

Are you ReadyPA?

Social Media Toolkit - October 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:
Cybersecurity Awareness Month Fall Outdoor Fire Safety	Social Media Messages Graphics Talking Points
Cybersecurity Awareness Month	

Social Media: Cybersecurity Awareness Month

Facebook

Do your part, #BeCyberSmart with these tips:

- Secure your Wi-Fi network
- Enable stronger authentication
- Keep a clean machine (update software and apps)
- Know your apps (learn what they can access)
- Consider what you share

Learn more: <https://bit.ly/31dnd8v> #BeCyberSmart

Twitter

How should you approach #cybersecurity? Learn how to #BeCyberSmart this October during #CyberMonth! Visit www.cisa.gov/cybersecurity-awareness-month and www.staysafeonline.org

Graphics: Cybersecurity Awareness Month



[Download](#) these graphics.

Talking Points: Cybersecurity Awareness Month

- The overarching theme for Cybersecurity Awareness Month 2021 is “Do Your Part. #BeCyberSmart.” The theme empowers individuals and organizations to own their role in protecting their part of cyberspace. If everyone does their part – implementing stronger security practices, raising community awareness, educating vulnerable audiences, or training employees – our interconnected world will be safer and more resilient for everyone.
- **MAKE A LONG, UNIQUE PASSPHRASE** - A strong passphrase is a sentence that is at least 12 characters long. Focus on positive sentences or phrases that you like to think about and are easy to remember.
- **PASSPHRASES AREN'T ENOUGH** - Use 2-factor authentication or multi-factor authentication (like biometrics, security keys or a unique, one-time code through an app on your mobile device) whenever offered.
- **WHEN IN DOUBT, THROW IT OUT** - Links in email, tweets, texts, posts, social media messages, and online advertising are the easiest way for cyber criminals to get your sensitive information. Be wary of clicking on links or downloading anything that comes from a stranger or that you were not expecting. Essentially, just don't trust links.
- **KEEP A CLEAN MACHINE** - Keep all software on internet connected devices – including personal computers, smartphones, and tablets – current to reduce risk of infection from ransomware and malware. Configure your devices to automatically update or to notify you when an update is available.
- **BACK IT UP** - Protect your valuable work, music, photos, and other digital information by making an electronic copy and storing it safely. If you have a copy of your data and your device falls victim to ransomware or other cyber threats, you will be able to restore the data from a backup. Use the 3-2-1 rule as a guide to backing up your data. The rule is: keep at least three (3) copies of your data, and store two (2) backup copies on different storage media, with one (1) of them located offsite.
- **OWN YOUR ONLINE PRESENCE** - Every time you sign up for a new account, download a new app, or get a new device, immediately configure the privacy and security settings to your comfort level for information sharing. Regularly check these settings (at least once a year) to make sure they are still configured to your comfort.
- **SHARE WITH CARE** - Think before posting about yourself and others online. Consider what a post reveals, who might see it and how it might affect you or others. Consider creating an alternate persona that you use for online profiles to limit how much of your own personal information you share.
- **GET SAVVY ABOUT WIFI HOTSPOTS** - Public wireless networks and hotspots are not secure, which means that anyone could potentially see what you are doing on your laptop or smartphone while you are connected to them. Limit what you do on public WiFi, and avoid logging in to key accounts like email and financial services. Consider using a virtual private network (VPN) or a personal/mobile hotspot if you need a more secure connection.

Fall Outdoor Fire Safety

Social Media: Fall Outdoor Fire Safety

Facebook

This fall, do your part to prevent outdoor fires! Keep your fire pits, personal fireplaces, and torches at least 10 feet from your home or anything that can burn. Learn more about fall fire safety: osfc.pa.gov/BeFireSafePA #BeFireSafePA

Fall is a great time to go camping in PA! Remember to check for burn bans and never have a camp fire on a windy day. #BeFireSafePA

Twitter

Prevent careless wildfires. Pour water or sand on campfires and stir to make sure the fire is completely out. Never leave burning, hot, or smoldering campfires. #BeFireSafePA

Graphics: Fall Outdoor Fire Safety



[Download this graphic.](#)



[Download this GIF.](#)



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Talking Points: Fall Outdoor Fire Safety

- Fall is here! As we enjoy the season, we also need to take a moment to think about how we can all be more fire safe at home and during outdoor activities.
- October is perfect time to check your home's heating system. After 6 or more months of disuse, you'll want to make sure everything is in proper working order. There are a few things homeowners can do to ensure their heating systems are well maintained and safe to use:
 - Regularly replace furnace filters.
 - Keep areas around your furnace free of clutter and combustible material; never set items on top of your furnace.
 - Likewise, keep combustible materials a safe distance from vent/exhaust lines.
 - Before winter arrives, turn your system on for a test run.
 - If you notice any issues with your home heating system, contact a professional immediately. Certified HVAC contractors often offer preventative care services that include cleaning that reduce fire risk but have the added benefit of reducing utility costs.
- Many Pennsylvanians like to spend time outdoors, and when Autumn rolls around, we are that much keener to take in the sights. Whether enjoying a firepit in your backyard, getting some late season grilling in, or even decorating for/participating in the holidays, we have some useful tips for you.
 - Before using a firepit or building a campfire, be sure it is permitted; check with your local fire department.
 - Avoid burning on windy, dry days – as leaves fall, forested areas dry much quicker, and become more vulnerable to wildfires.
 - Never use gasoline or other combustible liquids; fires should be kept small and easily controlled.
 - Grills should be kept clean, and free of debris and grease build up. They should be set up several feet away from a home, and never be used indoors.
 - Avoid using open flame candles to decorate for holidays. Consider using battery operated lights in jack-o-lanterns and paper-lanterns.
 - Halloween costumes should be made with flame resistant materials. Avoid costumes that are big and billowy. Masks and face paints should not obscure a one's vision.
- Check your smoke alarms and fire extinguishers.
- Smoke and Carbon Monoxide (CO) alarms are vital to ensuring your family's safety. Test these devices frequently (at least once a month) and replace any batteries when needed.
- If you have fire extinguishers in your home, they should be routinely checked to make sure they're fully charged and within their expiration dates.
- Learn more about fall fire safety at osfc.pa.gov/BeFireSafePA

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 October Tip Sheets in your communications:

Cyber Tips for Kids:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Cyber-Safety-For-Kids-Tip-Sheet.pdf

Cyber Tips for Older Adults:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Cyber-Safety-For-Older-Adults-Tip-Sheet.pdf