

# Wildfire Safety Social Media Content Shareables

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**DID YOU KNOW...**



**WILDFIRES**  
often begin unnoticed.  
Call 9-1-1 if you see a wildfire!  
[www.ready.gov/wildfires](http://www.ready.gov/wildfires)

Ready. 

  FEMA

The Ready Campaign and America's PrepareAthon! recommend using social media tools as a way to promote Wildfire safety.

- Download the Wildfire Safety Social Media Content Shareables Toolkit: [www.ready.gov/Ready2015](http://www.ready.gov/Ready2015)
- For tips and information about wildfires check out these websites:
  - [www.ready.gov/wildfires](http://www.ready.gov/wildfires)
  - [Ready Kids Wildfires](#)
  - [United States Fire Administration](#)
  - [How to Prepare for a Wildfire: America's PrepareAthon](#)
  - [Smokey Bear](#)
  - [US Forest Service](#)
  - [National Weather Service: Wildland Fire Safety](#)
  - [www.firewise.org](http://www.firewise.org)
- Update your Facebook cover photo with a wildfire graphic
- Download the FEMA smartphone app and enter your location for NWS weather alerts: [www.fema.gov/mobile-app](http://www.fema.gov/mobile-app)
- Use the hashtags:
  - #Wildfire
  - #WildfireSafety
  - #SummerSafety & attach a graphic from the toolkit
- Follow and RT Twitter accounts that tweet about #WildfireSafety info:

[@Readygov](#)

[@PrepareAthon](#)

[@FEMA](#)

[@Smokey\\_bear](#)

[@USFA](#)

[@NWS](#)

[@Firewise](#)

[@CDCemergency](#)

# Wildfire

## Social Content Shareables

### Wildfire Resources & Tips

- Learn what to do before, during, and after a [#wildfire](#) by visiting [www.ready.gov/wildfires](http://www.ready.gov/wildfires) [#WildfireSafety](#)
- Keep track of fires near your community with: [@smokey\\_bear](http://www.smokeybear.com/wildfire-map)
- Let America's [#PrepareAthon](#) help you prepare for [#wildfires](#) before the smoke hits. <http://1.usa.gov/1njff4S>
- America's [#PrepareAthon](#) has tools you can use to prepare for [#wildfires](#) and other hazards.
- Wildfires give very little warning! Be ahead of the game when it comes to [#fire](#) safety w/ [#PrepareAthon](#) <http://1.usa.gov/1njff4S>
- Practice your [#wildfire](#) evacuation plan! Turn to [#PrepareAthon](#) for other wildfire preparedness tips. Read more at <http://1.usa.gov/1njff4S>
- Before a [#wildfire](#)-place critical documents in a fire safe. Use the Protect your Critical Documents & Valuables: <http://1.usa.gov/1fphWiG>

### Alerts & Warnings

- Sign up to receive text or e-mail alerts about emergencies like wildfire from your local Office of Emergency Management. [#PrepareAthon](#)
- Timely information about [#wildfires](#) can save your life and property. Sign up for local alerts & warnings. [#PrepareAthon](#)
- [@NWS](#) issues a Fire Weather Watch when potentially dangerous fire weather conditions are possible over the next 12 to 72 hours.
- [@NWS](#) issues a Fire Weather/Red Flag Warning when [#wildfire](#) conditions occur or are expected to occur within 24 hours. [#PrepareAthon](#)

## Protect Your Property

- Prepare for a #wildfire by maintaining your lawn and removing combustible debris from around your home. #PrepareAthon
- Protect yourself & your property! @NFPA says create 3 zones of defensible space up to 200 feet around your home or business. #PrepareAthon
- #WildfireSafety Tip: Don't use anything (i.e. lawn mowers) that will create sparks outside on dry, windy days. #PrepareAthon
- Clear area near your home of leaves, dead vegetation & other combustible materials to reduce sources of fuel. #WildfirePrep #PrepareAthon

## Evacuation

- Be prepared to evacuate in the event of a #wildfire by knowing your family's evacuation plan. #PrepareAthon
- When an evacuation noticed is issued for a #wildfire, take prompt action to maximize survival chances. #PrepareAthon
- Late decisions to evacuate can lead to #wildfire fatalities. Pack emergency supplies so you're ready to GO! 1.usa.gov/1nCL2wj
- Know your community's #evacuation plan and ID several routes to take in case roads are blocked. #PrepareAthon

## Communication

- Make & share your family #Wildfire emergency plan! Tips: [www.ready.gov/wildfires](http://www.ready.gov/wildfires)
- Talk to your neighbors about #WildfireSafety. Plan how the neighborhood could work together after a wildfire.
- Learn what the family can do before, during and after a #wildfire [www.ready.gov/wildfires](http://www.ready.gov/wildfires)
- Learn how to protect your family, home, & property from #wildfires: [www.ready.gov/wildfires](http://www.ready.gov/wildfires)
- Talk with your kids about making an emergency plan: <http://go.usa.gov/8b4H>
- Never too early to start preparing your home & family for a #wildfire [www.ready.gov/wildfires](http://www.ready.gov/wildfires)
- Your family may not be together when a #wildfire occurs, make plans today for how to stay in touch. <http://1.usa.gov/1nw9l9F>
- Cellular networks may be congested following a wildfire, but texts messages may get through. Teach loved ones how to TEXT. #PrepareAthon

## After a Wildfire

- If your home was damaged by a #wildfire, don't re-enter until it is inspected by qualified professionals. #WildfireSafety
- If you evacuated the area, due to a #wildfire, wait for public officials to say it is safe before returning. #WildfireSafety
- After a #wildfire, the ground may contain heat pockets that can injure you or spark another fire so avoid walking on smoldering surfaces.

# 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.

Tips:

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 #NatlPrep feed.

## 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](http://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.

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!

## 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

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](http://www.ready.gov)
- [www.ready.gov/prepare](http://www.ready.gov/prepare)

Your local emergency manager's website: [www.ready.gov/today](http://www.ready.gov/today)