

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 preparednessmessaging calendars and are ready for you to use to help make a ReadyPA.

This month's topic:	Tools:
National Preparedness Month Promotion	Social Media Messages Graphics
National Preparedness Month Promotion	

Social Media: National Preparedness Month Promotion

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:

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.

- **Primary Hashtag: #PreparedInPA**

Direct Links:

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:

The posts we provide allows you to copy and paste them right into your social media accounts to help encourage people to get involved and sign up for the Ready, Set, Check! card.

The graphics are themed to our 2022 NPM: Ready, Set, Check!

Facebook Posts – Copy and paste the text below and include one of the images to Facebook.

(Your county here) County wants you to be ready this National Preparedness Month! Sign up for the Ready, Set, Check! card. ready.pa.gov/NPM
#PreparedInPA

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

Here's how to participate:

- ✓ Learn about #PreparedInPA & sign up for the Ready, Set, Check! card. ready.pa.gov/NPM
- ✓ Start checking those blocks & post with the hashtag #PreparedInPA

National Preparedness Month is important because it gives us an entire month to focus on being prepared.

The theme this year is "A Lasting Legacy: The life you've built is worth protecting. Prepare for disasters to create a legacy for you and your family."

Sign up for the Ready, Set, Check! card and complete each step. ready.pa.gov/NPM
#PreparedInPA

What can you do to be ready for emergencies? Be Informed! Be Involved! Be Prepared!
It's easy! Start by signing up for the Ready, Set, Check! card. ready.pa.gov/NPM
#PreparedInPA

The life you've built is worth protecting. Prepare for disasters by signing up for the Ready, Set, Check! card. ready.pa.gov/NPM
#PreparedInPA

September is National Preparedness Month & (Your county here) County will be sharing emergency preparedness info all month long! Learn about emergency preparedness & get your Ready, Set, Check Preparedness Card!

Here's how to participate:

- ✓ Learn about #PreparedInPA & sign up for the Ready, Set, Check! card. ready.pa.gov/NPM
- ✓ Start checking those blocks & post with the hashtag #PreparedInPA

Facebook Graphics:



Twitter - Copy and paste the text below and include one of the images to Twitter.

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

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

September is National Preparedness Month! We'll be sharing emergency preparedness info & resources all month.

Here's how to participate:

- ✓ Learn about #PreparedInPA & sign up for the Ready, Set, Check! card. ready.pa.gov/NPM
- ✓ Join the conversation by posting with the hashtag #PreparedInPA

During September, take time to talk to your kids and inform them about the many scenarios they may face. Teach them how and why emergency preparedness is important by signing up for the Ready, Set, Check! card. ready.pa.gov/NPM

#PreparedInPA

Take time during National Preparedness Month to protect your loved ones by signing up for the Ready, Set, Check! card. ready.pa.gov/NPM

Teach them how and why emergency preparedness is important.

#PreparedInPA

Want to be safe at home and on the road?

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

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

#Prepared in PA

Twitter Graphics:

National Preparedness Month 2022 #PreparedInPA

Ready, Set, Check!
Protect Your Legacy.

Learn more & sign up → ready.pa.gov/NPM

National Preparedness Month 2022 #PreparedInPA

Ready, Set, ✓ Check!
Protect Your Legacy.

Learn more & Sign up → ready.pa.gov/NPM

Twitter Graphics:

National Preparedness Month 2022 #PreparedInPA

Ready, Set, ✓ Check!
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The graphic features a background of two hands cupping a white silhouette of a family (a house, a woman, two children, a man, and a car) on a dark surface. A small blue PEMA logo is positioned near the children. The text is overlaid in green and blue boxes.