

2016 Hurricane Preparedness Week Social Media Toolkit

How to Use this Toolkit

The *Ready* Campaign and America's PrepareAthon! recommend using social media tools as a way to promote National Hurricane Preparedness Week, May 15 – May 21, as well as throughout hurricane season. You can either copy these messages directly or customize them to reach your audience.

What you should know about Hurricanes

- Know what to do before, during, and after a hurricane.
- Prepare before hurricane season starts. Pacific hurricane season starts May 15 and Atlantic hurricane season starts June 1.
- Create a communications plan with your family before a hurricane.
- Have emergency supplies in place at home, at work, and in the car.
- Know your local community's evacuation plan and evacuation routes.
- Listen to local officials.

Hashtags & Emoji's

- #HurricanePrep
- #ItOnlyTakesOne
- #PrepareAthon
- #FloodSafety
- Feel free to add 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 severe weather related graphics and content that you can share with the below text.

- [Hurricane Safety Graphics](#)
- [National Weather Service Hurricane Preparedness Week](#)
- Visit [National Hurricane Center mobile friendly site](#)
- For hurricane preparedness resources, visit ready.gov/prepare
- For tips and information about hurricanes, visit: ready.gov/hurricanes

Consider focusing on the following topics for each day of Hurricane Preparedness week:

- Sunday, May 15 – Determine your risk.
- Monday, May 16 - Develop an evacuation plan.
- Tuesday, May 17 - Secure an insurance check-up.
- Wednesday, May 18 - Assemble disaster supplies.
- Thursday, May 19 - Strengthen your home.
- Friday, May 20 - Identify trusted sources of information for a hurricane event.
- Saturday, May 21 - Complete your written hurricane plan.

Promote Hurricane Preparedness Week

Use this content to spread awareness prior to and throughout Hurricane Preparedness Week.

Twitter

- National Hurricane Preparedness Week is May 15-21. Follow #HurricanePrep for tips.
- National Hurricane Preparedness Week has a different theme every day. More info: <http://go.usa.gov/3KM8Y>. #HurricanePrep
- This is National Hurricane Preparedness Week. Make a #HurricanePrep plan today: ready.gov/hurricanes.
- Talk with your kids about making a family emergency #HurricanePrep plan: <http://go.usa.gov/3KMQ4>.
- During #HurricanePrep Week, share how you are preparing for hurricane season by using/following #HurricanePrep.
- Start your family emergency communications plan now: ready.gov/make-a-plan. #HurricanePrep
- America's PrepareAthon! has the resources you need to prepare for hurricanes. More info: <http://1.usa.gov/1poO5wl>. #HurricanePrep

Facebook

- National Hurricane Preparedness Week has a different theme every day. More info: <http://go.usa.gov/3KM8Y>. #HurricanePrep
- During Hurricane Preparedness Week, prepare your family, home, or business before a disaster strikes. Learn how you can prepare to lessen the impact of severe tropical weather by visiting: ready.gov/hurricanes. #HurricanePrep
- Hurricanes are not 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 ready.gov/hurricanes. #HurricanePrep
- Did you know you can take a different action each day of the week during Hurricane Preparedness Week? From developing plans, to assembling supplies, to learning where you can find the most up to date information on hurricanes, the National Oceanic and Atmospheric Administration's National Weather Service has you covered. Visit <http://go.usa.gov/3KM8Y> to learn more. #HurricanePrep #PrepareAthon

Sunday, May 15 – Determine your risk

Find out today what types of wind and water hazards could happen where you live, and then start preparing now for how to handle them.

Twitter

- Live on the coast? You are most at risk for extreme winds & flooding from rain & storm surge during a hurricane. #HurricanePrep

- Live inland? You are at risk for wind, thunderstorms, flooding, & power outages during a hurricane. #HurricanePrep
- Think b/c you live inland a hurricane will not impact you? Wrong. Inland communities should prepare for flooding & high winds. #HurricanePrep
- Hurricanes not only result in high winds, but floods, too. If you see a flooded path: Turn Around, Don't Drown! #HurricanePrep
- Hurricane watch = conditions possible w/in the next 48 hrs. Learn how to prepare: ready.gov/hurricanes. #HurricanePrep
- Hurricane warning = conditions are expected within 36 hrs. Learn how to prepare: ready.gov/hurricanes. #HurricanePrep
- Know the risk: Sign up for alerts & warnings to know your local hurricane risk. More info: <http://1.usa.gov/1R8lfX7>. #HurricanePrep
- 2 factors of your personal hurricane risk are where you live & your home structure. Learn more: <http://1.usa.gov/1sVepZI>. #HurricanePrep

Facebook

- Think hurricanes only impact coastal areas? Think again. Hurricanes cause flooding, high winds, and power outages which can impact inland areas, too. Learn about your risk factors and more about hurricanes by visiting <http://1.usa.gov/1poO5wl>. #HurricanePrep
- People who live on the coast are at risk for storm surge, extreme winds and flooding from rain during a hurricane. Learn how to prepare for these risks and more at ready.gov/hurricanes. #HurricanePrep
- Do you live inland? A hurricane can put you at risk for wind, thunderstorms, and flooding. Hurricanes also cause widespread power outages. Get preparedness tips for hurricanes and other hazards at ready.gov/prepare. #HurricanePrep
- Do you want to have a better understanding of the hurricane risk you and your community face? Check out this map of the U.S. and the frequency of hurricane and tropical storm activity by county. <http://1.usa.gov/1poO5wl> #HurricanePrep
- Where you live, the structure of your home, & your personal circumstances all contribute to your hurricane risk. Learn more about preparing for a hurricane with America's PrepareAthon! <http://1.usa.gov/1sVepZI> #HurricanePrep

Monday, May 16- Develop an evacuation plan

The first thing you need to do is find out if you live in a hurricane storm surge or flood evacuation zone or if you are in a home that would be unsafe during a hurricane. If you are, figure out where you would go and how you would get there if told to evacuate.

Twitter

- Do not get caught by dangerous flood waters, have an evacuation plan. <http://1.usa.gov/1XU9NUZ> #HurricanePrep
- You may have to evacuate quickly due to a hurricane. Learn your evacuation routes & identify where you will stay. #HurricanePrep
- Hurricanes can cause extensive flood damage in coastal & inland areas- Make a #HurricanePrep plan: ready.gov/hurricanes.
- Keep your car's gas tank at least half full in case you need to quickly evacuate for a #hurricane. #HurricanePrep
- Know your community's local #hurricane evacuation plan and identify several evacuation routes for your location. #HurricanePrep
- Know before you go: Don't go off course – follow official local #hurricane evacuation routes. #HurricanePrep
- Driving through flooded roadways is dangerous. Check out this @NWS PSA to see why: <http://bit.ly/1Ggz3PH>. #HurricanePrep

Facebook

- If you rely on public transportation, contact your local emergency management agency about evacuation procedures before a hurricane. #HurricanePrep
- If you were told to evacuate due to a hurricane, where would you go? What would you take? Make a PLAN to answer these questions. <http://1.usa.gov/1XU9NUZ> #HurricanePrep #PrepareAthon
- Where is your local evacuation route? Make sure you know the answer before the next #hurricane. If authorities advise or order a hurricane evacuation, do so immediately! #HurricanePrep
- 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 the evacuation route. For tips and information visit: ready.gov/today. #HurricanePrep
- Before a storm, develop a hurricane evacuation plan. Practice the plan at night, during inclement weather, and other times to familiarize yourself with your route. #HurricanePrep
- Flood waters on roadways have super power. The force of moving water can even sweep away a sports utility vehicle. When evacuating a storm, avoid driving through flooded roadways. Turn Around, Don't Drown! #HurricanePrep #FloodSafety
- Take action now, before the storm hits. America's PrepareAthon! offers free hurricane tools and resources that will help you prepare. Check them out now. <http://1.usa.gov/1N3Si1U> #PrepareAthon #HurricanePrep

Tuesday, May 17- Secure an insurance check-up

Call your insurance company or agent and ask for an insurance check-up to make sure you have insurance to cover flood and wind to repair or even replace your home. Homeowner's insurance does not cover flood.

Twitter

- Hurricanes bring heavy rains that may cause flooding. Purchase flood insurance before the storm. <http://1.usa.gov/15vEcTH> #HurricanePrep
- Are you covered for hurricane dangers such as high winds & damage? Check your insurance policy ASAP. <http://1.usa.gov/15vEcTH> #HurricanePrep
- Coastal properties have an increased risk of storm surge flooding during a hurricane. Get prepared today! <http://1.usa.gov/15vEcTH> #HurricanePrep
- Hurricanes can produce damaging winds & inland floods. Does your insurance plan cover these dangers? <http://1.usa.gov/15vEcTH> #HurricanePrep
- 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> #HurricanePrep
- Hurricanes bring heavy rains that may cause flooding. Get prepared NOW by purchasing flood insurance before the storm. #HurricanePrep

Facebook

- Did you know: Most hurricane deaths and damages are not because of winds, they happen because of flooding? Find out if you live in a flood prone area and how flood insurance can lessen the financial impact of a flood by visiting: www.floodsmart.gov. #HurricanePrep
- Owning a coastal home may be exciting, but it comes with a serious risk of flooding. If you live along the coast, get prepared for storms and rising water by purchasing flood insurance. www.floodsmart.gov #HurricanePrep
- Floods are the #1 natural disaster in the country. Anywhere it rains, it can flood. Hurricanes can produce flooding from heavy rain inland and storm surge along the coast. Before a storm hits your area, get flood insurance to protect your family and your property. www.floodsmart.gov #HurricanePrep
- Learning how to document and protect your property may help when seeking insurance aid after a hurricane and/or flood. Take a look at the "Be Smart: Protect Your Critical Documents and Valuables" guide offered by America's #PrepareAthon! today. <http://1.usa.gov/1R8lfX7> #HurricanePrep

Wednesday, May 18- Assemble disaster supplies

Depending on your location, you may need to stay where you are for an extended time until flooding recedes and roadways are restored. You are going to need supplies to get through the storm and for the potentially lengthy and unpleasant aftermath. Have enough non-perishable food, water, and medicine to last each person in your family a minimum of 3 days and for a week or more if possible.

Twitter

- As part of your family's emergency kit, include games & toys to keep children entertained. #HurricanePrep
- Include a hand-crank or battery powered radio in your emergency kit. More tips: [ready.gov/kit](https://www.ready.gov/kit). #HurricanePrep
- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. #HurricanePrep
- Store supplies at your common locations (e.g. home, work) in case you need to stay in place during a hurricane. #HurricanePrep
- Do you have enough batteries? Find out what supplies you should have on hand: [ready.gov/kit](https://www.ready.gov/kit). #HurricanePrep

Facebook

- During a hurricane, high winds can knock out power. Prepare ahead of the storm by gathering supplies for each household member. And do not forget about your pets! Curious about what supplies to include? Visit [ready.gov/build-a-kit](https://www.ready.gov/build-a-kit). #HurricanePrep
- Gather your #hurricane supplies now, so you will not be tempted to drive on possibly flooded roads. A basic supply list can be found here: [ready.gov/build-a-kit](https://www.ready.gov/build-a-kit). #HurricanePrep
- Keep emergency supplies in your car in case you need to evacuate due to a hurricane. Watch this video for more. <http://bit.ly/22oou8l> #HurricanePrep
- Collect & store supplies for all your common locations in case you need to stay in place during a hurricane. Supply list: [ready.gov/build-a-kit](https://www.ready.gov/build-a-kit). #HurricanePrep
- Suggested items to build and/or restock your disaster supply kit include food, water, medications, a flashlight, batteries, chargers, cash, and first aid supplies in case you need to shelter-in-place during a storm. Be sure to have enough supplies to last for at least three days. In some locations you may need supplies for a week or more in order to stay where you are until flood waters subside and roads are restored. [ready.gov/hurricanes](https://www.ready.gov/hurricanes) #HurricanePrep
- Hurricane + high winds (frequently) = power loss. Store enough supplies (e.g., food, bottled water) to last at least 3 days – if possible for a week or more. #HurricanePrep

Thursday, May 19- Strengthen your home

Make sure your home is in good repair and up to local hurricane building code specifications. However, always remember, if local officials tell you to evacuate, listen to them! Whether you stay or evacuate, be sure to include flood-proofing measures such as using a water sealer in areas that have basements, sandbagging, elevating utilities, and moving furniture to the second floor. Consult www.flash.org for information on strengthening for wind such as window protection, garage door protection, roof protection, and door protection. Secure outdoor items that could be blown away and cause damage.

Twitter

- #HurricanePrep tip: Bring in outdoor furniture & anything else that is not tied down to prevent injury/damage from debris.
- #HurricanePrep tip: Trim trees & shrubs. High winds can turn branches into projectiles during a storm.
- Reduce property damage in the event of a hurricane by retrofitting (i.e., reinforcing) the roof, windows, and doors. #HurricanePrep
- Prepare your property before a #hurricane by installing storm shutters. More mitigation tips at: <http://1.usa.gov/1o9qmti>. #HurricanePrep
- High winds ahead! Permanent storm shutters offer protection for your home during a #hurricane. #HurricanePrep
- Reduce potential property damage by elevating and anchoring utilities & installing sewer backflow valves. #HurricanePrep
- Reduce potential property damage by using flood damage resistant materials. #HurricanePrep
- When constructing or upgrading a home, consider elevating the structure to better protect against floodwaters and/or storm surge. #HurricanePrep

Facebook

- Get your yard or property ready for hurricane season by bringing in all outdoor furniture & securing anything else that is not tied down. For more tips and information to protect your property before, during, and after a hurricane, visit: ready.gov/hurricanes. #HurricanePrep
- Doing yardwork does more than beautify your home. During a storm, tree limbs and branches can turn into harmful objects, causing damage to items in their path. Trim your trees and hedges and cut shrubbery to reduce the risk of flying branches during a hurricane. #HurricanePrep
- The roof of your house receives the brunt force of a hurricane from intense wind. Reduce the damage to your home's roof, windows, and doors by retrofitting them. <http://1.usa.gov/1R73EQA> #HurricanePrep
- Flooding during a hurricane can cause significant damage to your home. Reduce potential property damage by elevating and anchoring utilities and installing sewer backflow valves. #HurricanePrep
- You can act now to reduce potential property damage caused by floodwaters. Use flood damage resistant materials. #HurricanePrep
- When constructing a new home or upgrading an existing home, consider elevating the structure to better protect against floodwaters and/or storm surge. #HurricanePrep

Friday, May 20- Identify trusted sources of information for a hurricane event

NOAA's National Hurricane Center and Central Pacific Hurricane Center are your official sources for hurricane forecasts and the issuance of hurricane watches and warnings. Your local NOAA National Weather Service forecast office provides information regarding the expected impacts from the storm for your area. Emergency managers will make the decisions regarding evacuations.

Twitter

- If you receive a Wireless #EmergencyAlert, take action & check local media: [ready.gov/alerts](https://www.ready.gov/alerts). #HurricanePrep
- Don't risk your family's safety; follow the instructions of local officials – and if told to evacuate, evacuate! #HurricanePrep
- Don't risk your family's safety; if officials say roadways are not passable, stay off the roads. Never drive on flooded roadways.
- To keep up with your local weather forecast, monitor local media updates or visit www.weather.gov. #HurricanePrep
- Pacific hurricane season begins May 15. Familiarize yourself with severe weather terminology: [ready.gov/hurricanes](https://www.ready.gov/hurricanes). #HurricanePrep
- Atlantic hurricane season begins June 1. Familiarize yourself with severe weather terminology: [ready.gov/hurricanes](https://www.ready.gov/hurricanes). #HurricanePrep
- Listen to local authorities. After the #hurricane, return home only when authorities advise it is safe. #HurricanePrep

Facebook

- How would you learn about important updates from local officials if a hurricane was heading your way? Downloading local alerts and warning apps to your phone is an easy way to stay prepared and one of the *10 Ways to Prepare* as part of America's #PrepareAthon! Learn more with the Be Smart: Know Your Alerts and Warnings guide <http://1.usa.gov/1R8lfX7>. #HurricanePrep
- Understanding the difference between a hurricane watch and a hurricane warning is critical. Take action now to learn what you need to know to stay safe. [ready.gov/hurricanes](https://www.ready.gov/hurricanes) #HurricanePrep
- Know before you go. Familiarize yourself with key weather alert terminology to ensure that you recognize the looming weather risks: [ready.gov/hurricanes](https://www.ready.gov/hurricanes). #HurricanePrep
- It is time to go. If you have been instructed to evacuate, please do so. Listen to local officials to save yourself and your family. #HurricanePrep
- Stay weather alert. Keep track of your local weather forecast by following the National Weather Service – www.weather.gov. #HurricanePrep

Saturday, May 21- Complete your written hurricane plan

The time to prepare for a hurricane is before the season begins, when you have the time and are not under pressure. If you wait until a hurricane is on your doorstep, the odds are that you will be under stress and will make the wrong decisions. Take the time now to write down your hurricane plan, know where you will stay or go to be safe for the storm, and get your supplies.

Twitter

- Know what to do before a hurricane strikes – create an emergency plan today at ready.gov/hurricanes. #PrepareAthon #HurricanePrep
- Where will your loved ones be during a hurricane? Test your communication plan today. <http://1.usa.gov/1JPWKf0> #HurricanePrep
- RT if you have practiced your family hurricane communication plan! #HurricanePrep #PrepareAthon
- Is your car prepped and ready to go? Plan ahead. #HurricanePrep

Facebook

- Your family's needs change over time – make sure you have what you need for this year's #hurricane season. ready.gov/considerations #HurricanePrep
- Do you have a communication plan for when the #hurricane passes? Be sure your family knows where you are! Build a family communications plan today: <http://1.usa.gov/1JPWKf0>. #HurricanePrep
- You may not be with your family when a hurricane strikes, so it is important to plan how you will communicate with each other. Develop and practice your communication plan before a storm threatens your area. America's #PrepareAthon! offers free tools to help you create a family communication plan. You can even keep it right in your wallet! <http://1.usa.gov/1JPWKf0> #HurricanePrep
- In a disaster, it may be easier to make a long-distance phone call than to call in-town because local phone lines may be jammed. Identify someone outside of your community or state as a central point of contact to help your family reconnect. ready.gov/make-a-plan #HurricanePrep