



# Are you ReadyPA?

## Social Media Toolkit - May 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:
Hurricane Preparedness	Social Media Messages
Dam Safety	Graphics (follow link below graphic to download)
National Building Safety Month	Talking Points
Spring Storm Safety Tips	
<b>Hurricane Preparedness</b>	

### Social Media: Hurricane Preparedness

#### Facebook

During severe weather, stay alert and follow your local weather source for Flood Watch and Flood Warning notifications for your area. Remember: Never underestimate the power of water. #TurnAroundDontDrown #PAWX

One of the best ways to be prepared for disasters, such as flooding, 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, and your family's, safety. Sign up for PA weather alerts: <http://bit.ly/Alert-PA>

#### Twitter

Prepare for severe weather during #COVID19 by:

- Having multiple ways to get weather alerts
- Planning where you would go if you had to evacuate
- Planning how to host & keep loved ones healthy
- Updating your emergency kit

Where it can rain, it can flood. Flooding has impacted all of PA's 67 counties. Be prepared for flooding: <http://bit.ly/ReadyPA-Flood> #FloodSafetyPA #ReadyPA

## Graphics: Hurricane Preparedness



[Download](#) graphic from Facebook



[Download](#) graphic from Facebook



[Download](#) graphic from Facebook

## Talking Points: Hurricane Preparedness

- Know your risk of hurricanes and prepare in advance.
- Just because you don't live near the coast doesn't mean you're not at risk of hurricanes or the remnants of tropical systems.
- The remnants of tropical systems can also bring tornadoes, extreme rainfall and life-threatening flooding to areas hundreds of miles inland from the coast.
- Plan ahead – know what you'll do if a hurricane is forecast to impact your area, how to contact your family, and any community emergency plans.
- Have several ways to receive warnings/alerts from the National Weather Service. Do not rely on a single source of weather alert information. Turn ON [Wireless Emergency Alerts \(WEAs\)](#) in your smartphone settings. Keep a [NOAA Weather](#) radio tuned to your local emergency station.
- Sign up for your [community's warning system](#). Stay tuned for the latest information. Follow the guidance of your local officials and check media and weather reports via official sources, including social media.
- Monitor local TV and radio stations. Many stations and on-air meteorologists have their own social media accounts, to which they post critical weather information.
- Even as the nation vaccinates millions of Americans a day, and our nation begins to turn a corner, you may experience a storm where COVID-19 preparedness actions need to be taken.
  - **Do not let COVID-19 virus prevention stop you from seeking shelter during severe weather.** If sheltering in a large group, take steps to ensure you are following CDC guidelines on social distancing. Follow guidance from local authorities on evacuation and sheltering as it pertains to COVID-19 prevention guidelines.
  - **Disasters won't wait.** Neither should you. As we continue our efforts with the Whole-of- America to respond to and recover from coronavirus, we are also leaning forward and preparing for the upcoming hurricane season.
  - **The start of the 2021 hurricane season is right around the corner.** FEMA urges residents in hurricane-prone areas, and far inland, to prepare now for the possibility of bad weather conditions while maintaining public health guidelines to prevent the spread of COVID-19.
  - **Readiness.** Discuss your hurricane emergency plan with your household and the latest Centers for Disease Control (CDC) guidance on COVID-19. Have enough supplies for your household, include medication, disinfectant supplies, cloth face coverings, pet supplies in your go bag or car trunk.

### Social Media: Dam Safety

#### Facebook

Know your risk. Do you live downstream from a dam? Is the dam a high-hazard or significant-hazard potential dam? To find out, contact your state or county emergency management agency or visit the National Inventory of Dams (NID) or the Association of State Dam Safety Officials (ASDSO).

Did you know? National Dam Safety Awareness Day (May 31) was established in memoriam of the 2,220 people who lost their lives in the 1889 South Fork Dam failure near Johnstown, Pennsylvania. The collapse of the South Fork Dam was a tragedy, but by no means was it an isolated incident. As we observe the 132nd anniversary of the South Fork Dam tragedy, we encourage you to understand the continued importance of dam safety, the role various parties play, current issues, and why investment in this infrastructure is urgently needed. Learn more: <https://damsafety.org/NDSAD>

#### Twitter

If you are informed and prepared for what to do in the event of a dam failure, you will greatly reduce the risk to you and your family.

#### Graphics: Dam Safety

*(Link to helpful dam safety resources for and use their Facebook and Twitter cards.)*

#### Talking Points: Dam Safety

- When a dam fails, huge quantities of water rush downstream with great destructive force. Dam failure or levee breaches can occur with little warning, sometimes within hours of the first signs of breaching.
- Know your risk. Do you live downstream from a dam? Is the dam a high-hazard or significant-hazard potential dam? To find out, contact your [state](#) or [county emergency management agency](#) or visit the [National Inventory of Dams \(NID\)](#) or the [Association of State Dam Safety Officials \(ASDSO\)](#).
- If you are informed and prepared for what to do in the event of a dam failure, you will greatly reduce the risk to you and your family.
- Find out if a current Emergency Action Plan (EAP) is in place for the dam. An EAP is a document that identifies potential emergency conditions at a dam and specifies preplanned actions to be followed to reduce property damage and loss of life.
- If you need to evacuate, know your evacuation route and practice using it to get out of harm's way.
- [Get an emergency supply kit](#) that includes enough provisions for you and your family to live on for a minimum of three days. Be sure to include plastic sheeting, duct tape and scissors in your emergency kit.
- [Make an emergency plan](#) for you and your family.

## Building Safety Month

### Social Media: Building Safety Month

#### Facebook and Twitter

May is #BuildingSafetyMonth! This campaign reinforces the need for the adoption of regularly-updated building codes and helps individuals, families & businesses understand what it takes to create safe & sustainable structures. More: <http://bit.ly/33oUVbv> #BuildingSafety365

### Graphic: Building Safety Month

The graphic features a central orange banner with a white house icon containing a globe, the text "BUILDING SAFETY MONTH", and the year "2021" in large white and blue font. Below this, the slogan "Prevent, Prepare, Protect. BUILDING CODES SAVE." is written in white. The background shows faint architectural blueprints. Below the banner, four weekly themes are listed with corresponding icons: a lightbulb for Energy & Innovation, a person at a computer for Training the Next Generation, a water drop for Water Safety, and a hand holding a coin for Disaster Preparedness.

**Week 1:**  
May 1–9  
Energy & Innovation

**Week 2:**  
May 10–16  
Training the Next Generation

**Week 3:**  
May 17–23  
Water Safety

**Week 4:**  
May 24–31  
Disaster Preparedness

[Download this graphic](#)

## Talking Points: Building Safety Month

- Who needs building codes? We all do! Whether in our homes, offices, schools, stores, factories, or places of entertainment. We rely on the safety of structures that surround us in our everyday living.
- Building code embraces all aspects of building construction: fire, structural, plumbing, electrical and mechanical.
- Building safety professionals are key to creating and maintaining a successful built environment.
  - A building inspector inspects structures to determine compliance with the various building codes and standards adopted by the jurisdiction.
  - A building official manages the development, administration, interpretation, application and enforcement of the codes adopted by their jurisdiction.
  - A special inspector provides a specialized inspection of structural material fabrication and placement, such as poured concrete, structural steel installation and fasteners, etc.
  - A permit technician assists in the issuance of construction and development permits to ensure compliance with the provisions of a jurisdiction's adopted regulations and codes.
  - A fire marshal develops and delivers fire prevention and implements public fire safety programs that provide for inspections of occupancies for life safety and fire issues in accordance with codes and standards adopted by their jurisdiction.
  - A plumbing inspector inspects the installation, maintenance and alteration of plumbing systems complete with their fixtures, equipment, accessories, and appliances.
- Code officials are vigilant protectors of our water supply. Because of their dedicated service, you can turn on the tap in your home and draw sufficient, clean water.
- Why should codes apply to my own house? For several reasons:
  - For your personal safety, and that of your family, and the guests invited into your home.
  - To ensure the economic well-being of the community by reducing potential spread of fire and disease.
  - For the conservation of energy.
  - To protect future home purchasers who deserve reasonable assurance that the home they buy will be safe

## Spring Storm Safety Tips

### Social Media: Spring Storm Safety Tips

#### Facebook

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

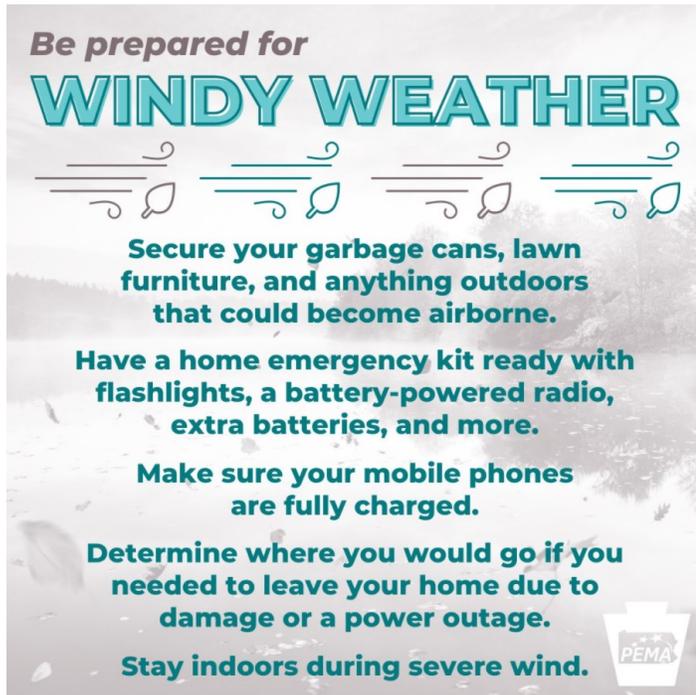
Strong winds can be dangerous. They can blow down trees and power lines; unsecured, loose outdoor objects may become airborne; and high-profile vehicles may have difficulty traveling. Be prepared for windy weather. #PAWX #ReadyPA

#### Twitter

If you lose power during a storm, remember to:

- Report outages to your utility
- Keep clear of fallen lines and anything in contact with those lines
- Use your emergency kit that hopefully contains flashlights, batteries, portable cell phone charger, etc.

### Graphic: Spring Storm Safety Tips



[Download](#) graphic from Facebook



[Download](#) graphic from Facebook

## Talking Points: Spring Storm Safety Tips

### Storm Preparation Tips

The PA Utility Commission (PUC) encourages residents to consider the following tips before storm strikes:

- **Know Your Utility Hotlines** - Write down, print or save toll-free outage hotlines for your [electric utility](#) and/or your [natural gas utility](#), which are listed on your monthly bills and posted on the PUC website.
- **Save Utility Website Address** - Your utility's outage reporting system can provide updates on repair and restoration efforts. Bookmark these [electric utility outage sites](#) and [natural gas company websites](#).
- **Keep Your Cell Phone Charged** - A well-charged phone will keep you in contact with your utility, other emergency services and family members during any power outage.
- **Secure Supplies** - Keep necessary food, medicine and other supplies on-hand, including batteries for flashlights.

### Power Outage Tips

Should you lose power during a storm, keep the following points in mind:

- **Call Your [Utility Hotline](#) to Report Outages** - Do not assume that the utility already knows about your outage or that others have already called.
- **Keep Clear of Wires** - Do NOT touch or approach any fallen lines.
- **Stay Away from Objects or Puddles** in contact with downed power lines.
- **Do NOT Try to Remove Trees or Limbs** from power lines.
- **Pre-Charge Cellular Phones** or keep a portable cell phone charger on hand. Plan to use a corded phone, cordless phones will not work without electricity.
- **Do NOT Call 9-1-1 to Report Power Outages** - report those to your utility. Calling 9-1-1 to report non-emergency issues like service outages can take resources away from other emergencies. SPECIAL NOTE: If you see a downed power line, immediately call your electric utility and/or 9-1-1.

### Safety While Waiting for Power to be Restored

Households should consider the following tips to help stay safe until power is restored:

- **Use Flashlights or Battery-Operated Lanterns** for emergency lighting. Do not use candles or other potential fire hazards.
- **Turn Off Lights and Electrical Appliances** except for the refrigerator and freezer. When power comes back on, it may come back with momentary "surges" or "spikes" that can damage equipment.
- **Leave One Light On** - After you turn the lights off, turn one lamp on so you will know when power is restored. Wait at least 15 minutes after power is restored before turning on other appliances.
- **Use Generators Safely** - If you use a generator, do NOT run it inside a home or garage or anywhere close to a window or vent. Also, connect the equipment you want to operate directly to the outlets on the generator, not your home's electrical system, which could shock or injure utility crews working on nearby power lines. [Additional generator tips are available here](#).
- **Check on Elderly Neighbors** and those with special needs who might need additional assistance.

### Natural Gas Safety Tips

Consumers using natural gas appliances can also be impacted by storms:

- **Check Gas Appliances** - Electric power outages can affect home appliances that operate on natural gas. If they do not function properly when power is restored, call a professional for service.
- **Evacuate if You Smell Natural Gas** - Get everyone out of the building immediately.
- **Leave the Door Open and Do NOT Use Phones**; do NOT switch lights or appliances on or off; and do NOT take any other action while inside the building.
- **Call 9-1-1 from a safe location** - After you are safely outside, call 9-1-1 from your cell phone or neighbor's home.

## 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 May Tip Sheet in your communications:

[https://www.ready.pa.gov/BeInformed/ReadyPA\\_Newsletter/Documents/Action-Sheet-May-2021.pdf](https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Action-Sheet-May-2021.pdf)