



National Preparedness Month Social Media Campaign Toolkit

August 2021

About this Toolkit

Purpose

The purpose of this toolkit is to provide resources, visuals, and ideas for community emergency preparedness organizations to promote National Preparedness Month, which is designated in September 2021. This toolkit provides partnering agencies and organizations with sample social media topics, posts and visuals to successfully bring attention to important activities Kansans should be aware of in order to be prepared for any kind of emergency or disaster. This toolkit can be used in whole or in part as part of a widespread social media campaign on emergency preparedness. Users can also use bits and pieces of it to supplement an existing campaign they already have planned.

How to use this toolkit

This toolkit includes a sample campaign calendar incorporating a variety of preparedness-related topics. In most cases, the infographics included were borrowed from reputable government sources like the CDC, NWS and FEMA – they are free to use for prevention advocacy. In the pages following the sample calendar, you will find verbiage and visuals that are ready to use – just copy and paste the text (including hashtags) and upload the visual file (use the files included in the folders of the toolkit – don't try to take them out of this document and use them. They are all labeled so you can easily find the matching graphic). You are welcome to use all of the sample posts or just a few. The goal is to get as many posts regarding preparedness to the people of Kansas to get a maximum number of people reached.

You are also welcome to use the included sample posts at anytime during the year that they work for you – no need to keep them all during National Preparedness Month if a different schedule works better for you.

It is recommended that you take time and schedule these posts ahead of time so they are consistently used. You can use Facebook's free scheduling feature, or a third party app to schedule on all of your social media platforms (some popular tools that do this include Sprout Social, Tweetdeck, and HootSuite, though services like these usually have a cost associated with them)..

The importance of #hashtags

Hashtags (#) are one of the most important features of a social media campaign. Using hashtags allows anyone to find a group of similarly-related posts and tweets quickly and easily and gives you an idea of how widespread a topic has become on social media. A hashtag is a short phrase or combination of words with a hashtag at the beginning (#) and should be typed with no spaces. Hashtags are not case sensitive but should be typed in a way to make them as readable as possible. Research should be done ahead of time to ensure that the hashtag is not currently being used for another group or event, and that its use hasn't been co-opted for an alternate meaning.

Please hashtag all posts related used from this Toolkit as #KSPrepared.

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Don't forget about Fred!

Be sure you follow Fred the Preparedness Dog on Facebook, Twitter, and Instagram. He will be posting throughout National Preparedness Month (and year round!) with great content you can share with your followers. You can find him:

Twitter: @FredPrepDog

Facebook: @FredthePreparednessDogKDHE

Instagram: @FredthePreparednessDog



www.FredthePreparednessDog.org

Sample Campaign Calendar

SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
		Week 1: Make A Plan Image: MakeAPlan1.jpg	1 Introduce Prep Month Image: MakeAPlan1.jpg	2 Create A Family Plan Image: MakeAPlan2.jpg	3 Make sure your plan fits everyone's needs Image: MakeAPlan3.jpg	4 Back to School preparedness Image: MakeAPlan4.jpg
5 Week 2: Build A Kit	6 Build A Kit Image: BuildAKit1.jpg	7 Get kids involved Image: BuildAKit2.jpg	8 Prescriptions Image: BuildAKit3.jpg	9 Power Backup Image: BuildAKit4.jpg	10 Car Emergency Kit Image: BuildAKit5.jpg	11 Replenish your kit Image: BuildAKit6.jpg
12 Week 3: Low Cost, No Cost Preparedness	13 Rainy Day Fund Image: LowCost1.jpg	14 Learn Practical Skills Image: LowCost2.jpg	15 Emergency Financial First Aid Kit Image: LowCost3.jpg	16 Prevent CO poisoning Image: LowCost4.jpg	17 Check your insurance coverage Image: LowCost5.jpg	18 Get Emergency Alerts Image: LowCost6.jpg
19 Week 4: Teach Youth About Preparedness	20 Emergency Contacts Image: Youth1.jpg	21 School Emergency Plans Image: Youth2.jpg	22 Help Children Cope Image: Youth3.jpg	23 Fred the Preparedness Dog Image: Youth4.jpg	24 Storm activity book Image: Youth5.jpg	25 Prepare with Pedro Image: Youth6.jpg
26	27	28	29	30		

Week 1: Make A Plan



Image: MakeAPlan1.jpg

Download from: <https://www.ready.gov/collection/september>

September 2021 is National Preparedness Month! This year's theme is "Prepare to Protect." Preparing for disasters is protecting everyone you love. Stay tuned for information all month long on you can protect your family and loved ones by preparing for emergencies.

#KSPrepared #NatlPrep

September 2021 is National Preparedness Month! This year's theme is "Prepare to Protect." Preparing for disasters is protecting everyone you love. Make a plan with your family so everyone knows what to do in an emergency. Download one here:

<https://www.ready.gov/sites/default/files/2021-04/family-emergency-communication-plan.pdf>

#KSPrepared #NatlPrep



Image: MakeAPlan2.jpg

Download from: <https://www.ready.gov/collection/resolve-to-be-ready>



September 2021 is National Preparedness Month! This year's theme is "Prepare to Protect." Do you know where to take your pets if you must evacuate your home quickly? For more information: <https://www.ready.gov/pets>

#KSPrepared #NatlPrep
#PetPreparedness

Image: MakeAPlan3.jpg

Download from: <https://www.ready.gov/collection/pet-safety-graphics>

September 2021 is National Preparedness Month! Get your kids ready for Back to School preparedness with backpack emergency cards and contact information.

Download here: <https://www.cdc.gov/parents/backtoschool/Backpack-Card.pdf>

#KSPrepared #NatlPrep #BacktoSchool

BACKPACK EMERGENCY CARD		EMERGENCY CONTACTS	
Child's Name:	Date of Birth:	Contact 1 Name:	
Home Address:		Relationship:	Cell Phone:
School:		Contact 2 Name:	
Teacher:	School Phone:	Relationship:	Cell Phone:
Special Needs, Medical Conditions, Allergies, Important Information:		Emergency Pickup Address:	
DIAL 911 FOR EMERGENCIES.		Pediatrician Name:	Phone:
		DIAL 911 FOR EMERGENCIES.	

Image: MakeAPlan4.jpg

Download from: <https://www.cdc.gov/parents/backtoschool/Backpack-Card.pdf>

Week 2: Build A Kit

September 2021 is National Preparedness Month! Do you have an emergency kit ready to go? You should include: a gallon of water per person per day for at least 3 days; a 3-day supply of non-perishable, easy to prepare food (include a can opener!); a first aid kit; emergency supplies like a flashlight, whistle, and batteries; a battery pack to charge cell phones; copies of important documents, like drivers licenses and insurance information; and food and water for pets. #KSPrepared #NatlPrep



Image: BuildAKit1.jpg

Download from: <https://www.ready.gov/kids/children-and-youth-preparedness-social-media-toolkit-0>



Image: BuildAKit2.jpg

Download from: <https://www.ready.gov/kids/children-and-youth-preparedness-social-media-toolkit-0>

September 2021 is National Preparedness Month! Have kids get involved in making an emergency kit. Don't forget to include games, puzzles, toys or other comfort items. Download a list to get started building your kit here:

https://www.ready.gov/sites/default/files/2021-02/ready_checklist.pdf

#KSPrepared #NatlPrep

September 2021 is National Preparedness Month! Have you memorized the details of your prescriptions? You don't have to. Keep an up-to-date list of all medications & medical supply needs in case of an #emergency. Include information on dosage, frequency, & known allergies. More: <https://www.cdc.gov/cpr/prepareyourhealth/Prescriptions.htm> #PrepYourHealth

Image: BuildAKit3.jpg

Download from:

#KSPrepared #NatlPrep

<https://www.cdc.gov/prepyourhealth/socialmedia/takeaction/prescriptions/prescriptionslist.htm>





September 2021 is National Preparedness Month! A working cellphone is a lifeline in an emergency. Have backup charging and alternative power sources, including a power bank, for your cellphone. Learn more: <https://www.cdc.gov/cpr/prepareyourhealth/PowerSources.htm> #PrepYourHealth

#KSPrepared #NatlPrep

Image: BuildAKit4.jpg

Download from:

<https://www.cdc.gov/prepyourhealth/socialmedia/takeaction/powersources/powersourcesbatteryack.htm>

September 2021 is National Preparedness Month! Make sure you keep an emergency kit in all of your cars. Include enough food, water, meds and anything else you use everyday to last for at least 72 hours.

#KSPrepared #NatlPrep



Image: BuildAKit5.jpg

Download from: https://www.ready.gov/sites/default/files/2020-10/emergency-car-kit_winter.jpg



Image: BuildAKit6.jpg

Download from: <https://www.ready.gov/collection/resolve-to-be-ready>

September 2021 is National Preparedness Month! Once you've made an emergency kit, don't forget to keep it updated. Replace water and food before it expires, and make sure medication and emergency contact lists are up-to-date.

#KSPrepared #NatlPrep

Week 3: Low Cost, No-Cost Preparedness



September 2021 is National Preparedness Month! Don't forget to have a "rainy day" fund so you aren't caught off guard during or after an emergency.

#KSPrepared #NatIPrep

Image: LowCost1.jpg

Download from: https://www.ready.gov/sites/default/files/2021-05/life-saving-skills_0.jpg

September 2021 is National Preparedness Month! Learn practical skills & lessons, like how to use a fire extinguisher to #PrepYourHealth for the possibility of an emergency. Remember the acronym P.A.S.S. It stands for Pull, Aim, Squeeze, Sweep. More info: <https://www.cdc.gov/cpr/prepareyourhealth/PracticalSkills.htm>

#KSPrepared #NatIPrep



Image: LowCost2.jpg

Download from:

<https://www.cdc.gov/prepyourhealth/socialmedia/takeaction/practicalskills/practicalskillsfireextinguisher.htm>

According to FEMA's 2020 Financial Resilience Survey:

91% of those who experienced a disaster reported a financial impact



Recover faster with the free EFFAK.



FEMA

September 2021 is National Preparedness Month! If a disaster happened today, could you easily find your crucial household, financial, and medical documents to recover quickly? Use the checklists in the free Emergency Financial First Aid Kit (EFFAK) to ensure nothing is missing. Get the EFFAK at: <https://go.usa.gov/xHC2m>

#KSPrepared #NatlPrep

Image: LowCost3.jpg

Download from: <https://community.fema.gov/PreparednessCommunity/s/emergency-financial-first-aid-kit>

September 2021 is National Preparedness Month! Prevent carbon monoxide (CO) poisoning during a power outage. NEVER run a generator or any gasoline-powered engine inside your home. ALWAYS use generators outside, in a dry area, & at least 20 ft. from your home. Learn more: <https://www.cdc.gov/co/generatorsafetyfactsheet.html> #PrepYourHealth

#KSPrepared #NatlPrep



Image: LowCost4.jpg

Download from:

<https://www.cdc.gov/prepyourhealth/socialmedia/takeaction/powersources/powersourcesportablegenerator.htm>



September 2021 is National Preparedness Month! Having insurance for your home or business property is the best way to make sure you will have the necessary financial resources to help you repair, rebuild or replace whatever is damaged. Document and insure your property now:
https://www.ready.gov/sites/default/files/2020-03/ready_document-and-insure-your-property.pdf

#KSPrepared #NatIPrep

Image: LowCost5.jpg

Download from: <https://www.ready.gov/collection/flood-safety>

September 2021 is National Preparedness Month! During severe weather, Wireless Emergency Alerts can save your life! Watch how: http://youtu.be/wDpcGypv2_U

#SevereWxPrep #kswx #KSPrepared #NatIPrep



Image: LowCost6.jpg

Download from: <https://www.ready.gov/collection/flood-safety>

Week 4: Teach Youth About Preparedness



September 2021 is National Preparedness Month! Who's your emergency contact? Make sure the kids know who it is and practice with them. If they are too young to memorize it, write it down and put it in their backpacks. #ReadyKids

#KSPrepared #NatlPrep

Image: Youth1.jpg

Download from: <https://www.ready.gov/kids/children-and-youth-preparedness-social-media-toolkit-0>

September 2021 is National Preparedness Month! Know your child's school emergency plans and talk with them about what to do if there is an emergency at school. #ReadyKids

#KSPrepared #NatlPrep



Image: Youth2.jpg

Download from: <https://www.ready.gov/kids/children-and-youth-preparedness-social-media-toolkit-0>



Image: Youth3.jpg

Download from: <https://www.ready.gov/helping-children-cope>

September 2021 is National Preparedness Month! Are you ready to help children cope during a disaster? Help kids understand that they are safe and secure by talking, playing, and doing other family activities with them. Build support networks with friends, family, and community organizations to help you cope, which can also help your children cope.

#ReadyKids #KSPrepared #NatIPrep

September 2021 is National Preparedness Month! Are you a teacher or childcare provider who wants to talk to kids or families about preparedness? Fred the Preparedness Dog has resources, games and mobile apps to make emergency planning fun:
FredthePreparednessDog.org.

#ReadyKids #KSPrepared #NatIPrep



Image: Youth4.jpg

Download from: <http://www.fredthepreparednessdog.org/pictures.htm>

Trinka and Sam The Rainy Windy Day

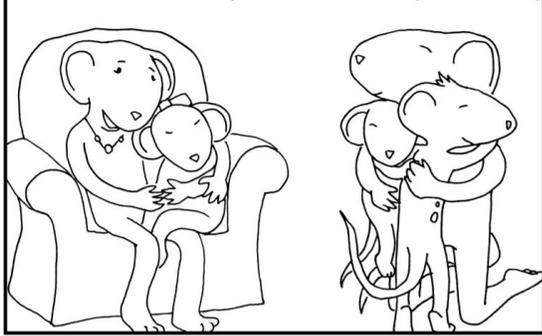


Image: Youth5.jpg

Download from: <https://www.nctsn.org/resources/trinka-and-sam-rainy-windy-day>

September 2021 is National Preparedness Month! Looking for a resource to talk with kids who might be afraid of storms or tornados? The National Child Traumatic Stress Network has a coloring and activity book called “Trinka and Sam: The Rainy Windy Day” that can help kids process their fears and feelings. Download it here:

<https://www.nctsn.org/resources/trinka-and-sam-rainy-windy-day>

#ReadyKids #KSPrepared #NatIPrep

September 2021 is National Preparedness Month! Are you a teacher or childcare provider who wants to talk to kids or families about preparedness? The American Red Cross has a series of workbooks and teacher resources featuring Prepare with Pedro.

These activities are aimed towards children K-2nd grade and can be downloaded for free at: <https://www.redcross.org/get-help/how-to-prepare-for-emergencies/teaching-kids-about-emergency-preparedness/prepare-with-pedro.html>

#ReadyKids #KSPrepared #NatIPrep

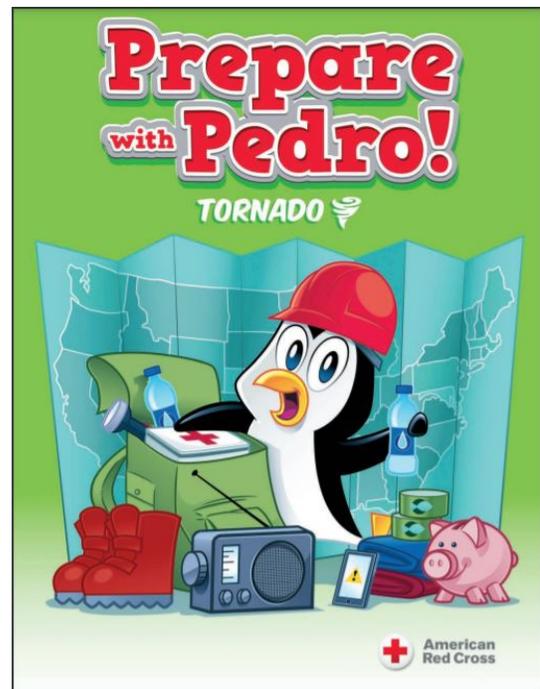


Image: Youth6.jpg

Download from: <https://www.redcross.org/get-help/how-to-prepare-for-emergencies/teaching-kids-about-emergency-preparedness/prepare-with-pedro.html>

Additional Content Resources

Ready.gov National Preparedness Month:

<https://www.ready.gov/september>

Fred the Preparedness Dog:

www.FredthePreparednessDog.org

Ready.gov social media toolkits (various topics):

<https://www.ready.gov/toolkits>

U.S. Fire Administration outreach materials:

<https://www.usfa.fema.gov/prevention/outreach/media/>

CDC Center for Preparedness and Response resources:

<https://www.cdc.gov/cpr/communicationresources/index.htm>

CDC Ready Wrigley kid's resources:

<https://www.cdc.gov/cpr/readywrigley/>

U.S. Department of Homeland Security Cyber Security toolkit:

<https://www.dhs.gov/stopthinkconnect-toolkit>

CDC Zombie Preparedness toolkit:

<https://www.cdc.gov/cpr/zombie/index.htm>

NOAA National Weather Service:

<https://www.weather.gov/safetycampaign>

Fight Bac! Partnership for Food Safety Education:

<https://www.fightbac.org/>

Firewise: National Fire Protection Association:

<https://www.nfpa.org/Public-Education>

If You See Something, Say Something National Awareness Day materials:

https://www.dhs.gov/see-something-say-something/about-campaign/seesay-day?utm_source=seesay_slideshow&utm_medium=web&utm_campaign=dhsgov