

# Flood Safety Social Media Toolkit

## How to Use this Toolkit

The Flood Safety Social Media toolkit contains flood 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 Flood Safety

- Know what to do before, during, and after a flood.
- Consider purchasing flood insurance.
- Listen to local authorities.
- Evacuate when advised by authorities or if you are in a flood or flash flood prone area. Evacuation is the best action to protect yourself and your family.
- If you are on high ground above flooded areas, being prepared to stay where you are may be the best protection.
- Turn Around, Don't Drown! Do not go through flood waters.

## Hashtags & Emoji's

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

## Graphics & Outreach Materials

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

- [Flood Safety Toolkit graphics](#)
- [National Weather Service Weather Ready Nation Spring Safety Outreach Materials](#)

## Twitter

### General

- Learn what to do before, during & after a flood by visiting: [www.ready.gov/floods](http://www.ready.gov/floods) #FloodSafety
- Make a #FloodSafety plan with your family. Get the tips & info here: <http://go.usa.gov/cKw8Z>
- Make sure your business has a #FloodSafety plan. Tips: [www.ready.gov/business](http://www.ready.gov/business)
- Don't let your business end up in a dumpster. Make a #FloodSafety plan today: <http://go.usa.gov/37ePQ>
- #Floods occur in every U.S. state. Make sure your family is prepared & take action: [www.ready.gov/floods](http://www.ready.gov/floods) #FloodSafety
- #FloodSafety Tips: Charge mobile devices. Locate flashlights & radio. Tell friends/family your location in case of power loss.

# Flood Safety Social Media Toolkit

- Heavy rain to areas that have been experiencing drought can cause flash flooding. Learn how to prepare: [www.ready.gov/make-a-plan](http://www.ready.gov/make-a-plan) #FloodSafety

## Communication

- Don't Wait. Communicate. Make Your Emergency Plan Today. Get started here: [www.ready.gov/make-a-plan](http://www.ready.gov/make-a-plan) #FloodSafety
- Get your communication ON when the power's OFF by packing a hand-crank radio, solar or car phone charger & batteries. #PrepareAthon
- Where will your loved ones be in a flood? Practice your communication plan with #PrepareAthon today! <http://1.usa.gov/1JwEwRG>
- Make a plan to connect during disasters by text, e-mail, social media & cell [#FloodSafety](https://www.ready.gov/make-a-plan)

## Build a Kit

- If you're already on "high ground" during a flood, stay where you are. Be prepared by having your supplies already stored. #PrepareAthon
- Gather the supplies you may need in case a flood leaves you w/out power, water or gas. Supply list: <http://1.usa.gov/1qGR7qN> #FloodSafety
- Gather & store supplies for all your common locations in case you need to stay in place during a flood. <http://1.usa.gov/1qGR7qN> #FloodSafety

## Alerts & Warnings

- [#FloodSafety](https://www.ready.gov/make-a-plan) term: Watch=floods are possible. Warnings= will occur soon, move to higher ground.
- [#FloodSafety](https://www.ready.gov/make-a-plan) term: flash flood warning = flooding is occurring; seek higher ground immediately. Listen to local officials.
- #Wx Alert Term: Flood Warning means "Take Action!" because flooding is either happening or will happen shortly #FloodSafety
- [#Wx](https://www.ready.gov/make-a-plan) Alert Term: A Watch means "Be Aware" because conditions are right for flooding to occur in your area. [#FloodSafety](https://www.ready.gov/make-a-plan)
- [#Floods](https://www.ready.gov/make-a-plan) are the most common natural disaster in the U.S. Sign-up for local alerts & warnings now before a flood impacts you. [#FloodSafety](https://www.ready.gov/make-a-plan)
- Timely info on weather conditions like a flood can make a big difference. Sign up for local alerts & warnings. #PrepareAthon
- During severe weather Wireless Emergency Alerts can save your life. Watch how: [http://youtu.be/wDpcGypv2\\_U](http://youtu.be/wDpcGypv2_U) [#FloodSafety](https://www.ready.gov/make-a-plan)
- Wireless Emergency Alerts can warn you about flash flooding. Take action if you receive an alert. [#FloodSafety](https://www.ready.gov/make-a-plan)

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- Follow weather alerts in up to 5 locations using the @fema app. Learn more: <https://youtu.be/DtF18YHjG-I>

## Know Your Risk

- Learn your flood risk by entering your address in the Flood Smart widget, <http://1.usa.gov/1odtRUx>. #PrepareAthon
- Take this action--learn your #flood risk. Access it by entering your address at <http://1.usa.gov/1odtRUx> #PrepareAthon
- Anywhere it rains, it can flood. Learn your risk level for floods by entering your address at <http://1.usa.gov/1odtRUx>. #PrepareAthon
- Floods can occur during any season. Learn your risk level for floods by entering your address at <http://1.usa.gov/1odtRUx>. #PrepareAthon
- Flooding is an increased risk if you live close to sea level! Know your risk and prepare! <http://1.usa.gov/1odtRUx> #PrepareAthon
- Understand your local flood risk by checking out @fema's Flood Map Service Center: <http://go.usa.gov/33sD5> #FloodSafety
- Reduce your risk from #flooding by renting, buying, or building outside of high risk flood zones. #FloodSafety

## Turn Around, Don't Drown

- If you approach a flooded road, path, or walkway follow this rule: Turn Around, Don't Drown® <http://1.usa.gov/1o7f6P2> #FloodSafety
- Driving through flooded roadways can be deadly. Watch & share this @NWS video to see why: <https://youtu.be/el6mlHKrVY> #TurnAroundDontDrown
- Find out how "Turn Around, Don't Drown®!" can help your community stay safe after a #flood. <http://1.usa.gov/1o7f6P2> #FloodSafety
- RT now: "When roads are flooded, Turn Around Don't Drown®! It may save your life!" #FloodSafety
- As little as 12 inches of moving floodwater can be enough to float and carry away a small vehicle. Turn Around, Don't Drown®. #FloodSafety
- Please share: "When roads are flooded, Turn Around Don't Drown®! It may save your life!" #FloodSafety
- 6 inches of moving water can knock an adult off their feet. STAY AWAY from moving water! #FloodSafety
- #FloodSafety: Driving thru 6 inches of standing water can cause vehicles to lose control & stall. Avoid flooded roads.

# Flood Safety Social Media Toolkit

- #FloodSafety: Be aware of areas where waters have receded. Roads may have weakened & could collapse under the weight of a vehicle.
- 12 inches of water is enough to make most small vehicles float. Don't drive through flooded roads. #FloodSafety
- Check out #FloodSafety tips for the entire family: <http://go.usa.gov/3Aqbx>
- Even a small amount of floodwater can hide dangers such as road collapse and debris. #TurnAroundDontDrown [#FloodSafety](#)

## Evacuation

- Learn your evacuation routes today in case you're directed to leave by local authorities due to a flood. #FloodSafety
- Prepare for a #flood by knowing your evacuation routes, how you will get there, and where you will stay. [#FloodSafety](#)
- Complete this Commuter Emergency Plan in case a flood disrupts your normal route. <http://1.usa.gov/1EOkZKh> #PrepareAthon
- Get your "go bag" ready today in case you need to leave quickly due to a flood. For supply info visit: [www.ready.gov/kit](http://www.ready.gov/kit) #FloodSafety
- If authorities advise or order an evacuation, do so immediately. But, do not enter floodwaters in order to evacuate. #PrepareAthon #FloodSafety
- If flooding is imminent or occurring, evacuate to higher ground if you are in a flood prone area. But, do not enter floodwaters in order to seek higher ground. #FloodSafety
- Seek higher ground ASAP if a flood hits your area. More tips at: <http://1.usa.gov/1hty7xw> #FloodSafety

## Personal Property

- Prepare for a flood today by reviewing your property & flood insurance policies. #FloodSafety
- Snap some pictures of your property & do an inventory. This will be handy if flood waters damage your property. #PrepareAthon
- Flood waters can damage important papers. Store critical docs in a waterproof container or electronically. [#FloodSafety](#)
- Before a flood: reduce potential property damage by elevating utilities & installing sewer backflow valves. #PrepareAthon
- Prepare before a #flood by installing a water alarm in your basement. More tips: <http://1.usa.gov/1tylCzY> #PrepareAthon
- Before a flood: reduce potential property damage by using flood damage resistant materials. #PrepareAthon

# Flood Safety Social Media Toolkit

- Whether it's a few inches or a mile high, flood insurance covers you for the unexpected:  
<http://1.usa.gov/15vEcTH> #FloodSafety
- 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> #FloodSafety
- Are you floodsmart? Learn about the National Flood Insurance Program and prepare today:  
<http://go.usa.gov/3AqxG> #FloodSafety

## Post Disaster

- Watch your step! #Flood waters often hide sharp and dangerous debris like broken glass and metal! #FloodSafety
- Wear the appropriate protective clothing and gear like boots, gloves and safety glasses when it comes to moving debris! #FloodSafety
- Hands off! Stay away from electrical utility equipment after a storm or if it is wet to prevent being electrocuted! #FloodSafety
- Flooded homes are hazards! Get a professional to check for loose wires, mold and hidden damage before re-entering! #FloodSafety
- Avoid walking in floodwater. It can be contaminated with oil, gasoline, or sewage. #FloodSafety
- Use generators or other gas powered machinery only outdoors and away from windows. #FloodSafety

## America's PrepareAthon! Resources

- Learn what to do before, during & after a flood in this How to Prepare for a Flood guide  
<http://1.usa.gov/1poPE5S> #PrepareAthon
- Whether it's flash, river or coastal flooding, every community is subject to floods. Get prepared:  
<http://1.usa.gov/1poPE5S> #PrepareAthon
- Get the 4-1-1 on flood preparedness with @PrepareAthon's How to Guide  
<http://1.usa.gov/1poPE5S>. #PrepareAthon
- Look to #PrepareAthon for your #flood prep needs! Read more at <http://1.usa.gov/1poPE5S>
- Get your organization prepared for a #flood with the @PrepareAthon flood playbook:  
<http://1.usa.gov/1tylCzY>
- Think floods only impact coastal areas, think again. A flood can happen anywhere so prepare today. <http://1.usa.gov/1poPE5S> #PrepareAthon
- Spread #flood awareness in your community with these creative promotional tools!  
<http://1.usa.gov/1tylAZ2> #PrepareAthon

# Flood Safety Social Media Toolkit

- Join the grassroots movement to improve our nation's preparedness. Register your [#FloodSafety](#) activities: <http://1.usa.gov/1poPE5S>
- News You Can Use: America's #PrepareAthon has the 4-1-1 on how to prepare for floods here: <http://1.usa.gov/1hty7xw>
- RT: The time to prepare for floods is now. Learn how with America's #PrepareAthon. <http://1.usa.gov/1hty7xw>
- Flood your community with preparedness information from #PrepareAthon. <http://1.usa.gov/1hty7xw>

## Facebook

### General

- Up to 40% of businesses never recover after a major disaster. Does your business have an emergency plan in the event of a flood? Make a plan today: <http://go.usa.gov/KPzz> #FloodSafety [attach graphic]
- 90% of all natural disasters in the US involve #flooding. Help kids prepare for flooding before it happens. Learn more at [www.ready.gov/kids/know-the-facts/floods](http://www.ready.gov/kids/know-the-facts/floods) #FloodSafety
- 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. [www.ready.gov/floods](http://www.ready.gov/floods) #FloodSafety

### Alerts & Warnings

- 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](http://www.ready.gov/alerts) #FloodSafety

### Know Your Risk

- Everyone – including individuals, families, homeowners, renters, property owners, and business owners - should understand the flood risk for their home and property and the best ways to keep themselves, their loved ones, and their property safe from flooding now and in the future. For more tips and information visit: [www.floodsmart.gov](http://www.floodsmart.gov) #FloodSafety

### Turn Around, Don't Drown

- Please share! Did you know that 12 inches of water is enough to float and carry away most small vehicles? NEVER drive through flooded roads. "Turn Around Don't Drown®" #FloodSafety
- Did you know that 12 inches of water is enough to make most small vehicles float away? Check out these #FloodSafety tips with your family at dinner tonight and discuss what to do before, during, and after a flood: <http://go.usa.gov/KQwz>
- Talk with your family about creating a #FloodSafety plan. For tips and tools visit: [www.ready.gov/kids/know-the-facts/floods](http://www.ready.gov/kids/know-the-facts/floods)

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- 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, 12 inches is enough to float and carry away a small vehicle and 18 to 24 inches of rushing water can be enough to float and carry away a full size pickup truck or SUV? Get prepared now for floods <http://1.usa.gov/1hty7xw> #FloodSafety

## Build A Kit

- Gather the supplies you may need in case a flood leaves you without power, water or gas. Store basic emergency supplies in a “Go Bag” or other container for easy access. You can find a list of emergency supplies here: <http://1.usa.gov/1qGR7qN> #FloodSafety

## Evacuation

- The best action to protect yourself and your family is to evacuate flood prone areas before flooding starts. Know and follow the directions from local officials for community evacuation or seek high ground for localized flooding. <http://1.usa.gov/1poPE5S> #FloodSafety
- Local authorities may issue an evacuation notice to alert residents that flooding will be or is occurring and it is important to leave the area. Evacuation orders vary by state and community, and may range from voluntary to mandatory. When authorities issue a mandatory evacuation notice, leave the area immediately. <http://1.usa.gov/1poPE5S> #FloodSafety

## Communication

- Do you know where your family will be during a flood? Make a plan to connect during disasters by text, e-mail, social media & cell and practice your plan today. <http://1.usa.gov/1JPWKf0> #FloodSafety
- In case you are not together when authorities issue a flood watch or flood warning, practice how you will communicate with each other. Sending texts is often faster than making a phone call. Keep important numbers written down in your wallet, not just in your phone. <http://1.usa.gov/1JPWKf0> #FloodSafety

## Personal Property

- Before a flood: reduce potential property damage by elevating utilities, waterproofing basements and installing sump pumps, sewer backflow valves, and water alarms: <http://1.usa.gov/1kFWtFh> #PrepareAthon
- Flood insurance is the best way to protect your family from loss and is available to homeowners, renters, and businesses. It takes 30 days for flood insurance policies to take effect. Now is the time to purchase flood insurance. Don't wait until it's too late! <http://1.usa.gov/15vEcTH> #FloodSafety
- Purchasing flood insurance provides financial protection for the cost of repairs due to flood damage. Standard insurance policies do not cover flooding, but flood insurance is available for homeowners, renters, and business owners through the National Flood Insurance Program. <http://1.usa.gov/15vEcTH> #FloodSafety

# Flood Safety Social Media Toolkit

## Post Disaster

- Dangers still exist even after a disaster. You should avoid standing water as it may be electrically charged from underground or downed power lines. Return home only when authorities say it is safe. Be aware of areas where floodwaters have receded and watch out for debris. Floodwaters often erode roads and walkways. Do not attempt to drive through areas that are still flooded.  
<http://www.ready.gov/floods> #FloodSafety

## America's PrepareAthon! Resources

- 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 event in your area: [www.ready.gov/prepare](http://www.ready.gov/prepare) #PrepareAthon
- Floods can happen at any time! Take simple steps to protect your family and property from the damaging impact of floods. Stay afloat by participating in America's PrepareAthon grassroots campaign by registering at: [www.ready.gov/prepare](http://www.ready.gov/prepare) #PrepareAthon
- Have you registered for America's PrepareAthon!? Join millions of Americans already taking steps to protect themselves, their families and businesses from disaster! Plan a preparedness event and be counted towards participation in #PrepareAthon! Register today: [www.ready.gov/prepare](http://www.ready.gov/prepare)