

Holiday Preparedness Social Media Content Shareables



Holiday Preparedness

Twitter Content Shareables

- Cooking #SafetyTip: keep an eye on what you fry! Most cooking fires start when frying food. #Thanksgiving [attach graphic 1]
- Traveling for #Thanksgiving? Talk with family about who to call, where to meet, & what to pack for an emergency: <http://youtu.be/p7mHV3el2g0>
- Traveling for #Thanksgiving? Pack an emergency kit for each person in your car: <http://go.usa.gov/sUPP> [attach graphic 2]
- Happy #Thanksgiving! Today, talk to your family about where to meet during an emergency: www.ready.gov/kids [attach graphic 3]
- Be a safe cook this #Thanksgiving: wear short sleeves or roll them up so they don't catch on fire. [attach graphic 4]
- #Hanukkah #FireSafety tip of the day: Keep candles 12 inches away from anything that burns. [attach graphic 5]
- #Holiday safety tip: keep lit candles away from decorations and other things that can burn. [attach graphic 6]
- #Christmas reminder: new tablet or smartphone? Download preparedness apps: <http://m.fema.gov> [attach graphic 7]
- Buying #LastMinuteGifts? Grab a flashlight and batteries to start an emergency supply kit: www.ready.gov/kit
- Check the water and unplug lights on your #ChristmasTree before you go to bed. #FireSafety <http://youtu.be/RNjO3wZDVIA>
- Consider using flameless candles as you celebrate #Kwanzaa this year! #FireSafety [attach graphic 5]
- While family is together celebrating #Kwanzaa decide on a family emergency meeting spot. [attach graphic 8]
- Travel plans this holiday season? See how to prepare your car for winter weather before hitting the road: <http://youtu.be/s3AnYI4HRll>
- Winter weather headed your way this holiday? Prepare now w/this animated video: <http://bit.ly/1t0tQzK> #PrepareAthon

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Facebook Content Shareables

- Old man winter may have a surprise for you this holiday! #PrepareAthon helps you receive his gift: <http://1.usa.gov/1rccVPN>
- Thanksgiving cooking safety tip: keep an eye on what you fry! Most cooking fires start when someone is frying food. For more cooking safety tips visit: www.usfa.fema.gov/winter [attach graphic 1]
- Did you decorate your Christmas tree over the weekend? Don't forget to check the water level and unplug the lights every night before you go to bed. Watch what happens to a tree that is watered regularly and not: <http://youtu.be/RNjO3wZDVIA>
- Traveling by car over the holidays? Don't forget to pack an emergency supply kit for each passenger in your car. Kit tips: www.ready.gov/kit-storage-locations [attach graphic 2]
- Happy Thanksgiving from the Ready Team! Today, talk to your family over the dinner table about where to meet during an emergency! For more tips and information visit: www.ready.gov/kids [attach graphic 3]
- Happy Hanukkah! Make fire safety part of your family tradition. Visit the National Fire Protection Association for more tips: www.nfpa.org/safety-information/for-consumers/causes/candles/candle-safety-tips [attach graphic 5]
- Did you know that 2 out of every 5 home decoration fires start with candles? Check out these winter holiday safety tips from the National Fire Protection Association and practice your family emergency plan over the holidays: <http://www.nfpa.org/safety-information/for-consumers/causes/candles/candle-safety-tips> [attach graphic 5]
- #Christmas Reminder: Did you get a new tablet or smartphone? Don't forget to download emergency preparedness apps and bookmark mobile sites including the FEMA smartphone app: www.fema.gov/smartphone-app [attach graphic 7]
- Emergency Managers can give the gift of emergency preparedness by teaching kids what to do before, during, and after a disaster. Download the curriculum to start planning: www.ready.gov/kids/educators [attach graphic 9]

Emergency Preparedness Social Media Writing Tips

Social media content writing tips:

- Keep it simple. Good design and good content more often than not leads to accessible content.
- Write in plain language. Limit Tweets to 120 characters or LESS. Make sure posts are actionable. What would you like people to do as a result of the content? (i.e. make a family emergency plan)
- Limit your use of hashtags, abbreviations and acronyms.
- Use camel case when appropriate (i.e., capitalize the first letters of compound words as in #WinterStorms)
- Attach a graphic with text. @Readygov data shows that followers are more engaged by graphics and photographs

Organize a Twitter Chat:

Twitter chats are planned virtual gatherings hosted in real time on Twitter. They're normally moderated, or guided, by one user to start a conversation on a certain topic. The chat is given a hashtag, such as #NatIPrep, to make it easy for anyone to identify the chat and participate. Think about hosting a Twitter chat to share your emergency preparedness expertise and build excitement around your National Preparedness Month activities. Here's how to get started:

1. Choose a Topic

Start by thinking about which hazard is most relevant to your area and would have the greatest impact on you and your community. Next, determine who you want to participate in the conversation. For example, you may want to invite your employees and customers to join the chat. Think about specific topic areas to focus on, like signing up for local alerts and warning or collecting important documents to keep in a safe place.

2. Know Your Audience

Is your intended audience active enough on Twitter to carry on a lively discussion? If so, think about preparedness questions they'd find interesting to best engage them. If your audience isn't active on Twitter, it may be best to participate in other Twitter chats rather than host your own.

The Role of the Moderator

The moderator guides the conversation. As the moderator, you should have specific tweets and topics available to post during any lulls in the chat.

Pick a Tool for Moderation

Use HootSuite, TweetDeck, or another Twitter dashboard that allows you to publish tweets and follow the discussion by monitoring the #NatIPrep feed.

3. Pick a Date and Time

What date and time is your target audience most likely to participate? If your audience works a 9-to-5 job, then lunchtime or early to mid-evening may be the best time.

4. Register Your Chat with FEMA

Visit www.ready.gov/prepare for a list of upcoming national and regional Twitter chats that you can promote and participate in. If you're hosting your own chat, register your chat so we can list it on our website and help you promote it!

5. Promote Your Twitter Chat

Publicize your chat to increase participation. Publish the details on your website and social media channels. Be sure to include the date, time, topics, and #NatlPrep hashtag.

6. Set the Format and Moderate

Think of your Twitter chat as a guided conversation, with you as the guide. As the moderator, you can help structure the discussion by asking specific questions about a topic. Number the questions as Q1, Q2, etc. Ask participants to reply with answers using A1, A2, etc. For example:

Q1: To prepare for a flood, what important documents should you have ready? #NatlPrep.

A1: I have a copy of my driver's license, Social Security card, birth certificate, and kids' medical records and IDs in a waterproof box! #NatlPrep.

Each question gets 15 minutes on average, and chats usually last approximately one hour. Decide on your Twitter chat topic and questions in advance so that you can promote them beforehand.

7. Use a consistent hashtag like: #NatlPrep or #PrepareAthon

If you host a Twitter chat, use #PrepareAthon as part of your branding.

8. Announce Chat Guidelines

Every Twitter chat has its own rules. The start of a chat is a good time to establish guidelines and the chat format discussed above. For instance, you might say:

We have four questions: Q1–Q4. Answers questions using A1–A4. Don't forget to add #PrepareAthon to your tweets to be part of the chat.

9. Follow Up After the Chat

Thank everyone for their participation. Follow up with a summary of the conversation for those who were unable to join. And please share it with us @PrepareAthon @Readygov

Activities to Promote the Twitter Chat

Send invitations via Twitter direct message or email.

Include the hashtag in your email signature block.

Ask Twitter followers to retweet the invite.

Advertise on other channels (e.g., Facebook, blog, website).

Promote in traditional places (e.g., office lobby).

Always include the time,

Evaluate the success of your chat by the number of participants and tweets (include retweets, mentions, and favorites). Also, look at the total reach and impressions of your chat. At the end of your chat, ask: What would you like to see next time? Now, use that feedback in the next chat you host or participate in.

For more preparedness related content visit:

www.ready.gov

www.ready.gov/prepare

Your local emergency manager's website: www.ready.gov/today