



Social Media Tools

NATIONAL SEVERE WEATHER PREPAREDNESS WEEK March 3-9, 2013

You, too, can *Be a Force of Nature* in your community by joining FEMA and NOAA to use social media to promote National Severe Weather Preparedness Week.

Being prepared for severe weather is about more than just protecting your family – it's about being an example in your community. It means sharing weather alerts, preparedness tips and other information to save the lives of others.

Research shows that many people do not act when they hear the first tornado siren or other weather alert. They wait for confirmation from their friends or family that a tornado is in the area before taking action to seek shelter.

Help your friends and community by spreading the word during National Severe Weather Preparedness Week and share the tools to help everyone learn what is necessary to be prepared. Use these widgets, banners and tweets to let your friends and family know the importance of preparing for severe weather.

More information and ideas on how to take action can be found at ready.gov/severe-weather or on FEMA's official accounts at www.facebook.com/FEMA or twitter.com/FEMA and NOAA's official accounts at www.facebook.com/usnoaagov or twitter.com/usnoaagov.

Widget

URL: www.fema.gov/widgets



The widget features a dark blue header with the FEMA logo and the text "FEMA". Below the header, the main content is white with a blue border. It includes the heading "Be a Force of Nature" followed by a dashed line. The text "Know your risk for severe weather" is in blue, followed by a horizontal line. Below that, "Take action: pledge to prepare" is in blue, followed by another horizontal line. The text "Read our latest blogs & be an example, tell others you're prepared" is in blue, followed by a horizontal line. At the bottom, there are logos for NOAA, "Ready." with a green checkmark, and "citizen*corps". Below these are icons for "FEMA Blog", Facebook, Twitter, and YouTube.

Severe Weather Banners

URL: community.fema.gov/connect.ti/readynpm/view?objectId=196243&exp=e1



Social Media Messages

Sample social media messages are below for your use. FEMA and NOAA will have blog posts and similar messages on their Facebook and Twitter accounts throughout the week.

Hashtag Suggestions: #ImAForce; #imprepared

- **Sunday March 3**

Theme: Week Introduction

- It's National Severe #WX Preparedness Week. Learn how to *be a force of nature* this week. ready.gov/severe-weather @fema @usnoaagov
- Being prepared to act quickly during severe #wx can be a matter of life and death. Make sure you're prepared ready.gov/severe-weather
- In pursuit of a Weather-Ready Nation, the goal of National Severe Weather Preparedness Week is to raise awareness about severe weather hazards and highlight effective preparedness actions. When you take action, *be a force of nature* and let others know by updating your status. ready.gov/severe-weather

Monday March 4

Theme: Pledge to Prepare - Know your risk; Be an example

- We're calling on you to **be a force of nature** in your community. Prepare for severe #wx: ready.gov/severe-weather
- Each year many people are killed or seriously injured by severe #wx, despite advance warning. Know your risk: ready.gov/severe-weather
- Know your risk of severe #wx and be *a force of nature*. After you prepare, tag your msg with #ImAForce ready.gov/severe-weather
- In 2012, tornadoes were reported in 46 states and caused \$1.6 billion in damage. Be prepared: ready.gov/severe-weather
- Each year, many people are killed or seriously injured by tornadoes and other types of severe weather, despite advance warning. In 2012, there were 450+ weather-related fatalities and more than 2,600 injuries. Know your risk: ready.gov/severe-weather
- Because severe weather knows no boundaries and affects every individual, we're calling on people across the country to be a **force of nature** in their communities and prepare for severe weather. ready.gov/severe-weather
- The first step in being a force of nature is knowing your risk. Visit ready.gov/severe-weather to learn what your community could expect to face this severe weather season.

- See if your cell phone is equipped to receive Wireless Emergency Alerts (WEA), free messages sent directly to your cell phone from public safety officials such as the National Weather Service to warn you about Imminent Threats like severe weather, AMBER Alerts or Presidential alerts.
- Stay informed by having multiple sources for weather alerts - [NOAA Weather Radio](#) including adaptive weather radios for individuals with access and functional needs, [NWS Weather Wire Service](#), [Weather.gov](#), and [Wireless Emergency Alerts](#). Subscribe to receive alerts www.weather.gov/subscribe.

Tuesday March 5

Theme: Pledge to Prepare – Develop an Emergency Plan; Be an example

- Pledge to prepare and take the first step to ensure you and your family are ready for severe #wx. ready.gov/severe-weather
- Know what to do before severe #wx strikes – create an emergency plan today. ready.gov/severe-weather
- If you rely on electricity to operate life sustaining equipment, have a backup power supply and know how to connect and start it.
- Pledge to prepare ready.gov/severe-weather Then *be a force of nature* and tell others with # ImAForce
- If you have a service animal, stock food, water, medications, a favorite toy and an extra leash.
- When you pledge to prepare, you take the first step to making sure that you and your family are prepared for severe weather. This includes developing a family communications plan, putting an emergency kit together, keeping important papers and valuables in a safe place, and getting involved. Visit ready.gov/severe-weather for more on family preparedness for severe weather.
- Building a Weather-Ready Nation requires the action of each person and community across the country. Have an emergency plan, and know what to do before severe weather strikes. Post your plan in your home where family and friends who visit can see it. ready.gov/make-a-plan

Wednesday March 6

Theme: Pledge to Prepare – Build a Kit; Be an example

- We're asking families, communities and businesses to be a *force of nature* by taking the pledge to prepare at ready.gov/severe-weather
- #safetytip: Be prepared for all types of severe #wx – build an emergency kit. ready.gov
- Build an emergency kit, build a Weather-Ready Nation. www.noaa.gov/wrn #WRN

- Make a hard copy of all of your medical prescriptions; also scan and save them to a portable flash drive that you carry with you, even if you don't have a computer.
- FEMA and NOAA are just one part of the emergency management team that works to prepare for and respond to disaster. A key member of the team is the public. That is why we are encouraging everyone to do their part and prepare now, so that you can *be a force of nature* when severe weather strikes ready.gov/be-informed
- This week, we ask families, communities and businesses to *be force of nature* by taking the pledge to prepare at Ready.gov. Once you take the pledge, let others know by updating your profile status.

Thursday March 7

Theme: Pledge to Prepare – Hear the Warning with NOAA Weather Radio, Get the Alert; Be an example

- Sign up for local emergency alerts. Be an example: share with coworkers, family, and friends. #ImAForce
- Be prepared: hear the warning with @usnoagov Weather Radio and spread the word when severe #wx threatens. #ImAForce
- Stay informed by having multiple sources for weather alerts - NOAA Weather Radio, NWS Weather Wire Service, Weather.gov, and Wireless Emergency Alerts. Subscribe to receive alerts www.weather.gov/subscribe.
- Have you receive a Wireless Emergency Alert (WEA) yet? Learn more. #ImAForce
- Be an example in your community and teach others to be prepared. Pass on information at a community meeting or activity, work event or faith-based gatherings. ready.gov/get-involved
- NOAA Weather Radios broadcast official Weather Service warnings, watches, forecasts and other hazard information 24 hours a day, 7 days a week. *Be a force of nature* and get yours today www.nws.noaa.gov/nwr/

Friday March 8

Theme: Pledge to Prepare – Get involved; Be an example

- Know your risk, take action and be an example. Share what you have done with friends, family, coworkers, and others #ImAForce
- Get involved and share preparedness info at a work event, a community meeting, or faith-based gatherings. ready.gov/get-involved
- *Be a force of nature*: use #imprepared and tell others how you've prepared.
- Find out from your local government emergency management agency how you can be notified for different disasters and sign up for additional updates through social media

and local news. Share your knowledge with your coworkers, family and friends.

ready.gov

- As part of National Severe Weather Preparedness Week, we emphasize the need for individuals, businesses, nonprofits, and families to prepare emergency plans and to know what to do before severe weather strikes. If you haven't already, please share this link: ready.gov/severe-weather

Other

- Watches = severe weather is possible in upcoming days. Warnings = severe conditions have begun or will begin soon. www.weather.gov
- This Spring, spring into action by getting prepared for severe #wx. ready.gov #imprepared
- Severe #wx affects everyone in the US; you should know the safest shelter in their home, community or workplace. #ImAForce
- Plan for power outages. Plan another way to charge your chair- like using a car charger- or have a manual wheelchair as a backup.
- *Be a force of nature* -- never bow to extreme #wx by taking appropriate actions before/during/after severe #wx strikes. ready.gov
- To do list: Grocery shopping, baseball practice, discuss severe #wx alerts and warnings with family. #imprepared
- See if your emergency mgmt agency has email or text alerts. ready.gov/community-state-info
- Sharing is caring! Share your severe #wx preparedness plan with a friend or coworker. #ImAForce
- During severe #wx, let others know you're safety sheltered and that they should be too. Post it! #ImAForce
- *Be a force of nature* -- inspire others to do the same. #ImAForce
- Let your friends know your emergency kit is stocked and ready for severe #wx season. Our friends know! #ImAForce
- Update your emergency contact numbers & communications plan. Post it in a high traffic area to share with house guests.
- Let your friends know you pledged to prepare for severe #wx season. ready.gov/severe-weather #imprepared
- If you have a plan and are informed, you'll be able to respond with less stress or worry when severe #wx is in your area. ready.gov
- If you have an electric garage door opener, find the manual release lever & learn how to operate it in case the power goes out. #ImAForce

- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. #imprepared
- Create a list of battery powered items you own, along with the number & type of batteries required. #ImAForce
- Learn how to strengthen your home and business against severe weather. Pass this on at a community gathering, local service organizations or faith-based meeting.
- When disaster strikes, the first responder might be you. #ImAForce
- What you do before, during, and after an emergency can save lives before the firefighters, ambulance crews, and police officers arrive. #imprepared