

Online Resources

2013 NATIONAL HURRICANE PREPAREDNESS WEEK

The Federal Emergency Management Agency (FEMA) and the National Oceanic and Atmospheric Administration (NOAA) recommend using social media tools as a way to promote [National Hurricane Preparedness Week](#), May 26th – June 1st, as well as throughout hurricane season. You can promote hurricane preparedness through your own channels, or by promoting messages posted by the FEMA or NOAA accounts. We have included some sample messages below that you can post on your own social media accounts to engage your friends/followers during National Hurricane Preparedness Week and throughout hurricane season. FEMA encourages you to make your pledge to prepare: know your risk, take action and be an example at www.ready.gov/hurricanes. More information and ideas can be found on FEMA's official social media accounts at www.facebook.com/FEMA or twitter.com/FEMA and NOAA's official accounts at www.facebook.com/usnoagov or twitter.com/NOAA_.

FEMA and NOAA encourage adding the widget below to your organization's website. The widget allows you to share preparedness directly with your website visitors. You or your web team simply need to grab our widget's embed code at <http://www.fema.gov/widgets#prepared> and add it to your site, and you're all set. Once users are on Ready.gov, they can also access a [clickable map to find contact information](#) for state emergency management, and where they can learn more about specific severe weather and warning and alert systems in their communities.

Widget



FEMA App (smartphone app for mobile devices)

The FEMA App contains disaster safety tips, interactive lists for storing your emergency kit, emergency meeting location information, and other disaster-specific information. The app is free to download through your smart phone provider's app store on Android, Apple, and Blackberry devices.



Social Media Messages For Your Use

FEMA and NOAA will have daily messages on their Facebook and Twitter accounts throughout the week.

Hashtag: #imprepared

Social Media Messages For Your Use

FEMA and NOAA will have daily messages on their Facebook and Twitter accounts throughout National Hurricane Preparedness Week with a hurricane theme for each day:

- May 26 - Sunday- *Hurricane Basics*
- May 27 - Monday - *Storm Surge*
- May 28 - Tuesday- *Winds*
- May 29 - Wednesday - *Inland Flooding*
- May 30 - Thursday - *Forecast Process*
- May 31 - Friday - *Get a Plan*
- June 1 - Saturday - *Take Action*

Sunday – Basics

Twitter

- Pledge to prepare & take the first step to ensure you & your family are ready before hurricane season starts June 1 ready.gov/hurricanes

- This week (May 26- June 1) is National Hurricane Preparedness Week. Find out how to prepare for hurricanes at www.ready.gov/hurricanes
- During #Hurricane Preparedness Week, share how you're getting prepared for the start of hurricane season (June 1) by using #imprepared

Facebook

- During Hurricane Preparedness Week, make a pledge to prepare your family, home, or business before a disaster strikes. Visit www.Ready.gov/hurricanes to learn how you can get prepared to lessen the impact of severe tropical weather.

Monday – Storm Surge

Twitter

- Hurricanes often cause storm surge, which can put large coastal areas at risk for #flooding. Learn more about storm surge at <http://www.nhc.noaa.gov/prepare/hazards.php>
- Hurricanes can cause storm surge to travel several miles inland, damaging homes & businesses. Learn the risks <http://www.nhc.noaa.gov/prepare/hazards.php#surge>

Facebook

- Did you know: Most hurricane deaths and damages aren't because of winds – they happen because of flooding. Visit www.floodsmart.gov to find out if you live in a flood-prone area and how flood insurance can lessen the financial impact of a flood.

Tuesday – Winds

Twitter

- A step to add to your family's plan before a [#hurricane](#) – bring in all outdoor furniture & anything else that is not tied down
- Get ready for [#hurricane](#) season by trimming trees & shrubs around your home. High winds can turn branches into projectiles during a storm

Facebook

- Two easy ways to get your yard or property ready for hurricane season:
 - Have a plan for bringing in all outdoor furniture & securing anything else that isn't tied down, should a storm threaten the area
 - Trim the trees and shrubs around your home. High winds can turn branches into projectiles during a storm

Find more safety tips at <http://www.ready.gov/hurricanes> and share these tips with your Facebook friends!

Wednesday – Inland Flooding

Twitter

- Did you know: From 1970-1999 more people lost their lives from flooding associated w/ tropical cyclones than any other storm-related hazard
- Hurricanes can cause extensive flood damage in coastal AND inland areas - now's the time to make your [#hurricane](#) plan www.Ready.gov/hurricanes
- Remember, turn around, don't drown. Two feet of rushing water can carry away most vehicles including trucks and SUVs

Facebook

- Hurricanes aren't 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 www.Ready.gov/hurricanes.
- Remember, turn around, don't drown. A mere six inches of fast-moving flood water can knock over an adult. It takes only two feet of rushing water to carry away most vehicles. This includes pickups and SUVs

Thursday – Forecast process

Twitter

- #Hurricane terminology: A hurricane warning means *one is expected* in your area. Follow evacuation orders from local officials if given.
- #Hurricane terminology: A hurricane watch means *one is possible* in your area. Know your evacuation route & listen to local officials.

Facebook

- Hurricane season begins June 1. Familiarize yourself & your family with severe weather terminology:
 - A hurricane warning means *one is expected* in your area. Follow evacuation orders from local officials if given
 - A hurricane watch means *one is possible* in your area. Know your evacuation route & listen to local officials.
 - Don't put you or your family at risk; follow the instructions of local officials – and if told to evacuate, evacuate.
 - To keep up with your local weather forecast, monitor local media updates or visit www.weather.gov.

Friday – Get a plan

Twitter

- Know what to do before a hurricane strikes – create an emergency plan today at www.ready.gov/hurricanes & share w/ #imprepared
- Your family's needs change over time – make sure you have what you need for this year's #hurricane season. <http://www.ready.gov/considerations>

Facebook

- 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 what your evacuation route is. <http://www.ready.gov/community-state-info>

Saturday – Take Action

Twitter

- You can make a difference & inspire others to action. Pledge to be prepared for disasters & let your followers know! www.Ready.gov/hurricanes

Facebook

- You can make a difference and inspire others to action. Pledge to be prepared for disasters and let your Facebook friends know! www.Ready.gov/hurricanes

Other hurricane-related safety tips to be used throughout the season

- #safetytip: Be prepared for hurricanes, tropical storms and flooding – build an emergency kit www.ready.gov/build-a-kit
- A hurricane [watch](#) means that hurricane conditions are possible within the next 48 hours. Know your evacuation route & listen to local officials
- A hurricane warning means that hurricane conditions are expected within the next 36 hours. Follow evacuation orders from local officials if given
- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. #imprepared
- Know what to do before a hurricane strikes – create an emergency plan today at www.ready.gov/hurricanes & share w/ #imprepared
- #safetytip: If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out.
- Don't drive into flooded areas. If floodwaters rise around your car, abandon the car and move to higher ground if you can do so safely
- If power goes out- risk of CO poisoning & fire increases- NEVER use generators in garages, basements & operate far away from windows
- Historically most #hurricane deaths are from inland flooding. Don't drive thru flooded roads! #imprepared
- #hurricane tip- learn how to prepare your home for heavy winds at ready.gov/hurricanes. Cover windows, clean gutters, trim trees & more
- Disaster #safetytip: As part of your family's emergency kit, include games & toys to keep children entertained go.usa.gov/73F
- Remember to include a hand-crank or battery powered radio in your emergency kit. More tips: <http://www.ready.gov/basic-disaster-supplies-kit>