

Are you ReadyPA? Social Media Toolkit - November 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:
Snow Squall Safety	Social Media Messages
Winter Weather Safety	Graphics
Winter Weather Hazards	Talking Points
Alerts	
Snow Squall Safety	

Social Media: Snow Squall Safety

Facebook

Snow squalls are often associated with strong cold fronts and are a key winter weather hazard. Sudden whiteout conditions, gusty winds, and falling temperatures produce icy roads in just a few minutes. There is no safe place on a highway during a snow squall. #SnowSquallSafetyPA

Twitter

Similar to summertime thunderstorms, snow squalls often happen on days with partly cloudy skies. In a matter of minutes, a pleasant day with sunny skies can change to whiteout conditions. This is part of what makes snow squalls so dangerous. #SnowSquallSafetyPA #PAWX

Graphics: Snow Squall Safety

THERE IS NO SAFE PLACE ON A HIGHWAY DURING A SNOW SQUALL

<p>What is a snow squall?</p> <ul style="list-style-type: none"> A brief but intense period of heavy snow, strong winds, and whiteout conditions. Can cause roads to become icy. 	<p>If a snow squall warning is issued, what should I do?</p> <p>Avoid or delay motor travel until the squall passes through your location.</p>	<p>511PA App</p> <div style="display: flex; justify-content: space-around;"> </div> <p>iPhone Android</p> <p>Download this FREE app to get:</p> <ul style="list-style-type: none"> Traffic conditions Traffic speeds Live traffic camera images Highway construction updates Weather conditions and alerts 	<p>What if I am already traveling?</p> <p>Safely exit the road at the next opportunity.</p> <div style="text-align: center;"> </div>
<p>What is a snow squall warning?</p> <ul style="list-style-type: none"> Issued for areas that will be impacted by snow squalls. Will trigger an alert on your cell phone. <p>penndot.gov/winter weather.gov/ctp/snowsquall</p>	<p>What if I cannot exit the road in time?</p> <ul style="list-style-type: none"> Slow down gradually. Turn on your headlights and hazard lights. Stay in your lane. Increase your following distance. Avoid slamming on your brakes. 		

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SNOW SQUALL SAFETY

Consider avoiding or delaying travel until the snow squall passes your location.

Leave extra time if you must travel, so you can navigate appropriately and not feel rushed.

Reduce your speed and turn on your headlights. In a matter of seconds, your visibility can be zero.

Don't slam on your brakes. With roads being slick, this could contribute to loss of vehicle control.

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Talking Points: Snow Squall Safety

- What is a snow squall? An intense, but limited duration period of:
 - Heavy snow
 - Strong winds
 - Whiteout conditions
 - Plummeting temperatures
 - Possible flash freeze of snow and ice on roadways
- Snow Squall Warnings
 - Short-fused warnings for areas that will be impacted by snow squalls
 - Snow squall warning will trigger the Emergency Alert System on the radio or TV
- If a snow squall warning is issued, what should I do?
 - Avoid or delay motor travel until the squall passes through your location.
- If you are already in transit and cannot exit the road in time, follow these tips:
 - Reduce your speed
 - Turn on your headlights and hazard lights
 - Allow plenty of distance between you and the vehicle in front of you
 - Avoid slamming on your brakes; this can contribute to loss of vehicle control and increase the risk of a chain reaction crash
- Snow squalls pose serious threats to personal safety and property and produce costly transportation disruption due to multi-vehicle pileups.

Winter Weather Safety

Social Media: Winter Weather Safety

Facebook

Winter weather is here. Don't wait to stock your vehicle with emergency items.

Here's what to have in your winter weather vehicle emergency kit:

- First aid supplies
- Food and water
- Jumper cables
- Basic tools
- Cell phone and charger
- Blanket and warm clothes
- Ice scraper

Learn more: <http://bit.ly/BuildYourVehicleKit>

#ReadyPA #WinterPrepPA

Twitter

Snow squalls can hit fast & hard, turning your visibility to zero in seconds. The best thing you can do when there's a threat of snow squalls in your area is to closely follow your trusted local weather source & avoid travel.

Graphics: Winter Weather Safety



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Talking Points: Winter Weather Safety

- 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. Gather supplies in case you need to stay home for several days without power. Keep in mind each person's specific needs, including medication. Remember the needs of your pets. Have extra batteries for radios and flashlights.
- Stay off roads if at all possible. If trapped in your car, then stay inside.
- Limit your time outside. If you need to go outside, then wear layers of warm clothing. Watch for signs of frostbite and hypothermia.
- Reduce the risk of a heart attack by avoiding overexertion when shoveling snow and walking in the snow.
- **Frostbite** causes loss of feeling and color around the face, fingers and toes.
 - **Signs:** Numbness, white or grayish-yellow skin, firm or waxy skin.
 - **Actions:** Go to a warm room. Soak in warm water. Use body heat to warm. Do not massage or use a heating pad.
- **Hypothermia** is an unusually low body temperature. A temperature below 95 degrees is an emergency.
 - **Signs:** Shivering, exhaustion, confusion, fumbling hands, memory loss, slurred speech or drowsiness.
 - **Actions:** Go to a warm room. Warm the center of the body first—chest, neck, head and groin. Keep dry and wrapped up in warm blankets, including the head and neck.
- Be prepared for winter weather at home, at work and in your car. Create an emergency supply kit for your car. Include jumper cables, sand, a flashlight, warm clothes, blankets, bottled water and non-perishable snacks. Keep a full tank of gas.

Winter Weather Hazards

Social Media: Winter Weather Hazards

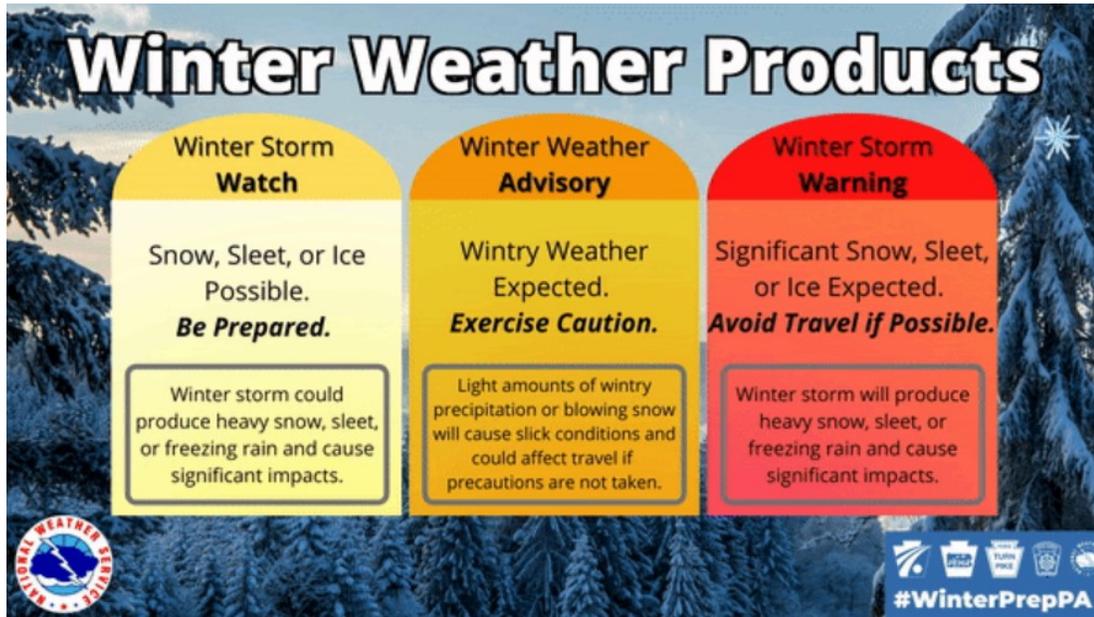
Facebook

Do you know the difference between a watch, advisory, and warning? Be prepared, exercise caution, and take action! You can check the current weather for your area anytime at <http://weather.gov/ctp>.
#WinterPrepPA #PAwx

Twitter

Very cold weather can be a health hazard. However by dressing properly, you can safely spend time outdoors enjoying what the area has to offer in the form of winter recreation, whether it be skiing, snowmobiling, ice skating, or just taking in the winter scenery.

Graphics: Winter Weather Hazards



[Download](#) this graphic.

Talking Points: Winter Weather Hazards

- Winter weather-related Warnings, Watches and Advisories are issued by your local National Weather Service.
 - When a hazardous storm is forecast to arrive in a day or two:
 - Winter Storm Watch: Issued for the possibility of a blizzard, heavy snow, heavy freezing rain, or heavy sleet.
 - Wind Chill Watch: Issued for the possibility of wind chill temperatures dropping low enough to be hazardous to life within several minutes of exposure.
- When a hazardous storm is occurring or less than a day away:
 - Winter Weather Advisories: Issued for accumulations of snow, freezing rain, freezing drizzle, and sleet which will cause significant inconveniences and, if caution is not exercised, could lead to life-threatening situations.
 - Winter Storm Warning: Issued when hazardous winter weather in the form of heavy snow, heavy freezing rain, or heavy sleet is imminent or occurring.
 - Ice Storm Warning: Significant icing is expected to produce downed utilities, trees, and create treacherous travel.
 - Blizzard Warning: Issued for sustained or gusty winds of 35 mph or more, and falling or blowing snow creating visibilities at or below 1/4 mile; these conditions should persist for at least three hours.
 - Lake Effect Snow Warning: Widespread or localized lake induced snow squalls or heavy snow showers which produce significant snowfall accumulation in less than 12 hours.
 - Wind Chill Warning: Issued when wind chill temperatures are expected to be hazardous to life within several minutes of exposure.

Alerts

Social Media: Alerts

Facebook

Make sure you get weather alerts in multiple ways, including to your phone. 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: bit.ly/Alert-PA

#PAWX #ReadyPA

Twitter

Ice storms are most common in NE PA but black ice can occur anywhere. Monitor road conditions in real time at 511pa.com and follow @511PAStatewide for relevant traffic information. #WinterPrepPA #PAwx

If you must drive during a winter storm, get travel information by visiting <http://511PA.com> or downloading the 511PA app. Listen to weather and travel advisories, but if you don't have to travel in bad weather, don't. #WinterPrepPA

Graphics: Alerts



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A graphic for the "Winter Traffic Information" app. It features a smartphone displaying the app's interface with icons for "Driving Mode", "Traffic Map", "More Features", and "Settings". The background is a map with green and blue lines. Text includes "Winter Traffic Information" in red, "Download this FREE app to get:" in black, and a list of features: "Traffic Conditions", "Traffic Speeds", "Live Traffic Camera Images", "Plow-Truck Tracking", "Winter Road Conditions", and "Weather Conditions & Alerts". At the bottom, it says "Search '511PA' in your App Store" and provides the URL "511pa.com/winter.aspx" along with the hashtag "#WinterPrepPA". Logos for various services are visible at the bottom left.

[Download](#) this graphic.

Talking Points: Alerts

- Motorists are encouraged to "Know Before You Go" by checking conditions on more than 40,000 roadway miles by visiting www.511PA.com.
- [511PA](#) provides free, 24-hour traveler information services on roadways throughout the Commonwealth.
- [511PA](#) provides traffic delay warnings, weather forecasts, traffic speed information and access to more than 860 traffic cameras.
- [AlertPA](#) is a notification system by CodeRED for emergency and weather related alerts, health notifications, building alerts, and other updates from commonwealth and federal agencies.
- A [CodeRED](#) Weather Warning will automatically alert you if your address falls in the path of severe weather, as determined by the National Weather Service. *This service is provided to you at no cost by your organization.
- Check road conditions frequently, sign up for [AlertPA](#) by [CodeRED](#) and [511PA](#).
- Want to know where the plow trucks are? Check plow truck statuses and travel alerts along a specific route using the "[Check My Route](#)" tool.

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 November Tip Sheet in your communications:

Snow Squall Warnings: https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/PublishingImages/NWS-Snow-Squall-Warnings-Tip-Sheet.jpg