

EMERGENCY PREPAREDNESS MONTH

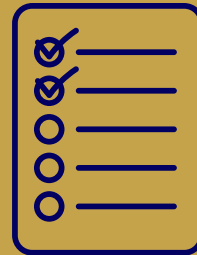
Massachusetts Emergency Management Agency

#ReadyMA

Emergency Preparedness Month 2024

Visit:

[MASS.GOV/MEMA](https://mass.gov/mema)



Social Media Toolkit

[Mass.gov/ready](https://mass.gov/ready)



Massachusetts Emergency Management Agency

Table of Contents

Emergency Preparedness Month 2024

Introduction	1
---------------------	----------

Access and Functional Needs	2
--	----------

Key Messaging	3
----------------------	----------

Social Media Captions - English	7
--	----------

Social Media Captions - Spanish	14
--	-----------

#ReadyMA

kathleen.shepherd@mass.gov
Community Engagement Specialist
Public Information Unit

#ReadyMA

A photograph of a desk with a wooden surface. On the left is a white computer keyboard with keys like 'enter', 'return', 'shift', 'PgUp', 'PgDn', and 'Home' visible. A blue paperclip is on the desk. In the center is a yellow document with the words "EMERGENCY PLAN" printed in large, bold, black letters. A red pen is on the right side of the document.

EMERGENCY PLAN

INTRODUCTION

Communication outreach strategies for your community, including key messaging and social media content.

EMERGENCY PREPAREDNESS MONTH

The Massachusetts Emergency Management Agency (MEMA) has developed this toolkit to help you share important messaging about Emergency Preparedness Month 2024 with your community. The toolkit includes key messages, which can be tailored to write local press releases or talking points, as well as sample social media posts and graphics that can be used or adapted for your community.

PREPAREDNESS FOR INDIVIDUALS WITH ACCESS AND FUNCTIONAL NEEDS

- **Language Access:** MEMA has both physical and digital copies of general disaster preparedness flyers translated in seven languages, which are available here: [Mass.gov/ready](https://www.mass.gov/ready)
- **Access & Functional Needs:** Be sure to include alternative text for your graphics on social media, and consider that not everyone in your community uses social media. Reaching individuals with access and functional needs is especially important since this population may need to take extra steps to ensure they are prepared for emergencies. Consider reaching out to or posting emergency preparedness messaging within the following: places of worship, senior/community centers, housing authorities, public transportation (i.e. bus shelters).
- **Helpful Links:**
 - MEMA
 - MEMA provides information on **how to support individuals with access and functional** needs on our website



KEY MESSAGING

Top 3 Preparedness Messages

Stay Informed: Every family should have multiple methods for receiving emergency alerts. Learn more about different types of alerting and information tools including the Emergency Alert System, Wireless Emergency Alerts, NOAA Weather Radio, Social Media & Traditional Media, Mass 211, Local Notification Systems

- **More:** <https://www.mass.gov/info-details/be-informed-and-receive-emergency-alerts>.
- **(Communities can edit/add to this key message to talk about their local notification systems)**

Create a Family Emergency Plan: Create and review your [family emergency plan](#).

- A family emergency plan includes establishing meeting points, developing an emergency contact plan, learning how to receive emergency alerts, and planning how to evacuate or shelter in place.
- **Consider practicing your own plan, as well as learning about other plans that may be relevant to you (such as at your workplace or children's school).**

Create an Emergency Kit: Build an [emergency kit](#) for disasters that contains items that will sustain you & your family's specific needs if you are not able to leave your home.

- **Emergency Kit [Checklist](#)**





KEY MESSAGING

Additional Messaging

Get Involved in your Community's Emergency Preparedness: There are many great opportunities to make important contributions, including volunteering, donating, helping your neighbors, and being an active bystander.

- **Examples of opportunities are available here:** <https://www.mass.gov/info-details/get-involved-with-your-communitys-emergency-preparedness>

Emergency Preparedness for Individuals with Disabilities and Access and Functional Needs: If you or someone close to you has a disability or other access or functional need, you may need to take additional steps to prepare yourself and your family. Create a Family Emergency Plan and Kit that address the specific health and safety needs for you and your family. Your Family Emergency Plan, should account for any specific medical support, transportation, and/or communication needs for you and your family. In your emergency kit, consider adding those specific items that both you and your family members will need in order to maintain health, safety and independence.

Emergency Preparedness for Pets and Animals: Pets are important members of many households, and like people, they are affected by disasters. If you have pets, you should add animal supplies to your emergency kit and consider their needs in your **Family Emergency Plan**.

Safety Tips for Evacuations: Know what to bring with you when you evacuate, how you will communicate with family and friends, where you will go, and how you will receive critical information from public safety officials. Public safety officials will communicate the need to evacuate through various means, including the media, social media, and alerting systems.

KEY MESSAGING

Additional Messaging

Safety Tips for Sheltering in Place: It may be safer to stay where you are. In these cases, public safety officials will provide guidance on the necessary protective actions you should take. This could be as simple as remaining at home while officials clear a hazard nearby, or it could require more protective measures in emergencies involving contaminated air. Gather necessary supplies in case you lose power and water for several days.

Prepare Your Home for Emergencies: Preparing and strengthening your home can not only protect your property during disasters — it can also add value to your home.

- **Prepare for possible power outages**
- **Find out whether your property is in a flood-prone or high-risk area by reviewing the Federal Emergency Management Agency's (FEMA) flood maps**

Know Your Zone: Learn if you live in a hurricane evacuation zone





KEY MESSAGING

Additional Messaging

Protect your property with insurance. Check your policies to see that you have adequate coverage. Flood losses are not typically covered under renter and homeowner's insurance, so consider purchasing flood insurance through the National Flood Insurance Plan (NFIP). Document the inventory of your home and keep this document, as well as insurance documentation, in a safe place.

Prepare Your Business for Emergencies: Planning for emergencies today will help support your employees, customers, and even your community. It will also protect your investment and give your company a better chance for survival.

- Prepare and build the resiliency of your business by creating a planning team to identify hazards that could impact your business.
- Create a communication plan.
- Keep your employees safe.
- Coordinate plans with the local emergency management director for your city. Specify the conditions under which the plan will be implemented

Know Your Hazards: Residents can be impacted by a range of severe weather, natural hazards, and man-made threats. Learn about the types of emergencies likely to impact Massachusetts and your area and how to prepare for them.

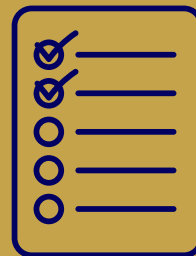
SOCIAL MEDIA POSTS

Below are examples of social media posts that can be used to equip your communities with emergency preparedness knowledge. Included within this toolkit are infographics that can be used on your own social media or as inspiration to create your own. Engage your audience further by adding emojis and linking information from local resources.

Infographics Library:

MEMA has developed a library of Emergency Preparedness graphics available for download at the following link:

<https://tinyurl.com/PrepMonthEnglishGraphics>





SOCIAL MEDIA POSTS

Spend 10 minutes today and make an evacuation plan. Plan where you would go, how you'd get there, what you'd take with you and more: <https://bit.ly/3jVVUbo>
#ReadyMA

What would you need & do if your power, cell service, & internet was out for a day or a week?
Think about the things you would need to stay safe and update your plans & supplies to be better prepared. #ReadyMA
www.mass.gov/mema/power-outages

Put a copy of insurance policies, household inventory & other important documents outside your home, in cloud storage or on a flash drive. Download the Emergency Financial First Aid Kit for guidance: <https://go.usa.gov/xypkQ> #ReadyMA

Look up & learn about your flood zone at <http://msc.fema.gov> While you may be required to have flood insurance if you live in a flood zone, you can buy flood insurance even if you don't live in a flood zone. Learn more: <http://floodsmart.gov>
#ReadyMA

Your family may not be together when disaster strikes. Make an emergency plan that includes two meeting locations - one close to home and one farther away. Learn more: <https://bit.ly/MEMAEmergencyPlan> #ReadyMA



SOCIAL MEDIA POSTS

This week when you get groceries, buy water to include with your supplies.
1 gallon of water per person/per day for at least 3 days
Kids, nursing mothers, pet owners & those with medical conditions may need more
<http://bit.ly/MEMAEmergencyKit> #ReadyMA

Contact your local public safety officials to learn about local notification & alert systems and how to enroll to receive community alerts. <https://www.mass.gov/info-details/be-informed-and-receive-emergency-alerts> #ReadyMA

If you receive medical treatments or home health care services, work with your medical provider to determine how to maintain care and service if you are unable to leave your home during a hurricane or other emergency. <https://bit.ly/3yJP3aX>
#ReadyMA

Check this interactive map to learn if you live, work, or vacation in a hurricane evacuation zone: <http://mass.gov/knowyourzone> #ReadyMA #KnowYourZone
#HurricanePrep

Your family may not be together when disaster strikes. Make an emergency plan that includes an emergency contact plan so you can connect after a disaster. Learn more: <https://bit.ly/MEMAEmergencyPlan> #ReadyMA



SOCIAL MEDIA POSTS

Pick one or more safety skills to learn to keep you safe and allow you to help others:

- ✓ Take a First Aid and CPR Class
- ✓ Learn to Use a Fire Extinguisher
- ✓ Know How to Shut Off Utilities <https://www.ready.gov/safety-skills> #ReadyMA

Put a small amount of cash aside in a safe place or with emergency supplies for use in an emergency. ATMs and credit card machines won't always be available after a disaster or power outage. <https://www.ready.gov/financial-preparedness> #ReadyMA

This week when you're shopping, buy extra batteries for your flashlights, radios, and any other items you'd need during a power outage. <http://bit.ly/MEMAEmergencyKit> #ReadyMA

Pets are important members of many households, and like people, they are affected by disasters. Spend 10 minutes and make an emergency plan for your pets & service animals - what you'd need, where you'd take them, and more: <https://bit.ly/3fXBe1w> #ReadyMA

Help a friend, family member, or neighbor prepare for emergencies. Someone you know may need help gathering supplies, making an emergency plan, or preparing their home. Discuss your preparations & see how you can help them.

www.mass.gov/ready #ReadyMA

Buy at least one item for an emergency kit for your car - things you may need in winter and year round: phone charger, first aid kit, food, flashlight, tools, and more: <http://bit.ly/2N7koih> #ReadyMA



SOCIAL MEDIA POSTS

Review your insurance policies to see if you have adequate coverage, including flood insurance. If you're not sure you have enough coverage, talk to your agent or insurance company. [Ow.ly/d4N850vLLKz](https://ow.ly/d4N850vLLKz) #ReadyMA

Wireless Emergency Alerts (WEAs) on cell phones save lives! Check your phone's settings to ensure that emergency alerts are enabled to be able to receive important alerts to stay safe. www.ready.gov/alerts #ReadyMA

What should you do in: an earthquake? a tornado? a flash flood? a power outage? Spend 10 minutes and talk with your whole family about what to do before, during, and after different types of emergencies and severe weather: <https://www.mass.gov/safety-tips-for-specific-threats-hazards>

This week when you're shopping, buy at least one extra item that you'd need for your pets during emergencies such as food, treats, toy and other supplies: <http://bit.ly/MEMAPetPreparedness> #ReadyMA

Download an emergency preparedness app for your smartphone. One suggestion is the FEMA app which includes weather alerts, safety tips, and more: <https://www.fema.gov/about/news-multimedia/mobile-app-text-messages> #ReadyMA

Preparing for emergencies doesn't have to be expensive. Buy items at a discount store that you'd need in case of an emergency or power outage like food, water, batteries, and other supplies: <http://bit.ly/MEMAEmergencyKit> #ReadyMA



SOCIAL MEDIA POSTS

If you don't have it, consider buying flood insurance. Whether you are inside or outside of a floodplain & whether you are a homeowner, renter, or business owner, you can purchase a flood insurance policy from the NFIP.

<http://floodsmart.gov> #ReadyMA

Check flashlights, batteries, and conditions & expiration dates of your emergency supplies. Restock or replace any items as necessary. Re-think your emergency kit needs every year & update as your needs change. <http://bit.ly/MEMAEmergencyKit>

#ReadyMA

Emergencies may strike at any time - learn about emergency plans at your workplace, children's school or daycare, or other places where your family spends time. <https://bit.ly/MEMAEmergencyPlan> #ReadyMA

Test your smoke and CO alarms. Do they need new batteries? Are the smoke alarms more than 10 years old or is the CO alarm past expiration date? Then it's time to replace them. <https://www.mass.gov/service-details/smoke-and-carbon-monoxide-alarms>

#ReadyMA

This week when you're shopping, buy any extra medical items, supplies, and a first aid kit so that you have the things you may need to stay safe during an emergency.

<http://bit.ly/MEMAEmergencyKit> #ReadyMA

Check if your local public safety agencies (police, fire, emergency management) have social media accounts and if so, follow them for local emergency information.

<https://www.mass.gov/info-details/be-informed-and-receive-emergency-alerts>

#ReadyMA



SOCIAL MEDIA POSTS

Teach your kids how to communicate during an emergency. Review these topics with them: (1) Dialing 9-1-1 for help (2) Emergency contact numbers (3) Sending text messages

Learn more on how to prepare your family: <http://ready.gov/kids>

Inventory and photograph the contents of your home. You may need documentation for your insurance after a disaster. Insurance information and home inventory checklist: <http://ow.ly/d4N850vLlKz> #ReadyMA

Inventory and photograph the contents of your home which you may need for your insurance after a disaster. Insurance information and home inventory checklist: <http://ow.ly/d4N850vLlKz> #ReadyMA

SOCIAL MEDIA POSTS

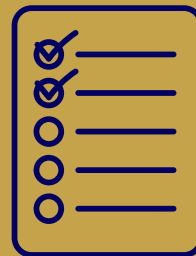
Contenido para Redes Sociales:

Siéntase libre de usar estas publicaciones o usarlas para crear sus mismos. Abajo encontrará gráficos que se pueden usar con publicaciones de redes sociales. Para el mes de Septiembre, MEMA va a publicar mensajes sobre preparación diariamente en las redes de Twitter y Facebook – por favor ayude y comparte los mensajes en sus mismos cuentas.

Infographics Library:

MEMA has developed a library of Summer Preparedness graphics in Spanish available for download at the following link:

<https://tinyurl.com/EMPrepMonthSpanishGraphics>





SOCIAL MEDIA POSTS

SPANISH

Tome 10 minutos hoy y construya un plan de evacuación. Planifique dónde iría, cómo llegaría allí, que tomaría consigo, y más: <https://bit.ly/3jVVUbo>

Que necesitaría y que haría si su energía, servicio celular, y internet no fuera disponible para un día o semana?
Piensa en las cosas que necesitaría hacer para estar seguro, y actualice su plan y suministros para estar más preparado.
www.mass.gov/mema/power-outages

Ponga una copia de pólizas de seguros, inventario familiar y otros documentos importantes fuera de su casa, almacenamiento en la nube, o en una unidad flash. Descargue la Equipo de Primeros Auxilios para Emergencias Financieros para guía: <https://go.usa.gov/xypkQ>

Aprenda más sobre su zona de inundación: <http://msc.fema.gov> Es posible que sea requerido a tener seguros de inundación si vive usted en una zona de inundación, pero puede comprar seguros todavía si no vive en una zona de inundación. Aprenda más: <http://floodsmart.gov>

Su familia puede ser separada cuando un desastre los golpea. Haga un plan para emergencias que incluye dos ubicaciones de reunión - una cerca de hogar y una más lejos: <https://bit.ly/MEMAEmergencyPlan>



SOCIAL MEDIA POSTS

SPANISH

Está semana, cuando usted va a compras, compre agua con sus comestibles. -1 galón de agua por persona por día para al menos 3 días - Niños, madres lactantes, dueñas de mascotas y personas con necesidades médicos pueden necesitar más.

<http://bit.ly/MEMAEmergencyKit>

Contacte a sus oficiales locales de seguridad pública para aprender sobre sistemas de notificación de emergencia locales y cómo inscribirse para recibir alertas locales.

<https://www.mass.gov/info-details/be-informed-and-receive-emergency-alerts>

Si recibe usted servicios médicos o servicios de cuidado de la salud en casa, trabaje con su proveedor médico para mantener estos servicios si no puede dejar su vivienda durante un huracán u otra emergencia. <https://bit.ly/3yJP3aX>

Mire esta mapa interactiva para aprender si vive, trabaja, o viaja usted en una zona de evacuación de huracanes: <http://mass.gov/knowyourzone>

Su familia puede ser separada cuando un desastre los golpea. Haga un plan de emergencia que incluye un plan de contacto de emergencia entonces pueden quedar en contacto después de un desastre. Aprenda más:

<https://bit.ly/MEMAEmergencyPlan>



SOCIAL MEDIA POSTS

SPANISH

Elige una o más habilidades de seguridad para mantenerse seguro, y ayuda otras:

- ✓ Tome una clase de Primeros Auxilios y RCP
- ✓ Aprenda cómo usar un extintor de incendios
- ✓ Sé como apagar utilidades sin peligro <https://www.ready.gov/safety-skills>

Ponga a un lado un poco de efectivo en una ubicación segura o con otros suministros de emergencia. Cajeros automáticos y máquinas de tarjetas de crédito pueden no estar disponibles después de un desastre o apagón.

<https://www.ready.gov/financial-preparedness>

Esta semana, cuando usted vaya de compras, compre baterías extras para las linternas, radios, y cualquier otro artículo que necesitaría durante un apagón.

<http://bit.ly/MEMAEmergencyKit>

Las mascotas son miembros importantes de muchas familias, y como personas, ellos son afectados por desastres. Tome 10 minutos y haga un plan de emergencia para sus mascotas y animales de servicio - que necesitaría, dónde tomaría ellos, y más:

<https://bit.ly/3fXBe1w>

Ayude a un amigo, familiar, o vecino a prepararse para emergencias. Una persona que conozca usted puede necesitar ayuda para recoger suministros, construir un plan o preparar el hogar. Discuta sus preparaciones y determine cómo se puede ayudar. www.mass.gov/ready



SOCIAL MEDIA POSTS

SPANISH

Compre al menos un artículo para su equipo de emergencia para su coche -artículos que puede necesitar usted en el invierno y todo el año: cargadores, equipo de primeros auxilios, alimentos, linternas, herramientas, y más: <http://bit.ly/2N7koih>

Revise sus pólizas de seguros para averiguar qué tiene cobertura adecuada, incluyendo seguros contra inundaciones. Si no está seguro que tiene cobertura adecuada, hable con su agente o agencia de seguros. Ow.ly/d4N850vLLKz

¡Alertas de Emergencias Inalámbricas (WEAs, por sus siglas en inglés) por celulares salvan vidas! Verifique los ajustes de su celular para asegurar que las alertas de emergencia se funcionan entonces se puede recibir alertas para quedar seguro. www.ready.gov/alerts

¿Qué debería hacer para prepararse para un terremoto? un tornado? Una repentina? Un apagón? Tome 10 minutos y hable con su familia sobre que debería hacer antes, durante, y después de todos tipos de emergencias y tiempos severos: <https://www.mass.gov/safety-tips-for-specific-threats-hazards>

Cuando va a compras esta semana, compre al menos un artículo extra que necesitaría para los mascotas durante emergencias como alimentos, golosinas para mascotas, juguetes y otros suministros: <http://bit.ly/MEMAPetPreparedness>



SOCIAL MEDIA POSTS

SPANISH

Download an emergency preparedness app for your smartphone. One suggestion is the FEMA app which includes weather alerts, safety tips, and more:

<https://www.fema.gov/about/news-multimedia/mobile-app-text-messages>

Preparación para emergencias no necesita ser caro. Compre artículos en una tienda de descuentos que necesitaría en caso de emergencia o apagón como alimentos, agua, baterías, y otros suministros: <http://bit.ly/MEMAEmergencyKit>

Si no lo tiene, considere comprar seguros contra inundaciones. Ya sea usted dentro o fuera de una llanura de inundación y ya sea un dueña de casa, inquilina, o dueña de negocios, se puede comprar seguros contra inundaciones por el NFIP.

<http://floodsmart.gov>

Verifique las linternas, baterías, y condiciones y fechas de caducidad de sus suministros de emergencia. Reponga or reemplace cualquier artículo como es necesario. Repense su equipo de emergencia y necesidades cada año y actualice cuando sus necesidades se cambian. <http://bit.ly/MEMAEmergencyKit>

Emergencias pueden golpear en cualquier momento - aprende más sobre planes para emergencias en su lugar de trabajo, escuela de sus hijos, guardería o otras ubicaciones donde su familia gasta tiempo. <https://bit.ly/MEMAEmergencyPlan>



SOCIAL MEDIA POSTS

SPANISH

Probé sus detectores de humo y CO. ¿Necesita baterías nuevas? Tienen más de 10 años los detectores de humo o es pasado el detector de CO el fecha de expiración? Si es así, necesita reemplazarlos. <https://www.mass.gov/service-details/smoke-and-carbon-monoxide-alarms>

Cuando vaya de compras esta semana, compre artículos médicos extras, suministros, y un equipo de primeros auxilios entonces tiene usted las cosas que debe necesitar para estar seguro durante una emergencia. <http://bit.ly/MEMAEmergencyKit>

Verifique si las agencias locales de seguridad pública (policía, bomberos, manejo de emergencias) tienen redes sociales, y si las tienen, siganlos para información sobre emergencias. <https://www.mass.gov/info-details/be-informed-and-receive-emergency-alerts>

Enseñe a sus hijos como comunicarse durante una emergencia. Revise estos tópicos con ellos: (1) Marcando 9-1-1 durante una emergencia (2) Contactos de emergencias (3) Enviando mensajes de texto

Aprende más sobre como puede prepararse su familia: <http://ready.gov/kids>

Haga inventario y tome fotos de los contenidos de su hogar, que puede necesitar para sus seguros después de un desastre. Información de seguros y lista de verificación para su hogar: <http://ow.ly/d4N850vLlKz>