

Are you ReadyPA?

Social Media Toolkit - February 2021

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:
February Weather & Utility Impacts	Social Media Messages
Winter Weather in Pennsylvania	Graphics (follow link below graphic to download)
Winter Weather Terms	Talking Points

February Weather & Utility Impacts

Social Media: February Weather & Utility Impacts

Facebook

Freezing rain is dangerous and can cause damage. Watch for falling branches and downed powerlines. Avoid travel when roads are icy. #PAWinter

Severe weather can cause power outages. Do you know what to do before, during, and after a power outage? Learn more: bit.ly/PowerOutageSafety #ReadyPA

Twitter

Spot a downed power line? Don't touch it! It could be live. Immediately report it to your electric company.

Graphics: February Weather & Utility Impacts



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Talking Points: February Weather & Utility Impacts

- Power outages and utility interruptions can occur at any time of the year and it may take from hours to multiple weeks for services to be restored to residential and commercial areas.
- Be prepared for a power outage. Not only can extended power outages impact you, they may impact the whole community and economy.
- A power outage may disrupt communications, water, and transportation.
- A power outage may close retail businesses, grocery stores, gas stations, ATMs, banks, and other important services.
- Prepare for a loss of power by writing down, printing, or saving toll-free outage hotlines for your electric utility and/or natural gas utility.
- Keep your cellphones charged so you can contact your utility, other emergency services, and family members during any power outage.
- A power outage affects your food, water, power, and sometimes shelter. Make sure you have alternative and redundant ways to meet your needs. A power outage can cause food spoilage and water contamination.
- Secure necessary food, medicine, and other supplies you will need, including batteries for flashlights.
- Protect yourself during a power outage by having alternative plans for refrigerating medicines or power dependent medical devices.
- Protect yourself during a power outage by keeping your freezers and refrigerators closed.
- Protect yourself during a power outage by only using generators outdoors and away from windows.
- Protect yourself during a power outage by NOT using a gas stove to heat your home.
- Protect yourself during a power outage by disconnecting appliances and electronics to avoid damage from electrical surges.
- Find other ways to accomplish basic tasks without power, such as washing clothes, bathing, cooking, and heating/AC.
- Invest and create alternative power sources and charging methods for critical devices. This can mean battery, solar, wind, water, or any combination of methods.

Social Media: Winter Weather in Pennsylvania

Facebook

Learn about ways to protect the P's this winter:

- People
- Pets
- Plants
- Pipes

Understand the cold, hard facts and winter safety tips: <http://bit.ly/Cold-Hard-Facts>. #PAWinter #ReadyPA

Twitter

Make sure you have an emergency kit in your car. Stock your vehicle with things like:

- Blankets and warm clothes
- Ice scraper
- Food and water
- Jumper cables and tools
- First aid kit

Learn more: bit.ly/2PBMTm. #ReadyPA #PAWinter #PAWX

Graphic: Winter Weather in Pennsylvania



[Download](#) this graphic.



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Talking Points: Winter Weather in Pennsylvania

- Winter weather can occur anywhere and can include freezing rain, ice, snow, high winds, or a combination of all conditions.
- In Pennsylvania we tend to see wintry weather anywhere from October through April, with the greatest impact typically during January, February, and March.
- We have it all... Snow, sleet, ice, heavy rain, cold, wind, flooding, and ice jams can impact Pennsylvania during the winter time.
- Know your area's risk for winter storms. Extreme winter weather can leave communities without utilities or other services for long periods of time.
- What you should know about Winter Weather
 - Know what to do before, during, and after a winter storm.
 - Listen to local officials.
 - Have emergency supplies in place at home, at work, and in the car.
 - Stay off the road during and after a winter storm.
 - Have a carbon monoxide alarm in place, especially if using alternative heating devices.
 - Use safe heating devices.
- Check on neighbors safely. Older adults and young children are more at risk in extreme cold.
- Prepare your home to keep out the cold with insulation, caulking, and weather stripping. Learn how to keep pipes from freezing. Install and test smoke alarms and carbon monoxide detectors with battery backups.
- Pay attention to weather reports and warnings of freezing weather and winter storms. Sign up for your community's warning system. The Emergency Alert System (EAS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio also provide emergency alerts.
- Gather supplies in case you need to stay home for several days without power. Keep in mind each person's specific needs, including medication. Do not forget the needs of pets. Have extra batteries for radios and flashlights.
- Create an emergency supply kit for your car. Include jumper cables, sand, a flashlight, warm clothes, blankets, bottled water, and non-perishable snacks. Keep the gas tank full.
- One of the primary concerns is winter weather's ability to knock out heat, power and communications services to your home or office, sometimes for days at a time. Heavy snowfall and extreme cold can immobilize an entire region.
- Winter storms can range from a 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 Storm Watch is issued when the potential for dangerous snow, ice, or combination with wind and can be issued up to two days in advance.
- Winter Weather Advisory is issued when winter weather is likely, but is more of an inconvenience, nuisance, or disruption.
- Winter Storm Warning is issued when winter weather is likely and may be a threat to life and property.

Winter Weather Terms

Social Media: Winter Weather Terms

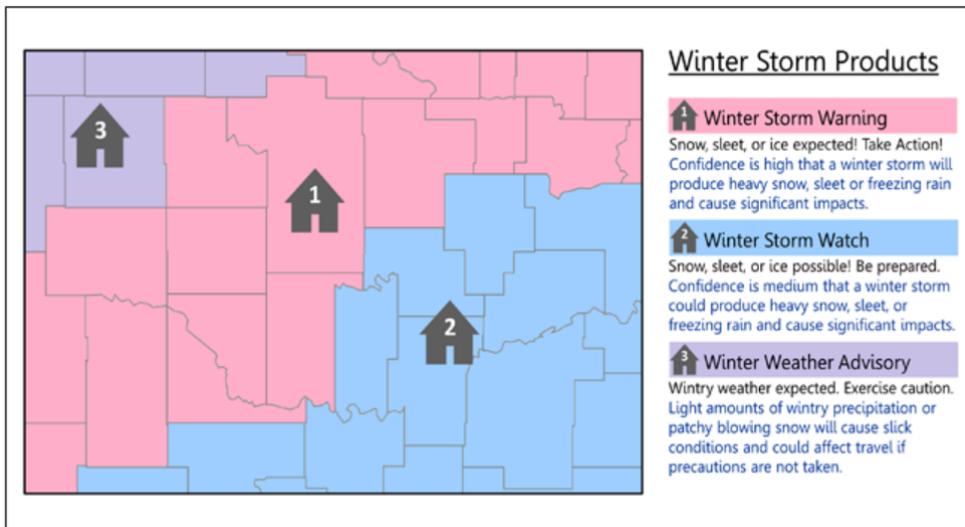
Facebook

Do you know the difference between a Winter Storm Watch, Winter Storm Warning and a Winter Weather Advisory? When a warning is issued: TAKE ACTION! When a watch is issued: Get Prepared! When an advisory is issued: Take Precautions! Find out more at: <http://www.nws.noaa.gov/om/winter/ww.shtml>

Twitter

Before winter weather hits, know your weather terms, create your emergency kit, learn where to find up-to-date road conditions and plow information (511PA.com). #PAWinter #ReadyPA

Graphic: Winter Weather Terms



[Download](#) this graphic.

KNOW YOUR WEATHER TERMS



Watch

There is **increased risk** of a hazardous weather event, but its occurrence, location, or timing is still uncertain.

Pay attention to forecasts and plan out what you will do if/when it occurs.



Warning

The weather event is **imminent** or **happening**. Take **immediate action** to protect yourself and property.



[Download](#) this graphic.

Talking Points: Winter Weather Terms

- In Pennsylvania, we tend to see wintry weather anywhere from October through April, with the greatest impact typically during January, February, and March.
- We have it all. Snow, sleet, ice, heavy rain, cold, wind, flooding, and ice jams can impact Pennsylvania during the winter time.
- A winter weather event is a winter weather phenomenon (such as snow, sleet, ice, wind chill) that impacts public safety, transportation, and/or commerce.
- Did you know thousands of people are injured or killed every year in traffic accidents related to slippery roads from winter storms?
- A **Warning** is issued when a hazardous winter weather event is occurring, is imminent, or has a very high probability of occurrence (generally greater than 80%). A warning is used for conditions posing a threat to life or property.
- A **Watch** is generally issued in the 24 to 72 hour forecast time frame when the risk of a hazardous winter weather event has increased (50 to 80% certainty that warning thresholds will be met).
- An **Advisory** is issued when a hazardous winter weather event is occurring, is imminent, or has a very high probability of occurrence (generally greater than 80%). An advisory is for less serious conditions that cause significant inconvenience and, if caution is not exercised, could lead to situations that may threaten life and/or property.
- **Warnings:** Take Action!
Watches: Be Prepared.
Advisories: Be Aware.
- A great way to receive winter weather information is with a National Oceanic and Atmospheric Administration (NOAA) Weather Radio. As the "Voice of the National Weather Service," it provides continuous broadcasts of the latest weather information from local National Weather Service offices.

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](https://www.ready.pa.gov).
- Click [here](#) for the most recent Ready PA newsletter.

Ready PA Logo

www.ready.pa.gov



Ready PA Tip Sheet

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

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Action-Sheet-February-2021.pdf