



# Are you ReadyPA?

## Social Media Toolkit - April 2022

Use this toolkit of key messages and templates to educate your community about the importance of preparedness. The content in this toolkit is based on the PEMA and FEMA preparedness messaging calendars and are ready for you to use to help make a Ready PA.

This month's topics:	Tools:
Getting Started When You Don't Have Much To Start With	Social Media Messages
Getting Everything in Order	Graphics (follow link below graphic to download)
Severe Weather Awareness Week	Talking Points

### Getting Started When You Don't Have Much To Start With

#### Social Media: Getting Started When You Don't Have Much To Start With

##### Facebook

Floods can happen anywhere, and most homeowner insurance does not cover flooding. Talk to your insurance agent and see if you need to purchase flood insurance from the National Flood Insurance Program: [fema.gov/flood-insurance](https://fema.gov/flood-insurance)

If you own a home, ensure that your homeowners' insurance coverage is adequate. If you rent, ensure that your lease reflects your current rent and verify that your renter's insurance is up-to-date. Learn more: [fema.gov/flood-insurance](https://fema.gov/flood-insurance)

##### Twitter

It is important to have control over your money now, so your family can cover basic needs even when an emergency happens. You can gain control over your money when you know how you are spending it.

## Graphics: Getting Started When You Don't Have Much To Start With



**Financial Preparedness Step #2: REVIEW**

If you own a home, ensure that your homeowners' insurance coverage is adequate.

If you rent, ensure that your lease reflects your current rent and verify that your renter's insurance is up-to-date.

PEMA



**Financial Preparedness Step #3: SAFEGUARD**

Consider storing paper copies of important documents at home in a fireproof and waterproof box or safe, in a bank safe deposit box, or with a trusted friend or relative.

PEMA

Share these graphics from PEMA's [Facebook](#) and [Twitter](#) when they're posted throughout April.

## Talking Points: Getting Started When You Don't Have Much to Start With

### Planning:

- It is important to have control over your money now, so your family can depend on you to cover their basic needs even when an emergency happens.
- You can gain control over your money when you [know how you are spending it](#).
- You can discover how to save for emergencies, eliminate debt, and pay your bills by [creating a budget](#) and using it.

### Saving:

- Ease your worries on how to maintain basic needs during an emergency by having an emergency fund.
- You should set aside some money for emergencies to increase your chances of recovering quickly from the unexpected.
- Start building your emergency fund by saving a small amount of money regularly.

### Insurance:

- Home or rental insurance is the fastest way to recover from an emergency. Check with an insurance agent and understand your coverage options.
- Floods can happen anywhere, and most homeowner insurance does not cover flooding. Talk to your insurance agent and see if you need to purchase flood insurance from the [National Flood Insurance Program](#).

## Getting Everything In Order

### Social Media: Getting Everything In Order

#### Facebook

Disaster can strike without warning. Complete your free Emergency Financial First Aid Kit (EFFAK) today to organize all your crucial documents for peace of mind tomorrow. Get started today: <https://community.fema.gov/EFFAK>

#### Twitter

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://community.fema.gov/EFFAK>

Is your family's essential household information stored in a safe place? Learn about how your family can secure vital information for disaster recovery in the Emergency Financial First Aid Kit (EFFAK). Learn More: <https://community.fema.gov/EFFAK>

### Graphic: Getting Everything In Order

**Financial Preparedness Step #1: COMPILER**

**Complete and date all the forms in the Emergency Financial First Aid Kit. Use the checklists to identify the documentation that you should collect.**



**Financial Preparedness Step #3: UPDATE**

**Determine a schedule for routine review of the Emergency Financial First Aid Kit, important documents, insurance policies, and more.**



*Time To Update!*

Share these graphics from PEMA's [Facebook](#) and [Twitter](#) when they're posted throughout April.

## Talking Points: Getting Everything In Order

Four Steps to Financial Preparedness and Using the [Emergency Financial First Aid Kit \(EFFAK\)](#)

### 1. Compile

- Complete and date all the forms in the EFFAK.
- Use the checklists to identify the documentation that you should collect.
- If you do not have an original version of a document, contact the appropriate company or agency to obtain a copy.
- Print or download statements of any obligations that you pay automatically, such as rent or mortgage payments, utilities, loan payments and memberships.
- Take photographs or record a video of the rooms in your home and any valuable belongings. Include copies of these records with either your paper or electronic versions of the EFFAK.
- Keep some cash in the same safe location as your EFFAK to pay for emergency purchases if ATMs are not functioning or banks are closed. The amount of cash should be based on the basic needs of your family, including food, gas and other necessities.
- Consider saving money in an emergency savings account that could be used in any crisis.

### 2. Review

- If you own a home, ensure that your homeowners' insurance coverage is adequate.
- If you rent, ensure that your lease reflects your current rent and verify that your renter's insurance is up-to-date.
- The EFFAK will help you to identify any important personal documents or types of insurance (such as a will, living will, life insurance policy or health insurance plan) that you do not currently have. Consider taking the steps to set up these items.

### 3. Safeguard

- Consider storing paper copies of important documents at home in a fireproof and waterproof box or safe, in a bank safe deposit box, or with a trusted friend or relative.
- For electronic copies of important documents, store them in a password-protected format on a removable flash or external hard drive in your fireproof and waterproof box or safe.
- If you bank or pay your bills electronically, we recommend periodically printing your account records to include with your EFFAK.
- If you have a lawyer, financial adviser, or trusted family member or friend, you may want to provide him or her with a paper copy of your EFFAK in a sealed envelope to be opened only with your approval or the approval of someone you have designated in the event you cannot make decisions on your own, such as your next of kin or someone whom you have authorized to act on your behalf (known as power of attorney).

### 4. Update

- Suggested schedule for routine review:
  - During tax preparation time
  - At the start or end of daylight-saving time
  - Around your birthday
  - At the start of a new year

## Severe Weather Awareness Week

### Social Media: Severe Weather Awareness Week

#### Facebook

One way to be prepared for severe weather is making sure you get weather alerts (and in multiple ways). Receiving important, timely weather information can help you make the best decisions for your safety. Sign up for PA weather alerts: <http://bit.ly/Alert-PA>

#### Twitter

Talk with your kids about #SevereWxPrep. Know the facts: <https://www.ready.gov/kids>

Make a plan to connect during severe weather by text, email, social media, and more. #SevereWxPrep

### Graphic: Severe Weather Awareness Week

**TORNADO WARNING** vs. **TORNADO WATCH**

**A tornado is happening or imminent. Take shelter immediately.**

**A tornado is possible.**

- Stay tuned to local radio/TV for info.
- Know where you'll shelter if you have to.

PHOTO CREDIT: OAR/ERL/NATIONAL SEVERE STORMS LABORATORY (NSSL)

FEMA

[Download](#) this graphic.

**Sign up for PA weather alerts.**

[ready.pa.gov](http://ready.pa.gov)

PEMA

[Download](#) this graphic.

Never drive through flooded roads. Almost half of flood deaths happen in vehicles.

#BeInformed

Ready

[Download](#) this graphic.

Check your insurance to ensure you have enough coverage.

#BeInformed

Ready

[Download](#) this graphic.

## **Talking Points: Severe Weather Awareness Week**

- Severe weather can happen anytime, in any part of the country. Severe weather can include hazardous conditions produced by thunderstorms, including damaging winds, tornadoes, large hail, flooding and flash flooding, and winter storms associated with freezing rain, sleet, snow and strong winds.
- Pennsylvania is home to various types of weather, but the most damaging is often tied to thunderstorms.
- The National Weather Service (NWS) issues watches and warnings for severe thunderstorms with the potential to produce tornadoes, damaging wind and large hail.
- **IF YOU ARE UNDER A THUNDERSTORM WARNING, FIND SAFE SHELTER RIGHT AWAY!**
  - When thunder roars, go indoors!
  - Move from outdoors into a building or car.
  - Pay attention to alerts and warnings.
  - Unplug appliances.
  - Do not use landline phones.

## READY PA MONTHLY NEWSLETTER

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, etc.
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on [ready.pa.gov](http://ready.pa.gov).
- Click [here](#) for the most recent Ready PA newsletter.

### Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



### Ready PA Tip Sheet

Share the link to the [April Tip Sheet](#) in your communications.