

National Preparedness Month

September

2014

Be Disaster Aware, Take Action to Prepare

Digital
Engagement
Toolkit



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How to Promote 2014 National Preparedness Month (NPM) “Be Disaster Aware, Take Action to Prepare”

The *Ready* Campaign established four universal building blocks of emergency preparedness: Be informed, Make a Plan, Build a Kit, and Get Involved. America’s PrepareAthon! builds on this foundation by encouraging millions of Americans to focus on a simple, specific activity that will increase preparedness.

America’s PrepareAthon! is a new national community-based campaign for action that focuses on increasing emergency preparedness through hazard-specific drills, group discussions and exercises. National PrepareAthon! Days are held every spring and fall. During [National Preparedness Month](#) we ask you, your family, community, school and workplace to take action by planning a [National PrepareAthon! Day](#) on or around September 30th. We recommend using digital media tools as a way to promote National Preparedness Month, September 1st-30th.

The 2014 National Preparedness Month theme is: “Be Disaster Aware, Take Action to Prepare”

NPM Weekly Themes:

- **Week 1 – How to...** Reconnect with Family After a Disaster.
- **Week 2 – Know How To** plan for specific needs before a Disaster.

Monday, 9/8:	Youth and Children, and Colleges and Universities
Tuesday, 9/9:	Tribal Audiences
Wednesday, 9/10:	Business
Thursday, 9/11:	First Responders (Police, Fire, EMS, Nurses, and Public Utility etc.)
Friday, 9/12:	Organizations (Faith-based, voluntary and state/local/tribal)
Saturday, 9/13:	Disabilities, Access & Functional Needs and Older Americans
Sunday, 9/14	Pets/animals
- **Week 3 – How to...** Build an Emergency Kit.
- **Week 4 & 5 – How to...** Practice for an emergency.

Getting Started

- ✓ For tips and information about NPM visit: www.ready.gov/september
- ✓ Register for National PrepareAthon! Day: www.ready.gov/prepare
- ✓ Join the National Preparedness Month Thunderclap that will launch in mid-August. For more details visit: www.ready.gov/september
- ✓ Use the hashtag #NatlPrep and encourage your followers to do the same.
- ✓ Add images and videos to your messages that highlight your participation, event or tell a story. Images can be moving and more engaging than words.
- ✓ Start the conversation several weeks before you plan a National PrepareAthon! Day event. Promote the details of the event, as well as actions your audience can take.

Share Preparedness Resources

Consider the following resources to display or highlight when you plan a preparedness event. You can access many of these online at Ready.gov and Ready.gov/prepare.

- ✓ Copy and share our web content, just make sure and reference Ready.gov.
- ✓ Don’t forget to include emergency preparedness messages in your email signature, monthly newsletters, or other messaging tools.

- ✓ Share PSAs and Instructional Videos: www.ready.gov/psa-multimedia, www.ready.gov/prepare
- ✓ Print and share emergency preparedness templates and checklists
- ✓ Sign up for monthly preparedness text messages: Text PREPARE to 43362 (4FEMA) to receive [monthly preparedness tips](#). (*msg/data rates apply*)
- ✓ Join the National Preparedness Community: <http://community.fema.gov>
- ✓ Order publications: call (800) 621-FEMA (3362)
- ✓ Print publications online: www.ready.gov/publications

America's PrepareAthon! Marketing Resources

- ✓ America's PrepareAthon! Day online registration: www.ready.gov/prepare
- ✓ Emergency preparedness National events calendar
- ✓ Branding & promotional resources (Logos, posters, images)
- ✓ National research on emergency preparedness
- ✓ U.S. State webpages
- ✓ On-line discussion boards

Before National Preparedness Month- August 25-29th: Start promoting

The following are a set of sample Tweets and suggested timeframes that you can use to promote National Preparedness Month and engage participation in your own National PrepareAthon! Day. Be sure to tag your Twitter messages with #NatlPrep to promote the month.

Sample Tweets

- National Preparedness Month starts September 1! Follow [#NatlPrep](#) for tips. More info: www.ready.gov/september
- National Preparedness Month has a different theme every week. Details: <http://go.usa.gov/5MCH> [#NatlPrep](#)
- Share your plans for National Preparedness Month using the hashtag [#NatlPrep](#)
- Get ready to go from awareness to action during National Preparedness Month [#NatlPrep](#) [#PrepareAthon](#)
- Be Disaster Aware, Take Action to Prepare! [#NatlPrep](#) [#PrepareAthon](#)
- [#FF](#) To get the scoop for National Preparedness Month [@Readygov](#) [@PrepareAthon](#) [#NatlPrep](#)

Sample Facebook post

National Preparedness Month (NPM) starts are on September 1st! This year's theme is "Be Disaster Aware, Take Action to Prepare." Take action by participating in America's PrepareAthon! on or around September 30. Each week also has a preparedness them. Check them out.

- **Week 1 – How to...** Reconnect with Family After a Disaster.
- **Week 2 – Know How To** plan for specific needs before a Disaster.
- **Week 3 – How to...** Build an Emergency Kit.
- **Week 4 & 5 – How to...** Practice for an emergency.

For more details about National Preparedness Month visit: www.ready.gov/september [#NatlPrep](#)

Week 1- September 1-7: How to... Reconnect With Family after a Disaster

Join our National Preparedness Month ThunderClap in mid-August! For more information on how to join visit: www.ready.gov/september

After this week you will know *How To*:

- Make a family emergency communication plan.
- Know how you will contact family and friends before, during and after a disaster.
- Register and practice your preparedness actions plan on or around the National PrepareAthon! Day-September 30th, 2014 by visiting: www.ready.gov/prepare

Tips & Tools to share

Web Resources & Content

- ✓ www.ready.gov/make-a-plan
- ✓ www.ready.gov/kids/make-a-plan
- ✓ www.ready.gov/publications
- ✓ www.ready.gov/prepare

Printable Publications

- ✓ [Family Communication Plan for Parents and Kids-Ready Kids PDF](#)
- ✓ [Preparing Makes Sense. Get Ready Now. PDF](#)
- ✓ [Commuter Emergency Plan PDF](#)

Sample Tweets

- Week 1: Learn How To reconnect with your family after a disaster. More tips: [#NatlPrep](http://go.usa.gov/5MT4)
- Make a plan to reconnect with family after a disaster by text, e-mail, social media & cell: [#NatlPrep](http://go.usa.gov/5MgJ)
- Don't stress over wondering where your family is after a disaster. Make a plan to connect: [#NatlPrep](http://go.usa.gov/5u4h)
- Practice, Practice, Practice! Turn your emergency plan into an activity your family can take part in! [#PrepareAthon](#)
- Get active with your family and practice going to your meeting place [#PrepareAthon](#)
- Make sure your family knows where you are after a [#hurricane](#) passes. Communication plan tips: [#NatlPrep](http://1.usa.gov/1nw9I9F)
- All 50 US states are at risk for [#earthquakes](#). Make sure your family has a plan to reconnect: [#NatlPrep](http://go.usa.gov/5uB3)
- Where is your [#hurricane](#) safe zone? Make sure your family has a meeting place if a hurricane hits! <http://1.usa.gov/1kAKbLH>
- Know how to locate your loved ones after a [#earthquake](#)! Make a family communication plan: [#NatlPrep](http://go.usa.gov/5ugY)
- Make sure you have a plan to reconnect even if your kids are at school during a disaster. Tips: [#NatlPrep](http://go.usa.gov/NrFz)
- Get excited for National PrepareAthon! Day! on 9/30. Turn to [#PrepareAthon!](#) for info on how to get involved: 1.usa.gov/1tyyBE8
- Create a communication plan to reconnect with roomies and dormmates after a disaster. Tips: [#NatlPrep](http://go.usa.gov/NrtB)

Sample Facebook Posts

Sample 1

- Today is the first day of National Preparedness Month! This week will focus on How To reconnect with your family after a disaster. Make sure your family has a family emergency communication plan.
For more tips and information visit: www.ready.gov/september #NatIPrep

Sample 2

- Communicating with your friends and family when a disaster occurs is important to make sure everyone is safe. This is why having both an evacuation and communication plan is important. Have peace of mind when a disaster strikes and create your evacuation and emergency communication plans.
For more tips and information visit: www.ready.gov/make-a-plan #NatIPrep

Sample 3

- Kick off National Preparedness Month by planning your National PrepareAthon! Day on September 30! America's PrepareAthon is a nationwide, community-based campaign for action to increase emergency preparedness and resilience through hazard specific drills, group discussions and exercises conducted at the national level every fall and spring.
Learn more and register your event: www.ready.gov/prepare #NatIPrep

Sample 4

- How will you reconnect with each other? Where will you meet? What if your neighborhood is being evacuated? It's important to make a plan now so that you will know what to do, how to find each other, and how to communicate in an emergency.
Check out these tools to start your family emergency plan today: www.ready.gov/kids/make-a-plan #NatIPrep

Sample 5

- Creating a family communications plan is one of the many actions you can take on the National PrepareAthon! Day on September 30th. To register for the National PrepareAthon! Day visit: www.ready.gov/prepare #PrepareAthon

Videos/Public Service Announcements (PSAs)

- Watch and share the new 2014 Ready Campaign PSA's first week of September: www.ready.gov/september
- "Seat of Your Pants" 1:00 " Video - View on YouTube: <http://youtu.be/87XXI4YeTPM> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/83281>
- "Not Sharing" 0:30 " Video View on YouTube: <http://youtu.be/OdheffYHVXM> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/83274>
- "Preparing Makes Sense" 4:32 " Video (Closed Captioning and American Sign Language)- view on YouTube: http://youtu.be/6D_MmRz8gsU Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/78834>
- "Consequences" 0:30 " Video - View on YouTube: <http://youtu.be/87XXI4YeTPM> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/76013>

Week 2-September 8-14: Know How To plan for specific needs before a disaster.

After this week you will know *How To*:

- Understand your emergency preparedness specific needs
- Understand your audience and how to reach them
- Register and practice your preparedness action on or around the National PrepareAthon! Day-September 30th, 2014 by visiting: www.ready.gov/prepare

Monday, 9/8:	Youth and Children, and Colleges and Universities
Tuesday, 9/9:	Tribal Audiences
Wednesday, 9/10:	Business
Thursday, 9/11:	First Responders (Police, Fire, EMS, Nurses, and Public Utility)
Friday, 9/12:	Organizations (Faith-based, voluntary and state/local/tribal)
Saturday, 9/13:	Disabilities, Access & Functional Needs and Older Americans
Sunday, 9/14	Pets/animals

Tips & Tools to share

Web Resources

- ✓ www.ready.gov/kids
- ✓ www.ready.gov/campus
- ✓ www.ready.gov/make-a-plan/indian-country
- ✓ www.ready.gov/business
- ✓ www.preparemybusiness.org
- ✓ www.fema.gov/small-business-toolkit
- ✓ www.ready.gov/responder
- ✓ www.praise.ga.gov/
- ✓ www.ready.gov/seniors
- ✓ www.ready.gov/individuals-access-functional-needs
- ✓ www.ready.gov/animals
- ✓ www.ready.gov/publications
- ✓ www.ready.gov/prepare
- ✓ <http://healthit.gov/bluebutton>
- ✓ <http://rems.ed.gov>

Printable Publications

- ✓ [Prepare for Emergencies Now: Information for People with Disabilities PDF](#)
- ✓ [Prepare for Emergencies Now: Information for Pet Owners PDF](#)
- ✓ [Prepare For Emergencies Now: Information For Older Americans PDF](#)
- ✓ [Emergency Preparedness Resources for Native Americans PDF](#)
- ✓ [Family Communication Plan for Parents and Kids-Ready Kids PDF](#)
- ✓ [Basic Emergency Supply List PDF](#)

Sample Tweets

- Week 2: Know How To plan for specific needs before a disaster. Tips: [#NatlPrep](http://go.usa.gov/5MTG)
- Are your students prepared for an emergency? Download curriculum for grades 1-12 for your classroom: [#NatlPrep](http://go.usa.gov/NrFk)
- Talk to your kids about what to do before, during, and after a disaster. Know the facts: [#NatlPrep](http://go.usa.gov/NYVT)
- Does your school have a plan for tornadoes, earthquakes and other disasters? Planning tips: [#NatlPrep](http://go.usa.gov/NrHB)
- Preparing Makes Sense in Indian Country: [#NatlPrep](http://go.usa.gov/NYpY)

- Business disaster plan tip: save important docs on the cloud for quick access after a storm.
<http://go.usa.gov/5ejF> #NatIPrep
- Up to 40% of businesses never recover from a major disaster. Make a plan:
<youtu.be/yex44j8GCag> #NatIPrep
- Have a business emergency preparedness plan and practice it! Tips:
<1.usa.gov/1rHzkjl> #PrepareAthon
- Make a disaster plan for your land via @USDA: <http://www.extension.org/disasters> #NatIPrep
- #PrepareAthon can help your faith-based organizations discover drills to keep your people safe. <http://go.usa.gov/5J5J> #NatIPrep
- Take time with seniors to make an emergency plan. Print this plan:
<http://go.usa.gov/5MeC> #NatIPrep
- Preparing for emergencies by having at least a one week supply of medications. #NatIPrep
- Before you put on your badge, prepare your family for a disaster. Tips:
<http://go.usa.gov/5e7Q> #NatIPrep
- Prepare for emergencies by following local officials like police, fire, & emergency managers on social media for updates #NatIPrep
- Practice preparedness in your organizations! Download simple drills & exercises:
<http://go.usa.gov/5J5J> #PrepareAthon
- Preparing makes sense for people with access and functional needs. View this video for tips:
<youtu.be/ZLLMDOScE4g> #NatIPrep
- Download, share or print @Readygov's Pet owner's planning guide:
<http://go.usa.gov/5ee4> #NatIPrep
- Preparing Makes Sense for Pet Owners. Watch this video for tips:
youtu.be/aUbSF_S20bE #NatIPrep
- Blue Button will keep your health records accessible and safe during an emergency. Learn how:
<http://healthit.gov/bluebutton> #NatIPrep
- Don't forget to make a plan for large animals & livestock before a disaster. Tips:
<http://go.usa.gov/5JUA> #NatIPrep

Sample Facebook Posts

Sample 1

Week 2 of National Preparedness Week will focus on Knowing How To plan for specific needs before a disaster. Here are some specific audiences to reach and plan for during this week:

- Monday, 9/8: Youth and Children, and Colleges and Universities
- Tuesday, 9/9: Tribal Audiences
- Wednesday, 9/10: Business
- Thursday, 9/11: First Responders (Police, Fire, EMS, Nurses, and Public Utility etc.)
- Friday, 9/12: Organizations (Faith-based, voluntary and state/local/tribal)
- Saturday, 9/13: Disabilities, Access & Functional Needs and Older Americans
- Sunday, 9/14: Pets/animals

For more tips and information visit: www.ready.gov/september #NatIPrep

Sample 2

- Does your business have an emergency plan?
We have 5 steps that will walk your business through an emergency plan. The steps include:
-Program management
-Planning
-Implementation

- Testing and exercises
- Program improvement

For more tips and information visit: www.ready.gov/business #NatIPrep

Sample 3

- It's important for older Americans to evaluate their personal needs and make plans to cover those needs in an emergency.
Take action and plan before a disaster by:
 - Creating a network of neighbors, relatives, friends and co-workers to help you in an emergency.
 - Having enough medications and supplies for at least a week or longer
 - Have copies of emergency documents including Medicare informationWatch and share this video for more tips and information: <http://youtu.be/SByTKf2rrlg>
#NatIPrep

Sample 4

- Heading to the grocery store this week? Update your pet's emergency kit by adding extra pet food and water to your grocery list.
For more tips and information visit: www.ready.gov/animals #NatIPrep

Sample 5

- Review and update your campus emergency plan. Download the comprehensive "Guide for Developing High-Quality Emergency Operations Plans for Institutions of Higher Education:" <http://www.fema.gov/media-library/assets/documents/33597>.
For more information on campus preparedness visit: www.ready.gov/campus #NatIPrep

Videos/Public Service Announcements (PSAs)

- "Preparing makes sense for Older Americans" Video (Closed Captioning and American Sign Language)- view on YouTube: <http://youtu.be/SByTKf2rrlg> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/78859>
- "Get Your Business Prepared- Earthquakes" 15 sec PSA (closed captioning) Watch on YouTube: <http://youtu.be/yex44j8GCag> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/82834>
- "Get Your Business Prepared- Floods" 15 sec PSA (closed captioning) - <http://youtu.be/2UOEFYKGn50> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/82841>
- "Preparing Makes Sense In Indian Country" 4:01 " Video (Closed Captioning and American Sign Language) Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/78865>
- "Preparing Makes Sense for Pet Owners" Video- (closed captioning & ASL) http://youtu.be/aUbSF_S20bE Download from the FEMA media library:
- "Be Prepared For Emergencies At Work " 4:01 " Video View on YouTube: <http://youtu.be/SnKWEb6jgBA> Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/77801>

Week 3-September 15-21: How to... Build an Emergency Kit.

After this week you will know *How To*:

- Build a basic emergency supply kit or have supplies you need in case of an emergency.
- Create hazard specific emergency supply kits.
- Register and practice your preparedness plan on or around the National PrepareAthon! Day-September 30th, 2014 by visiting: www.ready.gov/prepare

Tips & Tools to share

Web Resources & Content

- ✓ www.ready.gov/kit
- ✓ www.ready.gov/kids/build-a-kit
- ✓ www.ready.gov/prepare
- ✓ www.ready.gov/animals

Printable Publications

- ✓ [Emergency Supply Kit Checklists for Parents and Kids-Ready Kids \(English\) PDF](#)
- ✓ [Basic Emergency Supply List PDF](#)

Sample Tweets

- Week 3: How To build an emergency kit. Tips: [#NatlPrep](http://go.usa.gov/5MDw)
- Keep a radio & extra batteries handy to listen for directions from local officials if you lose power. [#NatlPrep](#)
- During an extended power outage, ATMs & credit card machines may not work. Include extra \$\$ in your emergency kit. [#NatlPrep](#)
- Make sure your [#earthquake](#) preparedness kit is ready to go! Get more planning info: [#NatlPrep](http://go.usa.gov/5ujQ)
- What's missing in your emergency kit in case of a [#flood](#) emergency? Complete your kit: [#NatlPrep](http://1.usa.gov/1nCL2wj)
- Building a kit is one of the first steps to keep your family prepared during a [#disaster](#). Tips: [#PrepareAthon](http://1.usa.gov/1qGR7qN)
- Update your emergency kit by adding dried fruit & treats. More: [#NatlPrep](http://www.ready.gov/kit)
- There's always time to prepare! Make sure your [#Winterstorm](#) toolkit is ready to go! Tips: [#PrepareAthon](http://go.usa.gov/5uQ9)
- Take action by building an emergency preparedness kit. Tips: [#PrepareAthon](http://www.ready.gov/kit)
- Kids bored? We can help. Check out our online Ready Kids build a kit game: [#PrepareAthon #NatlPrep](http://go.usa.gov/5hS5)

Sample Facebook Posts

Sample 1

- It's the 3rd Week of National Preparedness Month. Learn How To build an emergency kit. For more tips and information visit: [#NatlPrep](http://www.ready.gov/kit)

Sample 2

- For tips on starting a personal emergency water supply visit: [#NatlPrep](http://www.Ready.gov/water)

Sample 3

- Get into the spirit of America's PrepareAthon! Take action to prepare.
Build an emergency kit and register your activity: www.ready.gov/prepare #PrepareAthon

Sample 4

- Don't forget to pack an emergency supply kit for each passenger in your car.
Check out this list and for more tips and information visit: www.ready.gov/kit-storage-locations
#NatlPrep

Videos/Public Service Announcements (PSAs)

- "Hotel Preparedness" 02:37" Video View on YouTube: <http://youtu.be/DkQNnjDpmRA>
Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/80199>
- "Be Prepared For Emergencies While Traveling" 0:34" Video View on YouTube: <http://youtu.be/s3AnYI4HRII>
Download from the FEMA media library: <http://www.fema.gov/vi/media-library/assets/videos/77777>
- "10 Pre-Blackout Tips" 3:00" Video View on YouTube: <http://youtu.be/4eH7VbMXir4>
Download from the FEMA media library: <http://www.fema.gov/media-library/assets/videos/82218>

Weeks 4 & 5-Sept. 22-30: How to...Practice for an Emergency.

After this week you will know *How To*:

- Find or host a preparedness discussion, drill or activity in your local area. Find tips, guides and playbooks on how to plan an event by visiting: www.ready.gov/prepare
- Register and practice your preparedness action on or around the National PrepareAthon! Day-September 30th, 2014 by visiting: www.ready.gov/prepare
- Continue to host and support preparedness activities all year long using America's PrepareAthon! resources.

Tips & Tools to share

Web Resources & Content

- ✓ www.ready.gov/prepare
- ✓ www.ready.gov/evacuating-yourself-and-your-family
- ✓ www.ready.gov/alerts

Sample Tweets

- Week 4 & 5: How To Practice for an emergency. Tips: www.ready.gov/prepare #NatlPrep
- Prepare for emergencies by following local officials like police, fire, & emergency managers on social media for updates #NatlPrep
- If you receive a Wireless [#EmergencyAlert](#) take action & check local media: <http://go.usa.gov/5MHT> #NatlPrep
- New tips, tools and resources for earthquakes and winter storms: ready.gov/prepare #PrepareAthon
- Drop, Cover and Hold On is an easy [#earthquake](#) drill. Register: bit.ly/1ou2waj #PrepareAthon
- Know your community's evacuation routes and practice following them in case of an emergency [#PrepareAthon](#)
- [#ShakeOut](#) Don't Freak Out. Get involved in this easy earthquake drill bit.ly/1ou2waj. [#PrepareAthon](#) #NatlPrep
- Check to see what preparedness events are taking place near you for Sept 30 Nat'l [#PrepareAthon!](#) Day on www.ready.gov/prepare
- Ready, Set, Go! Make a personal [#Wildfire](#) action plan: http://www.iafc.org/associations/4685/files/wild_readySetGoWildfireActionPlan.pdf #NatlPrep
- Get your community prepared for floods with a Community Emergency Response Team (CERT). Info: 1.usa.gov/1cowrMd #NatlPrep
- RT if you have practiced your family hurricane communication plan! Tips: 1.usa.gov/1YhKbK #NatlPrep #PrepareAthon
- Do you know how to protect your home & family from wildfires? Tips @PrepareAthon 1.usa.gov/1tyyBE8
- Taking part in [#PrepareAthon](#) is a great way to enhance your preparedness during [#NatlPrep](#) Month 1.usa.gov/1tyyBE8
- Participate in a [#drill](#) or table top discussion on 9/30 as part of the National [#PrepareAthon](#) Day. Details 1.usa.gov/1tyyBE8

- As National Preparedness Month comes to an end, #PrepareAthon is just beginning. Leave #NatlPrep with a disaster drill bang!
- Drills can help keep your mind controlled and focused in times of an emergency. Learn how to prepare yourself through #PrepareAthon!

Sample Facebook Posts

Sample 1

- Now that National Preparedness Month is coming to a close, end the month with learning How To Practice for an emergency. Plan a preparedness drill or action and test your skills and knowledge before disaster strikes by registering for America's PrepareAthon: 1.usa.gov/1tyyBE8 #NatlPrep #PrepareAthon

Sample 2

- Knowing what types of disasters occur is only part of being prepared for them. Once the hazards are identified, know the risks associated with the specific hazard, and the steps to take to make sure prepared for their occurrence. Learn about the weather expected in your area by visiting: www.weather.gov #PrepareAthon #NatlPrep

Sample 3

- Does your family know what to do before, during and after a lightning storm? Learn the facts and practice your plan: <http://go.usa.gov/NcGe> #NatlPrep

Sample 4

Watch this 30 second video to learn how Wireless Emergency Alerts can save your life:

http://youtu.be/wDpcGypv2_U

For more information about Wireless emergency alerts visit: www.ready.gov/alerts #NatlPrep

Sample 5

- End National Preparedness Month with a fun preparedness drill or activity in your area by registering for America's PrepareAthon! by visiting: www.ready.gov/prepare. It's a great way to get your friends, family, and community involved in something that could save lives.

Sample 6

- America's #PrepareAthon! offers tips, tools and resources for you to take action for preparedness in your community. Check out www.ready.gov/prepare for more information and register to participate today!

Sample 7

- September 30th marks the National PrepareAthon! Day. Show people how you are taking action to prepare for hazard in your area by using #PrepareAthon. Share with others what you are doing to practice emergency preparedness. Don't forget to visit www.ready.gov/prepare to register your event today.

Videos/Public Service Announcements (PSAs)

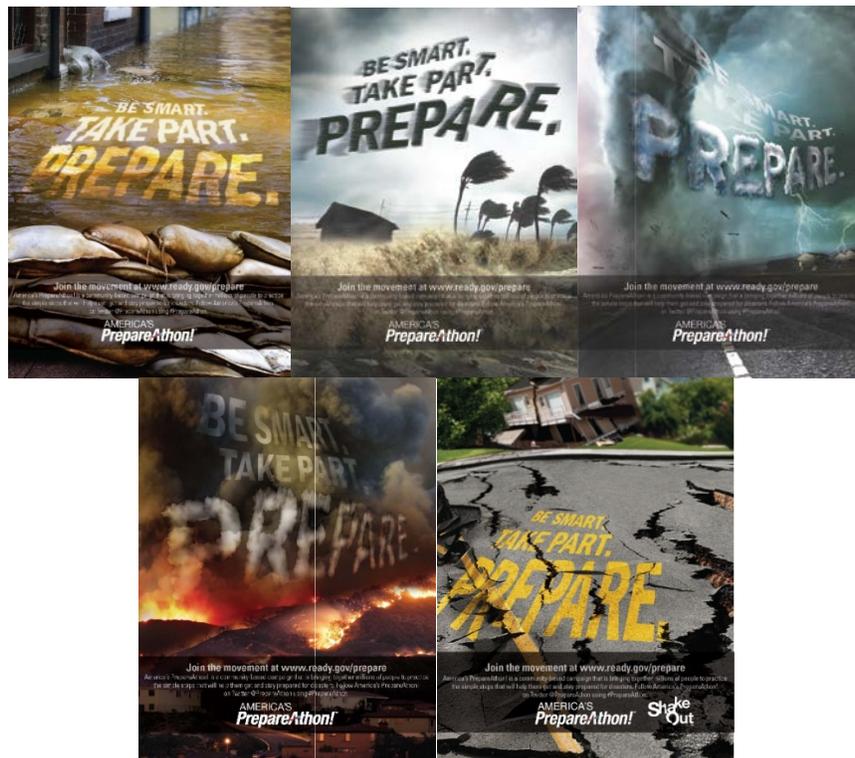
- "Wireless Emergency Alerts" 30 sec English PSA (closed captioning)- view on YouTube: http://youtu.be/wDpcGypv2_U Download on the FEMA library: <http://www.fema.gov/media-library/assets/videos/82630>

Preparedness Images

Attach images to Tweets, Facebook, and Instagram posts! Don't forget to use the hashtag #NatlPrep



Localize your logo by visiting and joining the National Preparedness Community:
<http://community.fema.gov>





Organize a Twitter Chat

10 Tips for Effective Twitter Chats

What's 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.

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 #NatIPrep 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? #NatIPrep.

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! #NatIPrep.

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.

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:

This #PrepareAthon chat is a time to discuss emergency preparedness. Please refrain from offensive language and product promotion.

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

10. Evaluate and Learn

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.

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, date, and hashtag!