

Extreme Heat Safety Social Media Toolkit

How to Use this Toolkit

The Extreme Heat Safety Social Media Toolkit has safety and preparedness messages you can share on your social media channels. You can either copy these messages directly or customize them to reach your audience.

What you should know about Extreme Heat

- Know what to do before, during, and after extreme heat.
- Create a communications plan with your family before extreme heat hits.
- Have emergency supplies in place at home, at work, and in the car.
- Listen to local officials.

Hashtags & Emoji's

- #HeatSafety
- #BeatTheHeat
- #SummerSafety
- #GetReady
- #PrepareAthon if you are conducting a preparedness exercise, tabletop discussion, or sharing a preparedness-in-action moment.
- Feel free to add emoji's (the little pictures on your mobile phone keyboard) to your social messages.

Graphics & Outreach Tools

For more engaging content, attach graphics to social media posts. Below are collections of severe weather related graphics that you can share with the below text.

- [Extreme Heat Graphics](#)
- Download smartphone weather apps or subscribe to local emergency alerts
- [National Weather Service Summer Safety Weather Ready Nation Outreach Materials](#)

Twitter

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: <http://www.nws.noaa.gov/os/heat/ww.shtml> #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: www.ready.gov/heat #HeatSafety
- Each yr approximately 175 Americans die from extreme heat. Get the 411 on #HeatSafety at www.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: www.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 #BeatTheHeat
- During extreme heat, stay indoors as much as possible and limit exposure to the sun. www.ready.gov/heat #BeatTheHeat

Reduce Heat Impact – Cooling off Centers

- Enter your zip code at 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
- Video: #HeatSafety information and tips in American Sign Language! <https://youtu.be/0DZFOJowvb8>
- Take your #SummerSafety up a notch and see if you can complete all 10 of these preparedness activities. #PrepareAthon

Facebook

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: www.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) www.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) www.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? www.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 www.ready.gov/heat #HeatSafety
- Too hot to play outside? www.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 www.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/1RRItIL> #BeatTheHeat