Practice your #wildfire evacuation plan! Turn to #PrepareAthon for other wildfire preparedness tips. Read more at http://1.usa.gov/1DCWSRT
- Don't Wait. Communicate. Make Your Emergency Plan Today. Get started here: https://beta.ready.gov/make-a-plan #NatlPrep
- .@NWS issues a Fire Weather Watch when potentially dangerous fire weather conditions are possible over the next 12 to 72 hours.
- You may only have minutes to evacuate during a wildfire. Keep your "go" kit handy! #NatlPrep #PrepareAthon [insert picture of Adam and his quote]
- #WildfireSafety Tip: Plan several escape routes away from your home by car and by foot.
- Be prepared to evacuate in the event of a #wildfire by knowing your family's evacuation plan. #PrepareAthon #NatlPrep
- If you evacuated the area due to a #wildfire, wait for public officials to say it is safe before returning. #NatlPrep
- Know your community's #evacuation plan and ID several routes to take in case roads are blocked. #NatlPrep #PrepareAthon

Safety Tips

- If officials tell you to evacuate due to a #wildfire, don't leave your pets behind! Make a plan: http://go.usa.gov/3AJCF #NatlPrep
- Evaluate medical & assistive tech devices that you need to bring w/you if there is an evacuation order from local officials #NatlPrep

- #SafetyTip: Before a wildfire, create a 30-100 ft safety zone around your home: rake leaves & clear flammable vegetation. http://go.usa.gov/3AK4e #NatlPrep
- Wildfires often begin unnoticed. Call 911 if you see a #wildfire! More tips: http://go.usa.gov/3AqSx #NatlPrep
- Keep track of fires near your community with: http://www.smokeybear.com/wildfire-map.asp @smokey_bear. #NatlPrep
- Before a #wildfire, place critical documents in a fireproof safe. Download this guide to help you: http://1.usa.gov/1fphWiG #PrepareAthon
- Sign up to receive text or e-mail alerts about emergencies like wildfire from your local Office of Emergency Management. #PrepareAthon
- #FirePrevention Tip: Do not use welders or any equipment that creates sparks outside on dry, windy days. #NatlPrep
- Clear the area near your home of leaves, dead vegetation & other combustible materials to reduce sources of fuel. #NatlPrep
- Prepare for a #wildfire by maintaining your lawn and removing combustible debris from around your home. #NatlPrep #PrepareAthon
- Let America's #PrepareAthon help you prepare for #wildfires before the smoke hits. http://1.usa.gov/1DCWSRT #NatlPrep [insert Join Us Wildfire Safety badge]

Sample Facebook Posts

Sample 1

It's the 2nd Week of National Preparedness Month. Make a wildfire safety plan with your family. Visit the new wildfire mobile friendly page http://go.usa.gov/3AK4e. #NatlPrep [attach graphic]

Sample 2

Your family may not be together when a #wildfire occurs. Make plans today for how to stay in touch and be sure to test this plan. This is just one of the many preparedness activities found in the America's PrepareAthon! "How to Prepare for Wildfire" guide. Get this wildfire resource and more at: http://1.usa.gov/1DCWSRT. #NatlPrep #PrepareAthon

Sample 3

Phone systems may be down following a #wildfire. Teach loved ones how to TEXT. Hint: Set up group text lists so you can communicate with several people at the same time during emergencies. Learn more at http://1.usa.gov/1nw9I9F. #NatlPrep

Sample 4

Be prepared to evacuate in the event of a #wildfire by knowing your family's evacuation plan. Tip: Plan several escape routes away from your home by car and by foot. www.ready.gov/wildfires #NatlPrep

Sample 5

Talk to your neighbors about #WildfireSafety. Know your community's #evacuation plan and ID several routes to take in case roads are blocked. Plan how the neighborhood could work together after a wildfire. www.ready.gov/wildfires #NatlPrep

Week 3-September 13-19: Hurricane

After this week you will know how to:

- ☐ Make an emergency plan.
- ☐ Contact family and friends before, during, and after a hurricane.
- ☐ Understand warnings, safety, and hurricane preparedness tips.
- ☐ Be counted and submit your preparedness activity on ready.gov/prepare.
- ☐ Take action and participate in a preparedness activity on or around the National PrepareAthon! Day on September 30 by visiting: ready.gov/prepare.

Tips & Tools to Share

Web Resources & Content

- ✓ NEW! https://beta.ready.gov/hurricanes
- ✓ http://www.nhc.noaa.gov/prepare/
- ✓ http://www.ready.gov/hurricanes
- ✓ www.hurricanes.gov
- ✓ http://coastal.er.usgs.gov/hurricanes/
- ✓ http://www.ready.gov/kids/know-the-facts/hurricanes
- ✓ ready.gov/prepare

Printable Publications

- ✓ America's PrepareAthon: How to Prepare for Hurricane Guide http://1.usa.gov/1sVepZI
- ✓ America's PrepareAthon: Prepare Your Organization for a Hurricane Playbook http://1.usa.gov/1AnoTIT
- ✓ Ready Kids: Hurricane Fact Sheet for Kids PDF http://go.usa.gov/3saSd
- ✓ Ready Kids: Family Communication Plan for Parents and Kids PDF http://1.usa.gov/1rTLEjY

Sample Tweets

- Week 3: Make a hurricane safety plan with your family. Visit the new hurricane BETA page: http://go.usa.gov/3Atcd #NatlPrep
- Don't Wait. Communicate. Make Your Emergency Plan Today. Get started here: https://beta.ready.gov/make-a-plan #NatlPrep
- #HurricanePrep Steps 1) #KnowYourZone 2) Build A Kit 3) Make A Family Plan 4) Stay Informed.
- #NatlPrep #Wx Term: Hurricane watch means conditions possible w/in the next 48 hrs. Know your evacuation route & listen to local officials.
- #NatlPrep #Wx Term: Hurricane warning means conditions are expected w/in 36 hrs. Follow evacuation orders from local officials, if given.
- If officials tell you to evacuate your home before a storm, don't leave your pets behind! Make a plan: http://go.usa.gov/3AJCF #NatlPrep
- You may have to evacuate quickly due to a #hurricane. Learn your evacuation routes & identify where you will stay. #NatlPrep
- If you rely on public transportation, contact your local emergency management agency about evac info ahead of a hurricane. #NatlPrep
- Hurricanes can cause extensive flood damage in coastal & inland areas. Make a #HurricanePrep plan: http://go.usa.gov/3Atcd. #NatlPrep

- Evaluate medical & assistive tech devices that you need to bring w/you if there is an evacuation order from local officials. #NatlPrep
- Don't put you or your family at risk; follow the instructions of local officials – and if told to evacuate, evacuate. #NatlPrep
- To keep up with your local weather forecast, monitor local media updates or visit http://www.weather.gov/#NatlPrep
- Timely info on weather conditions like a hurricane can make a big difference. Sign up for local alerts & warnings. #PrepareAthon
- Get your communication ON when the power's OFF by packing a hand-crank radio, solar or car phone charger & batteries. #PrepareAthon

Safety Tips

- #HurricanePrep tip: Trim trees & shrubs. High winds can turn branches into projectiles during a storm. #NatlPrep
- #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.
- #HurricanePrep Tip: Gather supplies for each household member in case high winds knock out power. #NatlPrep
- Prepare your property before a #hurricane by installing storm shutters. More mitigation tips at: http://1.usa.gov/1o9qmti. #NatlPrep
- Hurricanes result in flooding and you DO NOT want to drive through a flooded roadway. Find out why: http://bit.ly/1Ggz3PH. #NatlPrep
- Gather & store supplies for all your common locations in case you need to stay in place during a hurricane. #NatlPrep #PrepareAthon
- Think b/c you live inland a hurricane won't impact you? Inland communities should prepare for floods & high winds. #NatlPrep

General

- Gather your supplies before a hurricane so you won't need to go on roads that may be flooded. Supply list: www.ready.gov/kit. #NatlPrep
- If you rely on public transportation, contact your local emergency management agency about evacuation info before a hurricane. #NatlPrep
- Hurricanes not only result in high wind, but floods too. If you approach a flooded path, "Turn Around, Don't Drown." #NatlPrep
- Don't let hurricane season blow you away. Download the How to Prepare for a Hurricane guide! http://1.usa.gov/1sVepZI #NatlPrep #PrepareAthon
- America's #PrepareAthon has the resources you need to prepare for a hurricane! More info: http://1.usa.gov/1sVepZI .#NatlPrep
- Get the scoop on how to prepare for a #hurricane by reading the America's #PrepareAthon guide: http://1.usa.gov/1sVepZI.#NatlPrep

Sample Facebook Posts

Sample 1

It's the 3rd Week of National Preparedness Month. Make a hurricane safety plan with your family. Visit the new hurricane BETA page: http://go.usa.gov/3Atcd. #NatlPrep

Sample 2

Get your yard or property ready for hurricane season by bringing in all outdoor furniture & securing anything else that isn't tied down. For more tips and information to protect your property before, during and after a hurricane visit: http://www.ready.gov/hurricanes. #NatlPrep #HurricanePrep

Sample 3

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 http://www.ready.gov/hurricanes. #NatlPrep #HurricanePrep

Sample 4

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.

Sample 5

Even though we're in the middle of hurricane season, it's never too late to start getting prepared! Having a plan and knowing your evacuation routes are essential when planning for or anticipating a hurricane! America's PrepareAthon! has free resources to get you prepared. Visit ready.gov/prepare now and begin to take action. #PrepareAthon #NatlPrep

Sample 6

A family emergency communication plan will help your family connect after a disaster such as a hurricane. Any time is a good time to talk with your family about how you will stay safe and communicate during a disaster. Visit ready.gov/prepare today! #PrepareAthon #NatlPrep [insert image of Chantel]

Week 4 Sept. 20-26: Power Outage

After this week you will know how to:

- ☐ Make an emergency plan.
- ☐ Contact family and friends before, during, and after a power outage.
- ☐ Understand warnings, safety, and power outage preparedness tips.
- ☐ Be counted and submit your preparedness activity on www.ready.gov/prepare.
- ☐ Take action and participate in a preparedness activity on or around the National PrepareAthon! Day on September 30 by visiting: www.ready.gov/prepare.

Tips & Tools to Share

Web Resources & Content

- ✓ NEW! http://www.ready.gov/power-outage
- ✓ https://beta.ready.gov/power-outage
- ✓ www.ready.gov/kids/know-the-facts/power-outages

Printable Publications

- ✓ Ready Kids: Family Communication Plan for Parents and Kids PDF http://1.usa.gov/1rTLEjY
- ✓ Ready Kids: Power Outage Fact Sheet for Kids PDF http://go.usa.gov/3saJk

Sample Tweets

- Week 4: Make a power outage safety plan with your family. Visit the new power outage BETA page: http://go.usa.gov/3sabd. #NatlPrep
- Get the kids involved in preparing for power outages before they happen: http://go.usa.gov/3sa2V. #NatlPrep
- Power outage tip: Dim the brightness on your cell phone to save your battery life. #NatlPrep
- Gas stations & ATMs may not work while the #power is out. Fill your car's tank & get cash out so you're prepared. #NatlPrep
- If the power goes out, use flashlights for emergency lighting. NEVER use candles due to increased risk of fire. #NatlPrep
- If using a generator during a power outage, always run it outside & away from windows to avoid carbon monoxide. #NatlPrep
- Include a hand-crank or battery powered radio in your emergency kit in case of power outage. More tips: http://go.usa.gov/3sabd. #NatlPrep
- Keep a radio & extra batteries handy to listen for info from local officials if you lose power. #NatlPrep
- Make a plan to check on neighbors if wind & rain knock out your power: http://go.usa.gov/3sabd. #NatlPrep
- Power outage #safetytip: Keep your car tank at least half full. Gas stations rely on electricity to power their pumps. #NatlPrep

Safety Tips

- Severe Wx Tips: Charge battery powered devices. Locate flashlights & radio. Tell friends/family your location in case of power loss. #NatlPrep
- What items in your home use batteries? Make a list of battery powered items along w/the type of batteries required for emergencies. #NatlPrep
- If you're running a portable generator, you need to have a battery-powered carbon monoxide alarm on each floor of your home. #NatlPrep
- Did you know? Most medicines can be stored on ice for several hours. #PowerOutage #NatlPrep
- An emergency may knock out power. Prepare by stocking non-perishable food items & water. #NatlPrep #PrepareAthon
- Recovering from a power outage? Why you may need to empty your refrigerator: http://1.usa.gov/1rDKFiY #NatlPrep
- Before you hit the fridge after a power outage, read this: http://1.usa.gov/1rDKFiY. #NatlPrep
- Using refrigerated meds after a power outage? Find out which ones are safe to use: http://1.usa.gov/1sLHc23. #NatlPrep
- Power outage lasting longer than 4 hrs? Learn the ins and outs of food safety: http://1.usa.gov/1rDKFiY. #NatlPrep
- Power outage planning tip: Consider extra hearing aid batteries, chargers, or assistive tech needs https://www.youtube.com/watch?v=dcnCQ_pdVCY. #NatlPrep
- Plan ahead. Identify local sources where dry ice and block ice can be purchased to help keep food and medicine safe. #NatlPrep

Sample Facebook Posts

Sample 1

It's Week 4 of National Preparedness Month make a power outage safety plan with your family. Visit the new power outage BETA page today to start: http://go.usa.gov/3sabd. #NatlPrep [attach graphic]

Sample 2

Any time there's severe weather, there's a chance of a power outage. Prepare before a storm by charging battery powered devices, locating flashlights and a radio, and telling friends and family your location in case of power loss. #NatlPrep [attach graphic]

Sample 3

Gas stations and ATMs may not work while the #power is out. Prepare early: fill your car's tank and take out cash out so you're prepared. #NatlPrep [attach graphic]

Sample 4

If the power goes out, use flashlights for emergency lighting. NEVER use candles due to increased risk of fire. Tip: Know what items in your home use which batteries. Start a list of battery powered items you own, along with the number & type of batteries required, in case of emergency. #NatlPrep [attach graphic]

Sample 5
Include a hand-crank or battery powered radio in your emergency kit in case of power outage. Find more tips: http://go.usa.gov/3sabd #NatlPrep [attach graphic]

Sample 6
Power outage planning tip: Don't forget to consider extra hearing aid batteries, chargers, or assistive technology needs if you use them. Check out this short video for more information: https://www.youtube.com/watch?v=dcnCQ_pdVCY. #NatlPrep

Weeks 5-Sept. 27-30: Lead up to National PrepareAthon! Day (September 30)

After this week you will know how to:

- ☐ Find or host a preparedness discussion, drill or activity in your local area. Find tips, guides, and playbooks on how to plan an event by visiting: www.ready.gov/prepare.
- ☐ Be counted and submit your preparedness activity on www.ready.gov/prepare.
- ☐ Take action and participate in a preparedness activity on or around the National PrepareAthon! Day on September 30 by visiting: www.ready.gov/prepare.
- ☐ Continue to host and support preparedness activities all year long using America's PrepareAthon! Resources.

Tips & Tools to Share

Web Resources & Content

- ✓ www.ready.gov/prepare
- ✓ www.ready.gov/alerts
- ✓ www.ready.gov/evacuating-yourself-and-your-family

Sample Tweets

- Join millions of Americans participating in PrepareAthon! Add your preparedness activity today. ready.gov/prepare. PrepareAthon #NatlPrep
- Today, we [insert action] _____ to be prepared for the next [insert hazard] #PrepareAthon #NatlPrep [insert photo or "Count Us In" image].
    - Example Tweet: Today, [we are testing our communications plan] to be prepared for the next [hurricane]. #PrepareAthon #NatlPrep
- Today, I am [insert action] _____ to make sure I'm prepared for an emergency in my state. #PrepareAthon #NatlPrep [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 #NatlPrep
- Re-tweet this! I'm involved in today's Nat'l PrepareAthon! Day. #NatlPrep #PrepareAthon [insert I participated badge]
- A community in action tends to stay in action. Send your pictures of your community taking action using #NatlPrep and #PrepareAthon.
- Are you one in a million? We're part of the millions taking action for America's #PrepareAthon. [insert "Count Us In" image]. #NatlPrep

- Challenge: See how many America's #PrepareAthon activities you can complete. [insert AP! postcard]
- Complete this #preparedness puzzle and you'll be 10 steps closer to being prepared for #disasters! #PrepareAthon #NatlPrep [insert AP! postcard]
- Have you done any of these preparedness activities? Great, be counted and add your activity at ready.gov/prepare. #PrepareAthon [insert AP! postcard]
- I participated in America's #PrepareAthon so my community can be prepared for emergencies. #NatlPrep [insert I Participated badge]
- None of us can do it alone! Create a pro #preparedness environment within YOUR community! #NatlPrep #PrepareAthon [insert Together we prepare badge]
- We can't do it without YOU! Increase your community's #preparedness by joining America's #PrepareAthon. #NatlPrep [insert Preparedness Takes Action. Join In badge]

Sample Facebook Posts

Sample 1
Be counted! Show your participation in America's PrepareAthon! by adding your preparedness activities to the website and providing details about the activities you're planning. Share the steps you are taking to get yourself and your community prepared. Visit ready.gov/prepare for more information! #PrepareAthon #NatlPrep [insert Together we prepare badge]

Sample 2
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 #NatlPrep

Sample 3
Get ready for National PrepareAthon! Day on September 30. Visit ready.gov/prepare today to add your activities and take action to prepare your community for tornadoes, wildfires, floods, hurricanes, earthquakes, and winter storms. #PrepareAthon #NatlPrep [insert AP! postcard]

Sample 4
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 ready.gov/prepare. #PrepareAthon #NatlPrep

Sample 5
We're part of the millions of people taking action for America's PrepareAthon! Add your activities today at ready.gov/prepare. #PrepareAthon #NatlPrep [insert "We're In. Are You" image]

Sample 6
September 30th marks National PrepareAthon! Day. Show people how you are taking action to prepare for hazard in your area by using #PrepareAthon. Share with others what you are doing to practice emergency preparedness. Don't forget to visit www.ready.gov/prepare to add your activity or event today.

Videos/Public Service Announcements (PSAs)

Make a Plan

- "We Prepare Everyday" (2:00) PSA - Certified Deaf Interpreter (CDI) and open caption Video View on YouTube: https://www.youtube.com/watch?v=dcnCQ_pdVCY (open captioning, interpreter)
- "We Prepare Everyday"(2:00) PSA - Certified Deaf Interpreter (CDI) and open caption Download from the FEMA media library: https://www.fema.gov/media-library/assets/videos/107810
- "Have an Emergency Plan While In Airports" Video View on YouTube: https://www.youtube.com/watch?v=bSH87RsRnZs Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/83360
- "Preparedness Makes Sense" Video View on YouTube: https://www.youtube.com/watch?v=6D_MmRz8gsU Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/78834
- "Emergency Preparedness Plans" Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/79716
- "Disaster Dodgers: Planning for an Emergency" Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/106008
- "Introduction to Emergency Planning" Video View on YouTube: https://www.youtube.com/watch?v=TbzvomQYJpE
- "Family Communications Plan and Emergency Kit Video View on YouTube: https://www.youtube.com/watch?v=LviZ4pZrqu8

Floods

- National Weather Service "Turn Around Don't Drown PSA" Video View on YouTube: https://youtu.be/eI6mIlHKrVY
- "Get Your Business Prepared- Floods" (15 sec)PSA (closed captioning) - Video View on YouTube: http://youtu.be/2U0EFYKGn50 Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/82841
- "Got Flood Insurance?" PSA Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/73530
- "Did You Know? Reducing Future Flood Damage Saves Money" Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/103576
- "Be Prepared for Flooding" Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/78381
- "Did you know: Flooding can happen anywhere" Video View on YouTube: https://www.youtube.com/watch?v=9IqDTPhSCeo Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/103566

Wildfire

- Smokey Bear public service announcements- View on YouTube: https://www.youtube.com/smokeybear

Hurricane

- National Weather Service Hurricane Preparedness Public Service Announcements- View on YouTube: https://www.youtube.com/playlist?list=PL63A9138A2047B1A4

Power Outage

- "10 Pre-Blackout Tips " (3:00) Video View on YouTube: http://youtu.be/4eH7VbMXir4 Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/82218
- "Be Prepared for Power Outages" Video View on YouTube: https://www.youtube.com/watch?v=04y22voY8Xw Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/98042

General

- "Preparing Makes Sense for Pet Owners" Video (closed captioning and ASL) – View Video on YouTube: http://youtu.be/aUbSF_S20bE Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/78847
- "Be Prepared For Emergencies At Work " (4:01) Video View on YouTube: http://youtu.be/SnKWEb6jgBA Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/77801
- "Preparing makes sense for Older Americans" Video (closed captioning and ASL) – Video View on YouTube: http://youtu.be/SByTKf2rrlg Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/78859
- "Be Prepared For Emergencies At Work " (4:01) Video View on YouTube: http://youtu.be/SnKWEb6jgBA Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/77801
- "Wireless Emergency Alerts" (30 sec) English PSA (closed captioning)- Video View on YouTube: http://youtu.be/wDpcGypv2_U Download on the FEMA library: http://www.fema.gov/media-library/assets/videos/82630
- "Hotel Preparedness" (02:37) Video View on YouTube: http://youtu.be/DkQNnjDpmRA Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/80199

America's PrepareAthon

- "Prepare Yourself" (15 sec) Video View on YouTube: https://www.youtube.com/watch?v=Hvvl6urVy-4 Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/97883
- "A New Okay" (30 sec) Video View on YouTube: https://www.youtube.com/watch?v=cVeQw9uCfJc Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/97885
- "It Started Like Any Other Day" Video View on YouTube: https://www.youtube.com/watch?v=w_omgt3MEBs Download from the FEMA media library: http://www.fema.gov/media-library/assets/videos/85395

Preparedness Images

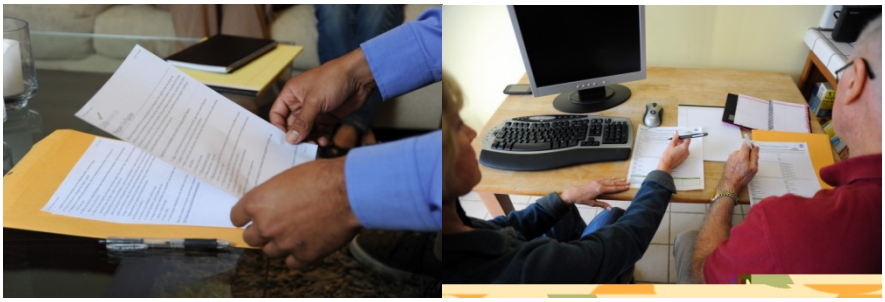
Attach images to Tweets, Facebook, and Instagram posts! Don't forget to use the hashtag #NatlPrep

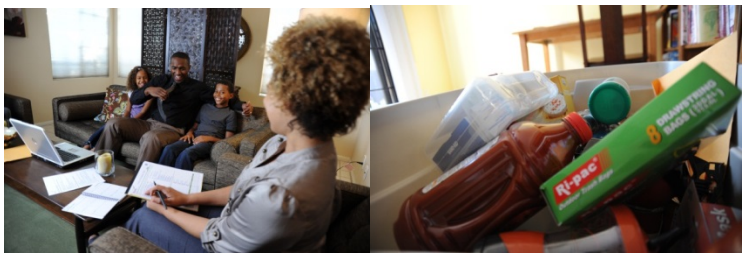
To download the complete zip file of National Preparedness Month graphics please visit: www.ready.gov/september

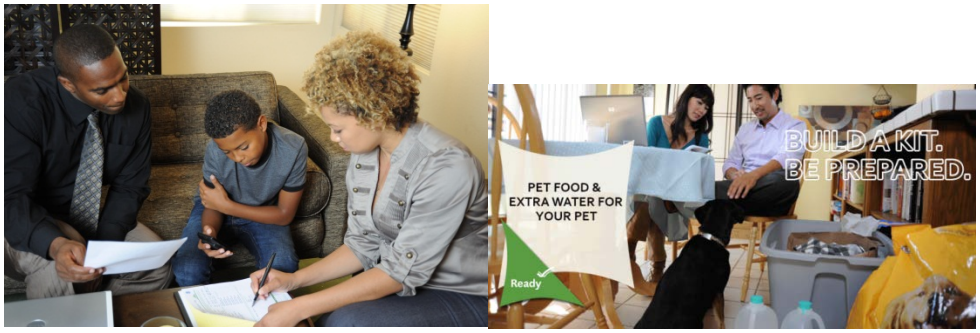
Localize your logo by downloading the high resolution logo found in the FEMA media library: http://go.usa.gov/3sJ5G

To find more America's PrepareAthon! Images and graphics please visit: www.ready.gov/prepare

For more preparedness related graphics visit the FEMA media library: https://www.fema.gov/media-library







Organize a Twitter Chat

Tips for Effective Twitter Chats

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 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.