

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 ReadyPA.

This month's topic:

- National Preparedness Month (NPM)
- Ready, Set, Check!

NPM Theme:

A Lasting Legacy - The life you've built is worth protecting. Prepare for disasters to create a lasting legacy for you and your family.

Campaign Hashtag:

#PreparedInPA

When you share NPM content and the Ready, Set, Check! card on social media, we recommend using a campaign hashtag. Hashtags help us amplify all your great content and messaging and also help us determine the success of the overall campaign. Hashtags also help extend your social media post's reach.

Hyperlinks:

You can use these direct links in your social media posts and other communications:

- NPM Ready, Set, Check: ready.pa.gov/NPM
- General Preparedness: ready.pa.gov

Social Media Posts & Graphics:

Posts and graphics promote the 2022 NPM: Ready, Set, Check! card as well as preparedness tips that are included on the card.

In this toolkit:

[Facebook posts](#) – Pages 2-5

[Twitter posts](#) – Pages 6-10

[Brand graphics and links](#) – Page 11

CONTENT FOR FACEBOOK

Copy and paste the text and graphics to Facebook

(Your county here) County wants you to be ready for National Preparedness Month! Sign up for the Ready, Set, Check! card. Learn more: <https://www.ready.pa.gov/NPM> #PreparedInPA

READY, SET, CHECK!
 Get Started with these first steps. As you complete each step, check the box for that step. Share your progress on Facebook or Twitter and you'll be entered for another chance to win a preparedness starter kit. Be sure to include #PreparedInPA

Be Informed #BeInformed	Be Involved #BeInvolved	Be Prepared #BePrepared
<p>Know what to prepare for Flooding, tornadoes, landslides, sink holes. Learn about risks in your community.</p> <p>Be informed when skies are blue... and when they're gray. Sign up for the Ready PA News Newsletter.</p> <p>Get Social! Follow PA Emergency Management on social media. Check your community website for emergency preparedness information.</p>	<p>Talk with those who know Contact your local or emergency management agency for guides, tips and help.</p> <p>Help at home Take precautions in your community that are active during disasters and get reviewed.</p> <p>Help your neighbors Local volunteer fire departments need help with ALL skills including newsletters and fund raising. Contact your local fire department to find out.</p> <p>Be the adult until help arrives Take free training provided by FEMA to learn 5 simple steps.</p>	<p>Start with the basics... Create a home fire escape plan and test your smoke alarms. Visit your local fire department for guides and tips.</p> <p>When the "Not-As Basics" Prepare for risks that can threaten your safety. Download the ReadyPA Emergency Preparedness Guide to get started.</p> <p>Safe at home... and on the road. Pick 3 items from the emergency kit to have handy. Update the location of your kit on the back of this card.</p> <p>Protect your loved ones... Everyone's needs are unique. Consider additional arrangements for older adults, younger kids, those who have a disability and pets!</p> <p>and your belongings Homeowners and renters insurance does not cover damage from flood. Talk with an insurance agent to learn about possible lower cost options.</p>

What can you do to be ready for emergencies? Be Informed, Be Involved! Be Prepared!
 It's easy! Sign up for the Ready, Set, Check! card. <https://www.ready.pa.gov/NPM>

National Preparedness Month 2022 Protect Your Legacy.

Ready, Set, Check! #PreparedInPA

Learn more & Sign up → [ready.pa.gov/NPM](https://www.ready.pa.gov/NPM)

CONTENT FOR FACEBOOK

Copy and paste the text and graphics to Facebook

Be informed when skies are blue and when they're gray.
Sign up for weather alerts in your area.
Sign up here: bit.ly/Alert-PA
#PreparedInPA



Use on September 9th

It's important to have an emergency kit ready in case of a disaster with items including flashlights, water, and batteries. If you have little ones, include a comfort item, like a teddy bear!

Learn more: <https://www.ready.pa.gov/BePrepared/BuildKit/Pages/default.aspx>

Hashtags: #TeddyBearDay #PreparedInPA



CONTENT FOR FACEBOOK

Copy and paste the text and graphics to Facebook

Use on September 22nd

Happy First Day of Fall, PA! No better time than to create a home fire escape plan and test your smoke alarms. Visit your local fire department for guides and tips. Learn more: <https://www.nfpa.org/Public-Education/Staying-safe/Preparedness/Escape-planning>

Hashtags: #PreparedInPA #BeFireSafePA



In the event of a home fire, every second counts, which is why having a fire escape plan is so important.

Make your fire escape plan now and practice it! Draw a map of each level of your home showing all doors and windows.

Discuss the map with everyone who lives with you.

Learn more: <https://bit.ly/3tpQpWy>

#PreparedInPA



CONTENT FOR FACEBOOK

Copy and paste the text and graphics to Facebook

Protect your belongings against flood damage by taking one small step. Talk with an insurance agent to learn what low-cost options are available for you.
Learn more: <https://www.insurance.pa.gov/Coverage/Pages/Flood.aspx>
#PreparedInPA



Use on September 30

It's the last day of National Preparedness Month! Don't stop here.

Keep it going by:

Keep on learning and stay prepared with information from [ready.pa.gov](https://www.ready.pa.gov) all year long.

Sign up for the ReadyPA monthly e-newsletter:

<https://www.ready.pa.gov/Pages/Subscribe.aspx>

#PreparedInPA



CONTENT FOR TWITTER

Copy and past the text and graphics to Twitter

September is National Preparedness Month! Learn about emergency preparedness & get your Ready, Set, Check!

Here's how to participate. It's easy!

Learn about #PreparedInPA & sign up for the Ready, Set, Check! card: ready.pa.gov/NPM

Join the conversation by posting with the hashtag #PreparedInPA



We'd like to hear from you! What's 1 square on the Ready, Set, Check! card that is most important to you? ready.pa.gov/NPM #PreparedInPA

READY, SET, CHECK!

Get Started with these first steps. As you complete each step, check the box for that step. Share your progress on [Facebook](#) or [Twitter](#) and you'll be entered for another chance to win a preparedness starter kit! Be sure to include: [#PreparedInPA](#)

Ready PA

Be Informed ready.pa.gov/BeInformed		Be Involved ready.pa.gov/BeInvolved		Be Prepared ready.pa.gov/BePrepared	
<p>Know what to prepare for Flooding, tornadoes, landslides, sink holes. Learn about risks in your community.</p>	<p>Talk with those who know Contact your local or county emergency management agency for guides, tips and help.</p>	<p>Help at home Find organizations in your community that are active during disasters and get involved!</p>	<p>Start with the basics... Create a home fire escape plan and test your smoke alarms. Visit your local fire department for guides and tips.</p>	<p>Learn the "Not-As Basics" Prepare for risks that can threaten your safety. Download the ReadyPA Emergency Preparedness Guide to get started.</p>	
<p>Be Informed when skies are blue... and when they're gray. Sign up for the Ready PA Monthly Newsletter</p>	<p>Sign up for weather alerts in your area.</p>	<p>Help your neighbors Local volunteer fire departments need help with ALL skills including newsletters and fund raising. Contact your local fire department to find out.</p>	<p>Safe at home... Pick 3 items from the emergency or "go kit" list to have handy. Update the location of your kit on the back of this card.</p>	<p>and on the road. Pick three items from the PennDOT travel emergency kit list to have in your car.</p>	
<p>Get Social! Follow PA Emergency Management on social media. Check your community website for emergency preparedness information.</p>	<p>You don't have to live in a flood zone to be at risk Learn your risk of flooding Where it can rain, it can flood!</p>	<p>Be the help until help arrives Take free training provided by FEMA to learn 5 simple steps.</p>	<p>Protect your loved ones... Everyone's needs are unique. Consider additional preparations needed for older adults, younger kids, those who have a disability and pets!</p>	<p>and your belongings Homeowners and renters insurance does not cover damage from flood. Talk with an insurance agent to learn about possible lower cost options.</p>	

CONTENT FOR TWITTER

Copy and past the text and graphics to Twitter

Want to be safe at home and on the road?

Learn what you should have in your home and car emergency kit.

Sign up for the Ready, Set, Check! card. Learn more: ready.pa.gov/NPM

#PreparedInPA



Sign up for weather alerts so that during a disaster or emergency, you receive important and life-saving alerts.

[Sign Up for Alerts \(pa.gov\)](https://pa.gov)

#PreparedInPA



CONTENT FOR TWITTER

Copy and past the text and graphics to Twitter

Use on September 9th

It's important to have an emergency kit ready in case of a disaster with items including flashlights, water, and batteries. If you have little ones, include a comfort item, like a teddy bear!

Learn more: <https://www.ready.pa.gov/BePrepared/BuildKit/Pages/default.aspx>

Hashtags: #TeddyBearDay #PreparedInPA



Use on September 22nd

Happy First Day of Fall, PA! No better time than to create a home fire escape plan and test your smoke alarms. Visit your local fire department for guides and tips.

Learn more: <https://www.nfpa.org/Public-Education/Staying-safe/Preparedness/Escape-planning>

Hashtags: #PreparedInPA #BeFireSafePA



CONTENT FOR TWITTER

Copy and past the text and graphics to Twitter

In the event of a home fire, every second counts, which is why having a fire escape plan is so important.

Make your fire escape plan now and practice it! Draw a map of each level of your home showing all doors and windows.

Discuss the map with everyone who lives with you.

Learn more: <https://bit.ly/3tpQpWy>

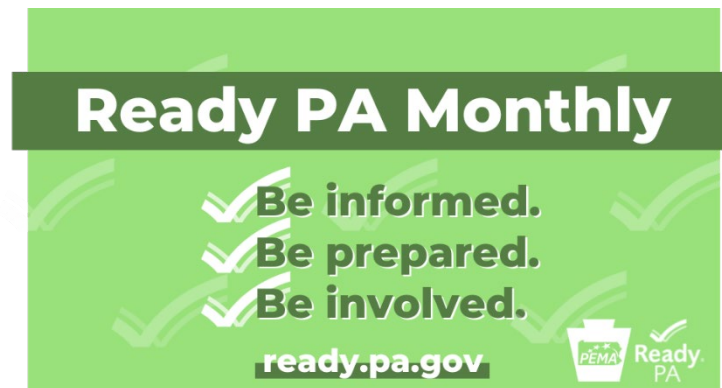
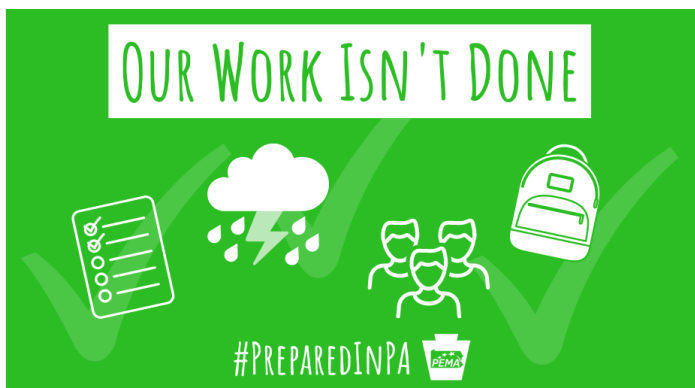
#PreparedInPA



Don't stop now! Keep taking steps to be #PreparedInPA all year long!

Here are a few places you can go to be #PreparedInPA

- ✓ ready.pa.gov
- ✓ insurance.pa.gov
- ✓ ready.gov



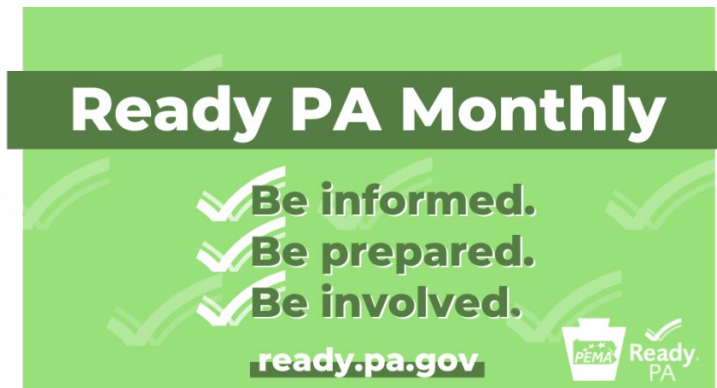
CONTENT FOR TWITTER

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It's the last day of National Preparedness Month! Don't stop here.

Keep it going by:

- ✓ Keep on learning and stay prepared with information from ready.pa.gov all year long.
- ✓ Sign up for the ReadyPA monthly e-newsletter:
ready.pa.gov/Pages/Subscribe.aspx
#PreparedInPA



BRAND GRAPHICS AND LINKS

Copy and past the text and graphics to Twitter

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



Logo

Your website and logo goes here.

Ready PA Tip Sheet

Share the link to sign up for the Ready, Set, Check! card in your communications:

<https://www.ready.pa.gov/BeInvolved/NPM/Pages/default.aspx>