

Are you ReadyPA? Social Media Toolkit - December 2021

Use this toolkit of key messages and social media content 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:
Holiday Travel Safety	Social Media Messages
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Holiday Fire Safety	Talking Points
Holiday Online Shopping Safety	
Holiday Travel Safety	

Social Media: Holiday Travel Safety

Facebook

Snow squalls can turn visibility to zero in a matter of seconds. If there's a snow squall warning in your area, avoid travel until the threat passes. Learn more: bit.ly/2qUKGIS #PAWinter #PAWX

Twitter

Winter weather is here. Don't wait to stock your vehicle with emergency items. Learn more: <http://bit.ly/BuildYourVehicleKit>

Be prepared for winter. Sign up for PA weather alerts: bit.ly/Alert-PA

Graphics: Holiday Travel Safety



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Talking Points: Holiday Travel Safety

- [Winter weather](#) can occur anywhere and can include freezing rain, ice, snow, high winds or a combination of all these conditions.
- Winter weather can cause power outages that last for days or weeks, making it hard to keep warm, taking out communication networks, and making travel very dangerous. Heavy snowfall and extreme cold can immobilize an entire region.
- Winter storms can range from moderate snow over a few hours to a blizzard with blinding, wind-driven snow that lasts for several days. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, icing, sleet and freezing rain.
- Winter storms can be deadly. Many deaths can be indirectly linked to them, such as from exposure to the cold, traffic accidents on icy roads, etc.
- It's important to be prepared for winter weather, from stocking your kit with extra food and water to having a family plan. If you'll be traveling during the winter or for the holidays, it's important to plan your travel with winter weather considerations in mind.
- With winter approaching, be sure to look through your emergency kit and add supplies specific to winter.
- Make a Family Communications Plan. Your family may not be together when disaster strikes, so it is important to know how you will contact one another, how you will get back together, and what you will do in case of an emergency.
- Before the storm hits, download free smartphone apps, such as those available from FEMA and the American Red Cross, which provide information about finding shelters, providing first aid and seeking assistance for recovery.
- During a winter storm, minimize your travel by car. Even if winter weather conditions aren't obviously present, conditions like black ice can cause vehicles to lose control.
- Be prepared to bring your pets/animals inside in the event of a winter storm. Move animals and livestock to a sheltered area with non-frozen drinking water.

National Influenza Week

Social Media: National Influenza Week

Facebook

It's National Influenza Vaccination Week. Getting a flu shot is the best way to protect yourself and the ones you love from the flu and its potentially serious complications. People with certain chronic conditions are at higher risk. Find out how we can all #FightFlu together: [cdc.gov/flu](https://www.cdc.gov/flu)

Children under 5 (especially under 2) are at higher risk of serious flu complications. Protect them with a flu vaccine. Learn more: <https://www.cdc.gov/flu/highrisk/children.htm>

Twitter

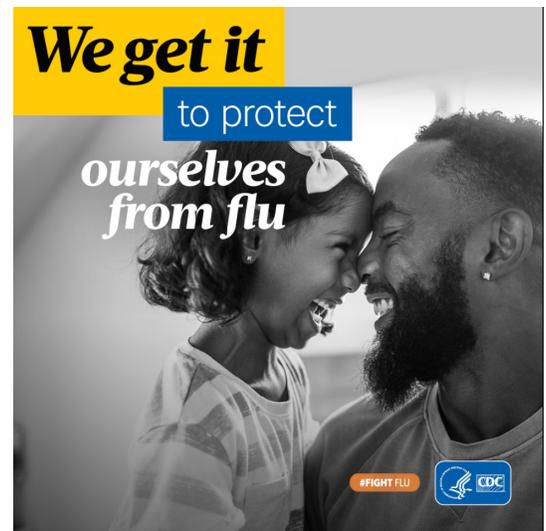
If you or a loved one are living with a chronic condition like asthma, diabetes, or heart disease, a flu shot is the best way to #FightFlu and reduce your risk of developing serious flu complications. Learn more: <https://www.cdc.gov/flu/highrisk/chronic-conditions>

#DYK: About half of adults hospitalized with flu have heart disease. Flu vaccination is especially important for people with heart disease because they are at higher risk of serious flu complications. Get a flu shot to protect yourself and #FightFlu. <https://www.cdc.gov/flu/highrisk/heartdisease.htm>

Graphics: National Influenza Week



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Talking Points: National Influenza Week

- The best way to protect yourself and your loved ones against influenza (flu) is to get a flu vaccine every flu season.
- Flu is a contagious respiratory disease that can lead to serious illness, hospitalization, or even death.
- CDC recommends everyone six months and older get an annual flu vaccine.
- Flu viruses are constantly changing, so flu vaccines may be updated from one season to the next to protect against the viruses that research suggests will be common during the upcoming flu season.
- Your protection from a flu vaccine declines over time. Yearly vaccination is needed for the best protection.
- Every year, flu vaccination prevents illnesses, medical visits, hospitalizations, and deaths.
- Flu vaccination also is an important preventive tool for people with chronic health conditions. For example flu vaccination has been associated with lower rates of some cardiac events among in people with heart disease.
- While some people who get vaccinated still get sick, flu vaccination has been shown in several studies to reduce severity of illness.
- Flu vaccines have an excellent safety record. They have been given to hundreds of millions of people for more than 50 years and have a very good safety track record. Each year, the Center for Disease Control and Prevention works closely with the U.S. Food and Drug Administration, and other partners to ensure the highest safety standards for flu vaccines. The most common side effects of flu vaccines are mild.

Holiday Fire Safety

Social Media: Holiday Fire Safety

Facebook

Are you decorating for the holidays? Festive decorations bring so much joy this time of year. Remember these tips to #BeFireSafePA. #HolidayFireSafety

Cooking is the leading cause of home fires and home fire injuries. Be safe while cooking your holiday meals. When simmering, baking, or roasting food, check it regularly to prevent a fire. Use a timer to remind you. #BeFireSafePA #HolidayFireSafety

Twitter

Remember to water your real tree every day. A dry tree is dangerous because it can catch fire easily. Learn more: bit.ly/2FJBAZK #BeFireSafePA #HolidayFireSafety

Graphics: Holiday Fire Safety

5 Fire Safety Tips for Holiday Decorating

-  Only use decorations that are flame-retardant or not flammable.
-  Check holiday lights each year for frayed wires or excessive wear.
-  Don't link more than three strands of holiday lights.
-  Never leave a burning candle unattended. Consider using battery-operated flameless candles.
-  Keep your live Christmas tree away from heat sources and room exits, and water the tree daily.  

[Download this graphic.](#)



If you simmer, bake or roast food, check it regularly to prevent a fire.

Use a timer to remind you.

[Download this graphic.](#)



Water your Christmas tree everyday.

A dry tree is dangerous because it can catch on fire easily.

[Download this GIF.](#)

Talking Points: Holiday Fire Safety

- Winter holidays are a time for families and friends to get together. But that also means a greater risk for fire. Following a few simple tips will ensure a happy and fire-safe holiday season.
- Holiday decorating tips:
 - Be careful with holiday decorations. Choose decorations that are flame resistant or flame retardant.
 - Keep lit candles away from decorations and other things that can burn.
 - Some lights are only for indoor or outdoor use, but not both.
- Holiday entertaining tips:
 - Test your smoke alarms and tell guests about your home fire escape plan.
 - Keep children and pets away from lit candles.
 - Keep matches and lighters up high in a locked cabinet.
 - Stay in the kitchen when cooking on the stovetop.
 - Ask smokers to smoke outside. Remind smokers to keep their smoking materials with them so young children do not touch them. Provide large, deep ashtrays for smokers. Wet cigarette butts with water before discarding.

Holiday Online Shopping Safety

Social Media: Holiday Online Shopping Safety

Facebook

Are you shopping online for gifts this holiday season? Unfortunately scammers can take advantage of online shoppers by creating fraudulent websites and more.

Here's how you can protect yourself:

- Do business with reputable vendors
- Make sure your information is being encrypted (for example, make sure the URL begins with "https:" rather than "http:")
- Be wary of emails requesting information
- Check your shopping app settings
- Check your bank statements

Twitter

Scammers sometimes use the holidays as a way to steal banking and other personal information. Know how to prevent these seasonal scams.

Graphics: Holiday Online Shopping Safety

3 Ways To Prevent Seasonal Scams

- Use caution when browsing the internet, shopping online, and using email.
- Avoid clicking on links or opening attachments in unsolicited emails.
- Be wary of suspicious social media pleas, calls, texts, websites, and door-to-door solicitations for donations.

PEMA Ready PA

[Download this graphic.](#)

Be safe when online shopping.

PEMA

[Download this graphic.](#)

Talking Points: Holiday Online Shopping Safety

- Online shopping has grown considerably over the past few years. This means its good business for cybercriminals.
- Follow these easy tips so you can enjoy the convenience of online shopping.
 - Do your homework. Read reviews, check the Better Business Bureau, and confirm it is legitimate.
 - Don't hesitate to update your PC's, smartphones, and tablets with the most current versions of software.
 - Use secure Wi-Fi. Public Wi-Fi may be convenient, but it is not cyber safe. Use a trusted Virtual Private Network (VPN) or your phone as a hotspot for a more secure shopping experience.
 - Lock down your login. Create long and unique passphrases for all accounts and us multifactor authentication (MFA) when it is possible.
 - Think before you click. Enticing offers via email or text may be too good to be true. Go directly to the company's website to verify the offer.
 - Don't give it all away. Be alert of the information being collected to complete your purchase. Only fill out the required fields and don't save your payment information.
 - Keep tabs on your bank statements for any purchases you did not make. Set up alerts for your debit and credit card. When a purchase is made, you will be notified.

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, and more. You can encourage partners to [sign up here](#).
- 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 the [Ready PA website](#).

Ready PA Logo

www.ready.pa.gov



Ready PA Tip Sheet

Share the link to the December Tip Sheet in your communications:

The 10 Musts for Winter Driving:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/10-Musts-For-Winter-Driving-Tip-Sheet.pdf