

America's PrepareAthon! 2016 Spring Social Media Toolkit

How to Use this Toolkit

This digital engagement toolkit provides sample tweets and Facebook posts to help build momentum for America's PrepareAthon! in general and, more specifically, activities leading up to and on the April 30th National PrepareAthon! Day. We encourage you to customize this content for your organization and use it at a time that is most relevant to you.

Themes

- Raise Awareness about America's PrepareAthon!
- Share a Preparedness Story
- Take Action: Participate in a Preparedness Activity
- Provide Preparedness Tips for the Following Hazards:
 - Flood
 - Tornado
 - Wildfire
 - Hurricane
 - Extreme Heat
- *Note:* Partners in areas that do not face a particular threat listed are welcome to promote and amplify alternative messaging most relevant to their local hazards and audiences.

Hashtags

- #PrepareAthon – use when sharing stories, activities, and “preparedness-in-action” moments.
- #SevereWeatherPrep – use when sharing severe weather preparedness tips.
- #FloodSafety – use when sharing Flood safety messages and flood preparedness tips.
- #HurricaneSafety – use when sharing hurricane safety messages and hurricane preparedness tips.
- #TornadoSafety – use when sharing tornado safety messages and tornado preparedness tips.
- #WildfireSafety – use when sharing wildfire safety, prevention, and preparedness tips.
- #ExtremeHeatSafety – use when sharing extreme heat safety messages and extreme heat preparedness tips.

Graphics

For more engaging content attach graphics to social media posts. Below is a collection of America's PrepareAthon! graphics and hazard graphics that you can share online.

- [America's PrepareAthon! graphics](#)
- [Flood graphics](#)
- [Severe weather graphics](#)
- [Wildfire graphics](#)
- [Hurricane graphics](#)

- [Extreme Heat graphics](#)

Provide Preparedness Tips

Each week in April and May, America's PrepareAthon! will be focusing on a specific hazard theme to drive participation in activities in the lead up to the April 30th National PrepareAthon! Day and the month thereafter. The themes help call attention to emergencies and disasters that could happen around the country this time of year. They are intended to serve as a springboard to a *variety* of topics that energize emergency preparedness partners to advance individual, family, and community preparedness activities. Partners in areas that do not face a particular threat listed are encouraged to promote and amplify alternative messaging most relevant and tailored to their local hazards.

The following list reflects the weekly dates and themes in April:

- Week 1 – April 10-16 – Flood Preparedness
- Week 2 – April 17-23 – Tornado Preparedness
- Week 3 – April 24-30 – Lead-up to National PrepareAthon! Day on April 30
- Week 4 – May 1-7 – Wildfire Preparedness (National Wildfire Community Preparedness Day is May 7)
- Week 5 – May 15-21 – Hurricane Preparedness
- Week 6 – May 22-28 – Extreme Heat Preparedness

Below you will find Tweets and Facebook posts which support each of these weeks.

Flood

Use social media content found in the [Flood Safety Social Media Toolkit](#)

Tornado

Use social media content found in the [Severe Weather Safety Social Media Toolkit](#)

Wildfire

Use social media content found in the [Wildfire Safety Social Media Toolkit](#)

Hurricane

Use social media content found in the [Hurricane Preparedness Week Social Media Toolkit](#)

Extreme Heat

Use social media content found in the [Extreme Heat Safety Social Media Toolkit](#)

Share a Preparedness Story and Tell Us How Preparing Made a Difference

Tweets – Learn from Others and Read their Stories

- Learn from others' experiences! Check out first-hand videos of disaster survivors at <http://bit.ly/1nwuDXu> #PrepareAthon #SevereWxPrep
- Prior disaster experience motivates most people to #prepare. What's your motivation? Take action now! <http://bit.ly/1nwuDXu> #PrepareAthon
- Learn from others! Check out first-hand videos of disaster survivors at <http://bit.ly/1nwuDXu> #PrepareAthon

- For these survivors, “It Started Like Any Other Day.” Hear their story. <http://bit.ly/1nwuDXu>
- Learn about Chantel’s experience as a #hurricane survivor <http://bit.ly/1nwuDXu> #PrepareAthon
- “It Can Happen to You.” Hear why these survivors want you to prepare today! <http://bit.ly/1nwuDXu> #PrepareAthon
- “We Lost Everything.” Listen to Abby’s story about surviving a #tornado. <http://bit.ly/1nwuDXu> #PrepareAthon #TornadoSafety
- “Natural disasters occur, that’s just the way of life.” Hear why you should prepare today. <http://bit.ly/1nwuDXu> #PrepareAthon
- Adam survived a #wildfire, hear his experience. <http://bit.ly/1nwuDXu>. #PrepareAthon
- “We Lost Everything” Learn about Abby’s experience as a severe weather survivor <http://bit.ly/1nwuDXu> #PrepareAthon
- Read how an Air Force Base in Little Rock, AR took “flight” with America’s #PrepareAthon! <http://1.usa.gov/1TReyJ5>
- Prep Rallies + more @SavetheChildren help prepare youth for emergencies. Read their story today. <http://1.usa.gov/1Rp9cFI> #PrepareAthon
- Learn from others! Spartanburg, SC gets thousands involved in emergency preparedness. <http://1.usa.gov/1TSQkU5> #PrepareAthon
- Get your workplace prepared! 2K+ @Visa employees strengthened their emergency plans. <http://1.usa.gov/21HbCdF> #PrepareAthon
- Severe Weather can cause a power outage. Learn what a company did to prepare for the next blackout. <http://1.usa.gov/1QsfR21> #PrepareAthon
- Get inspired. Read how these communities got involved in America’s PrepareAthon! <http://1.usa.gov/1VvBbG3> #PrepareAthon

Tweets – Share Your Story and How Preparing Made a Difference

- Use #PrepareAthon to share how you’re getting your community involved in preparedness.
- How has preparing made a difference in your life and/or community? Tell us your #PrepareAthon story!
- A community in action tends to stay in action. Share your story about taking action for emergencies using #PrepareAthon.
- Did preparing in advance help you during a disaster? Share your experience with #PrepareAthon!
- Did you build an emergency kit? Conduct a preparedness drill? Tell others what you did using #PrepareAthon.

- Have you taken action? Tell others what you did to prepare for emergencies and how it made a difference using #PrepareAthon.

Sample Facebook Posts

- Learning how others prepared in advance of a disaster is key to get people to take action themselves. Share your own story of how you, your family, and/or your community or organization prepared for a disaster and how it made a difference when an emergency occurred. Use #PrepareAthon and spread the word!
- "The most frightening moment was the concern that you have for your children." Learn about Chantel's experience as a hurricane survivor and share your own using #PrepareAthon. <http://1.usa.gov/1QiCtVW>
- For these survivors, "It Started Like Any Other Day." What will you do when confronted with an unexpected emergency? <http://1.usa.gov/21nBVFD> #PrepareAthon
- "To me, a wildfire is just this monster." Learn about Adam's experience as a wildfire survivor <http://1.usa.gov/1QlIGNv> and share your own using #PrepareAthon.
- "We lost everything." Learn about Abby's experience as a tornado survivor and share your own using #PrepareAthon. <http://1.usa.gov/1XQ3zp2>
- Are you a severe weather survivor and have a story to tell? Share it using #PrepareAthon and help raise awareness for America's PrepareAthon!
- Communities come in all shapes and sizes. Learn how an Air Force Base in Little Rock, AR addressed its unique obstacles to emergency preparedness, and get inspired to protect your community at <http://1.usa.gov/1TRevj5> #PrepareAthon
- Save the Children has joined up with America's PrepareAthon! to educate children about the basics of emergency preparedness. "Simple things, like learning emergency contacts can make a big difference in a disaster". Read more at <http://1.usa.gov/1Rp9cFI> #PrepareAthon
- As a part of the America's PrepareAthon! initiative, Spartanburg, SC was able to involve nearly 100,000 members of its community in tornado safety drills. Read more about this awesome effort at <http://1.usa.gov/1TSQkU5> #PrepareAthon
- Over 23 million registered preparedness actions were recorded last year. Read about how Visa put employee safety first and made its staff disaster resilient as a part of America's PrepareAthon! <http://1.usa.gov/21HbCdF> #PrepareAthon
- Practice makes perfect! Learn about this company's effort to prepare its business for a power blackout event in the Nation's capital. <http://1.usa.gov/1QsfR21> #PrepareAthon

Raise Awareness about America's PrepareAthon!

Tweets

- America's PrepareAthon! is a grassroots campaign for action to get people better prepared for emergencies. ready.gov/prepare #PrepareAthon

- From #floods to #wildfires, #PrepareAthon has resources for hazards that can impact your community. ready.gov/prepare
- America's #PrepareAthon has 10 ways to participate. Choose your activity today! ready.gov/prepare #PrepareAthon
- America's #PrepareAthon is a nationwide initiative focused on increasing emergency preparedness. Learn more: ready.gov/prepare
- Learn actions to take before, during and after a disaster w/ America's #PrepareAthon. www.ready.gov/prepare #PrepareAthon
- We're part of the millions taking action and getting prepared for emergencies. Join us today! www.ready.gov/prepare #PrepareAthon
- Follow @PrepareAthon today to learn what to do when an emergency comes your way. www.ready.gov/prepare #PrepareAthon
- Join a nationwide emergency preparedness movement and prepare for disasters in your community. www.ready.gov/prepare #PrepareAthon
- As part of America's #PrepareAthon, we are committed to getting prepared for emergencies. Are you? www.ready.gov/prepare
- Are you getting your community prepared for a #tornado #hurricane or #wildfire? Add your activity to www.ready.gov/prepare #PrepareAthon
- Be Counted: Add your emergency preparedness activities to the America's PrepareAthon! website: www.ready.gov/prepare #PrepareAthon

Facebook Posts

- America's PrepareAthon! is an opportunity for individuals, organizations, and communities to prepare for specific hazards through group discussions, drills, and exercises. Learn more: www.ready.gov/prepare #PrepareAthon
- Will you be ready when severe weather strikes? America's PrepareAthon! wants you to be prepared for the next emergency. Learn more: www.ready.gov/prepare #PrepareAthon
- Be Smart. Take part. Prepare. Be among the millions of Americans participating in emergency preparedness activities across the Nation. Learn more: www.ready.gov/prepare #PrepareAthon
- As part of America's #PrepareAthon, we are committed to doing preparedness actions for emergencies. Are you? Learn more: www.ready.gov/prepare #PrepareAthon
- We're part of the millions of people taking action for America's PrepareAthon! Join us and others across the nation getting prepared for emergencies: www.ready.gov/prepare #PrepareAthon
- Save the Date! April 30 is National PrepareAthon! Day. Join with communities across the Nation for preparedness events like tornado drills and tabletop exercises. Learn what to do before,

during, and after disasters. For more information about America's PrepareAthon! visit:
www.ready.gov/prepare

- America's PrepareAthon! has resources to get individuals and communities prepared for multiple emergencies including flood, tornadoes, hurricanes, and wildfires. Visit www.ready.gov/prepare to download them. #PrepareAthon

Take Action: Participate in a Preparedness Activity

Tweets

- Today, we [insert action] _____ to be prepared for the next [insert hazard] #PrepareAthon
- Today, I am [insert action] _____ to make sure I'm prepared for an emergency in my state. #PrepareAthon [insert photo]
- Before severe weather, be sure to have at least 2 evacuation routes in case one becomes blocked. <http://1.usa.gov/1XU9NUZ> #PrepareAthon
- Where will your family be when severe weather strikes? Create a family communications plan. <http://1.usa.gov/1JPWKf0> #PrepareAthon
- Learn about alerts and warnings! Advance notice can make a difference. <http://1.usa.gov/1Y6mkon> #PrepareAthon
- Do you have the FEMA app? It's preparedness at your fingertips. Download it today! <http://1.usa.gov/1CRVzMB> #PrepareAthon
- Know what to do before, during and after a #flood #wildfire #hurricane or #tornado with #PrepareAthon resources. ready.gov/prepare
- Flashlight? Check! Water? Check! What's in your emergency kit? Get the missing pieces at 1.usa.gov/1nCL2wj #PrepareAthon
- Build an emergency kit on a budget. Learn how: <http://1.usa.gov/1MDJL3k> #PrepareAthon
- Take a picture doing 1 of the 10 actions to get prepared for emergencies. Find all 10 here: <http://1.usa.gov/1WgMKnH> #PrepareAthon
- There are 10 ways to participate in #PrepareAthon. Choose an activity and register: ready.gov/prepare
- Assembling emergency supplies is one way to participate in America's #PrepareAthon! Here are 9 more: <http://1.usa.gov/1WgMKnH>
- Protect your critical documents before an emergency hits. Learn more: <http://1.usa.gov/1po5h5q> #PrepareAthon
- Your neighbor may need you when an emergency hits. Plan with your neighbor today. <http://1.usa.gov/1WVsAy7> #PrepareAthon
- Preparing can be fun! Earn badges and points on the #PrepareAthon! website when you take action! www.Ready.gov/prepare

Facebook Posts

- There were 5,000 reported cases of missing children following Hurricane Katrina, and it took 7 months to reunite the last child with her parents. A family that plans together, stays together. Create a family communications plan. <http://1.usa.gov/1JPWKf0> #PrepareAthon
- Do you know the difference between a severe weather alert and a warning? Learn more at <http://1.usa.gov/1Y6mkon> #PrepareAthon
- Downloading the FEMA app puts you ahead of the curve when it comes to emergency preparedness. Hold preparedness in the palm of your hand. Download it today at <http://1.usa.gov/1CRVzMB> #PrepareAthon
- It could take hours for responders to reach you during an emergency. Do you have the necessary supplies prepared? Find out what you're missing at 1.usa.gov/1nCL2wj #PrepareAthon
- Practice makes perfect! The more drills you run, the more prepared you will be when an emergency strikes. Practice emergency drills like getting to your shelter location with your family regularly. Learn more at ready.gov/prepare #PrepareAthon
- There are 10 ways to participate in America's PrepareAthon! How will you make your community severe weather resilient? Choose an activity and register at ready.gov/prepare #PrepareAthon
- Safeguard your critical documents before an emergency strikes. Make sure your records are severe weather-proof today! Learn more at <http://1.usa.gov/1po5h5q> #PrepareAthon
- Severe weather can be unpredictable and cause even the best laid plans to go awry. Make sure to always select two evacuation routes when building an emergency plan in case one becomes blocked. <http://1.usa.gov/1XU9NUZ> #PrepareAthon