



Social Media Tools

NATIONAL SEVERE WEATHER PREPAREDNESS WEEK

Federal Emergency Management Agency (FEMA) and the National Oceanic Atmospheric Administration (NOAA) would like to recommend using social media tools as the platform to promote National Severe Weather Preparedness Week. This can be done in a variety of ways, beginning with a social networking account. You can promote severe weather preparedness through your Facebook status or Twitter by using any of our sample messages in your own updates. More information and ideas on how to take action and share can be found at Ready.gov/severeweather 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.

FEMA and NOAA are offering the widget and banners below. The widget allows you to share our content directly with your website visitors. The links take users to content to help them learn about their risks, know how to take action, and see what others are doing to be a force of nature. You or your web team just need to grab our short code, add it to your site, and you're all set. The severe weather banners direct site visitors to informative information specific to that type of weather. Once users are on our website, they can also access a [clickable map to find contact information](#) for state and local government agencies, where they can learn more about specific severe weather and warning and alert systems in their communities.

Widget

URL: <http://www.fema.gov/help/widgets/>



Severe Weather Banners

URL: <http://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 daily blog posts and similar messages on their Facebook and Twitter accounts throughout the week.

Hashtag Suggestions: #ImAForce; #imprepared

- **Sunday April 22**
Theme: Week Introduction
 - It's National Severe #WX Preparedness Week. Learn how to be a force of nature this week. www.ready.gov/severeweather @fema @usnoaagov
 - Being prepared to act quickly during severe #wx can be a matter of life and death. Make sure you're prepared www.ready.gov/severeweather
 - This year, the week of April 22 will mark *the first* National Severe Weather Preparedness Week. www.ready.gov/severeweather
 - 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. www.ready.gov/severeweather

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- **Monday April 23**

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: www.ready.gov/severeweather
- Each year many people are killed or seriously injured by severe #wx, despite advance warning. Know your risk: www.ready.gov/severeweather
- Know your risk of severe #wx & be a force of nature. After you prepare, tag your msg with #ImAForce www.ready.gov/severeweather
- Each year, many people are killed or seriously injured by tornadoes and other types of severe weather, despite advance warning. In 2011, there were more than 1,000 weather-related fatalities and more than 8,000 injuries. Know your risk: www.ready.gov/severeweather
- 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. www.ready.gov/severeweather
- The first step in being a force of nature is knowing your risk. Visit www.ready.gov/severeweather to learn what your community could expect to face this severe weather season.

- **Tuesday April 24**

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

- Pledge to prepare & take the first step to ensure you and your family are ready for severe #wx. www.ready.gov/severeweather
- Know what to do before severe #wx strikes – create an emergency plan today. www.ready.gov/severeweather
- Pledge to prepare www.ready.gov/severe-weather Then be a force of nature & tell others with # ImAForce
- 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 www.ready.gov/severeweather 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. <http://www.ready.gov/make-a-plan>

- **Wednesday April 25**

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 www.ready.gov/severeweather
- #safetytip: Be prepared for all types of severe #wx – build an emergency kit. www.ready.gov
- Build an emergency kit, build a Weather-Ready Nation. www.noaa.gov/wrn #WRN
- 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 <http://www.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/URL. Once you take the pledge, let others know by updating your profile status.
- An emergency kit was a key part of a Texas family's ability to be a force of nature. Check out their story on NBC's TODAY show. [<http://on.today.com/HQbAmo>]

- **Thursday April 26**

Theme: Pledge to Prepare – Hear the Warning with NOAA Weather Radio; 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 @usnoaagov Weather Radio and spread the word when severe #wx threatens. #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. <http://www.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 <http://www.nws.noaa.gov/nwr/>

- **Friday April 27**

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. www.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. www.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: www.ready.gov/severeweather

Additional Social Media Messages for your Use

- 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. www.ready.gov #imprepared
- Severe #wx affects everyone in the US; you should know the safest shelter in their home, community or workplace. #ImAForce
- Be a force of nature -- never bow to extreme #wx by taking appropriate actions before/during/after severe #wx strikes. www.ready.gov
- To do list: Grocery shopping, baseball practice, discuss severe #wx alert and warnings with family. #imprepared
- See if your emergency mgmt agency has email or text alerts. www.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. www.ready.gov/severeweather #imprepared
- If you have a plan & are informed, you'll be able to respond with less stress or worry when severe #wx is in your area. www.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