

# Wildfire Safety Social Media Toolkit

## How to Use this Toolkit

The Wildfire 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 Wildfire

- Know what to do before, during, and after a wildfire.
- Participate in [National Wildfire Community Preparedness Day](#) on May 7, 2016.
- Learn your evacuation routes and plan to evacuate if advised by local authorities.
- Have emergency supplies in place at home, at work, and in the car.
- Check your insurance policies to ensure you have enough coverage.
- Create a communications plan with your family.
- Listen to local officials.

## Hashtags & Emoji's

- #WildfireSafety
- #SummerSafety
- #PrepareAthon - use if you are conducting a preparedness exercise, tabletop discussion, or sharing a preparedness-in-action moment.
- #WildfirePrepDay – use to promote the [National Wildfire Community Preparedness Day](#).
- 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 is a collection of graphics you can share with the below text.
- [Wildfire Safety Graphics](#)
- [National Weather Service Weather Ready Nation Spring Safety Outreach Materials](#)
- [Smokey Bear website](#)
- [Fire Adapted Communities \(FAC\) coalition](#)
- [National Fire Protection Association Firewise](#)

## Twitter

- Learn what to do before, during, and after a #Wildfire by visiting [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety
- Keep track of fires near your community with: <http://www.smokeybear.com/wildfire-map.asp> @smokey\_bear #WildfireSafety
- Learn about your wildfire risk from your local fire or forestry department #WildfireSafety

- America's #PrepareAthon can help you prepare for #wildfires before the smoke hits. <http://1.usa.gov/1DCWSRT> #WildfireSafety
- America's #PrepareAthon has tools you can use to prepare for #wildfires and other hazards. [ready.gov/prepare](http://ready.gov/prepare) #WildfireSafety
- Wildfires give very little warning & spread rapidly! Use this guide to get prepared. <http://1.usa.gov/XYcMSy> #WildfireSafety
- Before a #wildfire place critical documents in a fire safe #WildfireSafety
- What items will you need to collect and safeguard if a #wildfire happened? Find out here: <http://1.usa.gov/1fphWiG> #WildfireSafety
- Never too early to start preparing your home & family for a #wildfire [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety
- Reduce your community's wildfire risk by leading a #WildfirePrepDay project: <http://bit.ly/21vkspo> #WildfireSafety
- Participate in a #WildfirePrepDay project on May 7 and help your community prepare for wildfires: <http://bit.ly/21vkspo> #WildfireSafety

#### Alerts & Warnings

- Sign up to receive text or e-mail alerts about emergencies like wildfire from your local Office of Emergency Management #WildfireSafety
- Stay ready and informed! @PrepareAthon has the scoop on alerts & warnings here: <http://1.usa.gov/1W3IKG2> #WildfireSafety
- Timely information on #wildfires can save your life & property. Learn about alerts & warnings: <http://1.usa.gov/1W3IKG2> #WildfireSafety
- .@NWS issues a Fire Weather Watch when potentially dangerous fire weather conditions are possible over the next 12 to 72 hours. #WildfireSafety
- .@NWS issues a Fire Weather/Red Flag Warning when #wildfire conditions occur or are expected to occur within 24 hours #WildfireSafety

#### Protect Your Property

- Prepare for a #wildfire by maintaining your lawn and removing combustible debris from around your home #WildfireSafety
- Protect yourself & your property! @NFPA says create 3 zones of defensible space: <http://bit.ly/1MCTRjv> #WildfireSafety
- Use fire resistant materials for construction, renovation, & landscaping to protect your property from a wildfire #WildfireSafety
- #WildfireSafety Tip: Don't use anything (i.e. lawn mowers) that may create sparks outside on dry, windy days #WildfireSafety

- Clear area near your home of leaves, dead vegetation & other combustible debris to reduce sources of fuel #WildfireSafety

### Evacuation

- Know and practice your evacuation plan before a #wildfire #WildfireSafety
- When an evacuation notice is issued for a #wildfire, take prompt action to maximize survival chances #WildfireSafety
- Evacuation Tip: Roll up car windows & close air vents b/c smoke from a fire can irritate your eyes & respiratory system #WildfireSafety
- Know your community's #evacuation plan and ID several routes to take in case roads are blocked #WildfireSafety
- Practice your #wildfire evacuation plan! More tips from @PrepareAthon found here: <http://1.usa.gov/XYcMSy> #WildfireSafety

### Communication

- Make & share your family's #wildfire emergency plan! Tips: [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety
- Talk to your neighbors about #Wildfire Safety. Plan how the neighborhood could work together before and after a wildfire. #WildfireSafety
- Talk with your kids about making an emergency plan: <http://go.usa.gov/8b4H> #WildfireSafety
- Your family may not be together when a #wildfire occurs, make plans today for how to stay in touch. <http://1.usa.gov/1nw9I9F> #WildfireSafety
- Cellular networks may be congested after a wildfire, but text messages may get through. Teach loved ones how to TEXT #WildfireSafety
- Plan Today: Use these 3 easy steps to make your family communications plan <http://1.usa.gov/1JwEwRG> #WildfireSafety

### After a Wildfire

- If your home was damaged by a #wildfire, don't re-enter until it is inspected by qualified professionals #WildfireSafety
- If you evacuated the area due to a #wildfire, wait for public officials to say it's safe before returning #WildfireSafety
- After a #wildfire, the ground may contain heat pockets from burning roots that can injure you or spark another fire. #WildfireSafety

### Facebook

- 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. Download your plan today: <http://1.usa.gov/1JPWKf0> #WildfireSafety

- What if a wildfire happens and you're not with your family? Create a family communications plan to answer, "what if?" and more. More tips and information here: <http://1.usa.gov/1JwEwRG> #WildfireSafety
- 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. #WildfireSafety
- Talk to your neighbors about #WildfireSafety. Plan how the neighborhood could work together before and after a wildfire: [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety
- America's PrepareAthon! offers a "How to Prepare for Wildfire" guide. Get this wildfire resource: <http://1.usa.gov/XYcMSy>. #WildfireSafety
- Late decisions to evacuate can lead to #wildfire fatalities. Pack emergency supplies so you're ready to GO! [1.usa.gov/1nCL2wj](http://1.usa.gov/1nCL2wj) #WildfireSafety
- If authorities advise or order you to evacuate, do so immediately. Be sure to remember the Five Ps of Evacuation: People, Prescriptions, Papers, Personal Needs, and Priceless Items. Learn more here: <http://1.usa.gov/XYcMSy> #WildfireSafety
- Be prepared to evacuate if a #wildfire occurs by knowing your family's evacuation plan. Tip: Plan several escape routes away from your home by car and by foot.
- Photo ID, proof of address and medical records are a few items that need to be protected before a wildfire hits. Use the "Protect Your Critical Documents and Valuables" checklist to take an inventory of other items: <http://1.usa.gov/1fphWiG> #WildfireSafety
- Protect Your Property: Create three zones of defensible space around your home or business. Defensible space should be up to 200 feet from a structure. #WildfireSafety
- How will you stay informed about a wildfire? Many communities have text or email alerting systems for emergency notifications. To find out what alerts are available in your area, do an Internet search with your town, city, or county name and the word "alerts." #WildfireSafety
- Learn how you and your family can prevent a wildfire by using fire and equipment responsibly at [www.SmokeyBear.com](http://www.SmokeyBear.com) #WildfireSafety
- Store supplies now so you can grab them quickly if you need to evacuate. Take time to make a list of the things you would need or want to take with you if you had to leave your home quickly. [www.ready.gov/build-a-kit](http://www.ready.gov/build-a-kit) #WildfireSafety
- Did you know? There is a national Wildfire Community Preparedness Day on May 7. Help your community be prepared for wildfire by doing a project. Project ideas can be found at <http://bit.ly/21vkspo> #WildfireSafety #WildfirePrepDay
- Get the lowdown on wildfire hazards specific to your community by reaching out to your local fire and forestry departments. Don't wait until the fire is climbing over your fence. Prepare today! #WildfireSafety

- Before a wildfire strikes is the time to safeguard your critical documents, not during. Make sure your records are in a fireproof safe today! Learn more at <http://1.usa.gov/1po5h5q> #WildfireSafety
- Wildfires in your area may cause power outages and contaminate your drinking water, even if the fire does not actually reach your home. Have emergency provisions in place before a wildfire strikes!
- Roll up car windows and close air vents, as smoke from a fire can irritate your eyes and respiratory system. Adults and children with conditions such as asthma might need to evacuate long before the fire reaches your community as smoke can extend far beyond the boundaries of a wildfire. #PrepareAthon #WildfireSafety
- There are many hazards that still persist after a wildfire is extinguished. Learn more about how to stay safe by visiting [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety
- Watch where you step! After a wildfire, the ground may contain heat pockets that can injure you or your pets and even spark another fire. Be very careful when walking over areas affected by wildfire. Learn more about fire safety at [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety
- If your home was damaged by a #wildfire, don't re-enter until it is inspected by qualified professionals. Learn more wildfire safety tips at [www.ready.gov/wildfires](http://www.ready.gov/wildfires) #WildfireSafety