



SOCIAL MEDIA & WEB PLANNING TEMPLATE



The goal of the *Know Plan Prepare* Social Media & Web Planning Template is to provide campaign information and resources to partnering organizations that can be easily adapted to existing web pages, Blogs, Facebook, and Twitter accounts. The Social Media & Web Planning Template is part of an overall social media plan to expand the awareness among those already active on the Internet and with social media of the *Know Plan Prepare* campaign.



Does your organization have a Website? If so consider:

- Linking to www.mass.gov/KnowPlanPrepare
- Encouraging residents to stay engaged through social media:
 - Follow [DPH on Twitter](#)
 - Like [MA Responds on Facebook](#)
 - Follow [MEMA on Twitter](#)
 - Like [MEMA on Facebook](#)
 - And if available, the social media accounts of the public health or safety agency in your community **<embed link>**



Does your organization have a Blog Post? If so consider:

- Planning content for blog posts around the campaign and its theme:
 - *Know Plan Prepare*. A number of recent events have forged a spirit of togetherness throughout Massachusetts. The pride and community that residents feel across the state has inspired a renewed sense of camaraderie. The Department of Public Health and **[your organization]** are excited to celebrate Emergency Preparedness Month. We're encouraging state-wide action and teamwork to prepare your family and help your neighbor. Here are some of the ways you can get involved **[insert local information]**.
 - DPH has created two 30-second TV ads that will be airing throughout the month of September, and they have been posted to the Know Plan Prepare campaign page. Organizations can blog about the topics that are discussed in the videos and provide links to them:
 - <https://www.youtube.com/watch?v=T3NgP-n0gUo>
 - <https://www.youtube.com/watch?v=ZkSpzOMByMw>



Does your organization have a Facebook page? If so consider:

- Using *Together We're Ready: Massachusetts Prepared* tagline as profile picture for September.
- Always having a link to organization website on the page and in posts.
- Creating a Facebook event for the month of September's National Preparedness Month
 - Call to Action: Join the Event and Know Plan Prepare
 - Invite all followers to this event in order to spread the word
- Posts for Facebook Page:
 - September 1st: Today begins Emergency Preparedness Month. Click here to learn more and learn all the things that you can do to be ready (Link to www.mass.gov/KnowPlanPrepare) #ReadyMA
 - Did you know September is National Preparedness Month? Follow this link to learn more: www.mass.gov/KnowPlanPrepare. Prepare now so together we're ready! #ReadyMA
 - What is in your emergency kit? Answer here and let's see how many different items we can compile! Read this for ideas: <http://www.mass.gov/eohhs/docs/dph/emergency-prep/ready-campaign/know-plan-prepare-checklist-fillable.pdf> #ReadyMA
 - Volunteers help make certain community events, like flu clinics, successful. Have you looked into what volunteer organization you could join nearby? [MA Responds on Facebook https://www.youtube.com/watch?v=n11-T2i_Plc](https://www.youtube.com/watch?v=n11-T2i_Plc) #ReadyMA
 - There are basic items that belong in everyone's emergency kit and then there are items unique to you and your family. Think about your family's health needs and vulnerabilities and plan ahead. <https://www.youtube.com/watch?v=YqHh66cgV7E> #ReadyMA
 - Flu season is fast approaching: click here to find your closest flu shot location: www.mylocalclinic.com/fcss #ReadyMA
 - Emergency Preparedness Month is drawing to a close, but it's always a good time to come together to be #ReadyMA! (link to www.mass.gov/KnowPlanPrepare landing page)



Does your organization have a Twitter account? If so consider:

- Using *Together We're Ready: Massachusetts Prepared* tagline as your profile image and background image (under profile Settings).
- Always having a link to your organization in background image.



- Following and “Retweeting” all [@MassDPH](#) posts about Emergency Preparedness Month.
 - Button under Tweet with option to Retweet.
- Following and “Retweeting” all [@MassEMA](#), [@Readydotgov](#), [@MAResponds](#) posts about Emergency Preparedness Month.
- Tweeting daily about Emergency Preparedness Month. Use #ReadyMA at the end of all tweets.
- Examples of Messaging (this list includes recycled tweets from previous campaigns as well as tweets that will be sent out during this year’s campaign):
 - Watch this 30 sec video to learn how Wireless Emergency Alerts can save your life http://youtu.be/wDpcGypv2_U
 - Help protect your pet during a disaster and download the ASPCA app now! <http://bit.ly/ASPCAapp>
 - During emergencies, you may have to evacuate your home w/o much notice. Have a plan! <http://ow.ly/ydBlx>
 - Things we usually don't consider become very important after a disaster-plan to protect your family #ReadyMA
 - What are the best foods to keep in your emergency supply kit? Find out at: <http://go.usa.gov/kwb>
 - You're more likely to do in the moment if you test your plan b/4 a disaster www.mass.gov/KnowPlanPrepare #ReadyMA
 - First aid kit supplies: medicine, bandages, ointment, and family medical needs items: <http://www.redcross.org/prepare/location/home-family/get-kit/anatomy>
 - Going shopping? Add emergency kit items to your cart! This list will get you started: <http://www.mass.gov/eopss/agencies/mema/ready-massachusetts/emergency-kit.html>
 - Fires and earthquakes and storms! Oh my! Get prepared for any disaster at www.mass.gov/KnowPlanPrepare #ReadyMA
 - Before a disaster strikes create a family communication plan. http://www.ready.gov/sites/default/files/FamEmePlan_2013.pdf #ReadyMA
 - Emergency planning for people with chronic conditions and disabilities? Read more at: <http://emergency.cdc.gov/disasters/chronic.asp>
 - Surviving Severe Weather: Emergency Prep Tools for People Experiencing Homelessness <http://ow.ly/yXl7l>
 - Evacuation preparedness is essential for all buildings and occupants - including disabled persons #ReadyMA
 - Check out FEMA’s emergency preparedness recommendations for people with



- disabilities. <http://1.usa.gov/UOVqut>
- Learn more about emergency preparedness and inclusion of persons with disabilities: <http://www.adaconferences.org/Emergency/index.php>
 - Do you use assistive or adaptive technology daily? Be sure to include these devices in your personalized emergency plans. #ReadyMA
 - Medical Reserve Corps volunteers help before, during, and after emergencies- www.maresponds.org #ReadyMA
 - Sign up to join the Medical Reserve Corps today at www.maresponds.org #ReadyMA
 - Medical Reserve Corps volunteers do a lot including helping health depts. vaccinate kids&adults against #flu
 - MRC volunteers can help communities plan for, respond to, and recover from public health emergencies. #ReadyMA
 - Don't know how you can help your community in an emergency? Find out at www.mass.gov/KnowPlanPrepare #ReadyMA
 - Have you ever wondered how flu vaccines are made? Find out here: <http://1.usa.gov/1m5DfCM> #ReadyMA
 - #Flu spreads from one person to the next through droplets and contact. If you're sick, STAY AT HOME #ReadyMA
 - Do you have asthma? If so, protect yourself from flu complications with a flushot. <http://1.usa.gov/1tWzm9d>
 - Changes to a pregnant woman's immune system can make her more sensitive to the #flu. <http://go.usa.gov/EtJ>
 - Children are at higher risk for the flu. Vaccinate children 6 months and up. <http://1.usa.gov/1rF1MDA> ReadyMA
 - Talk to your doctor about antivirals if you are very sick with flu or at high risk of serious complications. #ReadyMA
 - A stomach bug is not the same as the flu-flu is a respiratory disease. Read more at: www.mass.gov/flu
 - Everyone 6 months of age and older should get the #flu vaccine. www.mass.gov/flu #ReadyMA
 - The #flu is no joke. The flu and common cold may have similar symptoms, but the flu tends to be more severe. #ReadyMA
 - Are you at high risk for complications from the #flu? Find out <http://go.usa.gov/Yd4Q> #ReadyMA
 - Prevent spreading flu-clean your hands with soap and water or alcohol-based hand rub www.mass.gov/flu



- Flu germs can spread through coughs and sneezes. Protect yourself from the flu: www.mass.gov/flu
- The flu shot is the best way to protect yourself and your family from the flu. Get vaccinated! #ReadyMA
- Everyday precautions can help keep you germ-free all year long. Learn more at www.mass.gov/flu
- Did you know September is Emergency Preparedness Month? Join us in participating: www.mass.gov/KnowPlanPrepare #ReadyMA
- It's Emergency Preparedness Month! Here's how you can get involved: www.mass.gov/KnowPlanPrepare #ReadyMA
- Did you know September is Emergency Preparedness Month? Here's how you can be involved: www.mass.gov/KnowPlanPrepare #ReadyMA
- Together We're Ready – Know Plan Prepare: www.mass.gov/KnowPlanPrepare #ReadyMA
- Are you prepared in case of an emergency? Learn more: www.mass.gov/KnowPlanPrepare #ReadyMA
- Do you know your neighbors? Prepared communities are resilient communities #ReadyMA
- Think about your family's health needs and vulnerabilities when preparing an emergency kit. #ReadyMA
- Join us in celebrating Emergency Preparedness Month – learn how to get involved: www.mass.gov/KnowPlanPrepare #ReadyMA
- Tell us how you're ready for anything using the hashtag: #ReadyMA
- Do you have an Emergency Preparedness plan, kit, or program? Show us on Twitter or Instagram using: #ReadyMA
- Share how you're prepared (photo, illustration, video, blog post) to Twitter using #ReadyMA
- RT if you have looked into volunteering for your local community! #ReadyMA Thank you from all of us for your help.
- Have you asked your family and neighbors what medical needs they have in case of emergency? #ReadyMA
- Flu season is fast approaching: click here to find your closest flu shot location #ReadyMA: www.mylocalclinic.com/fcss/
- It's the first day of Emergency Preparedness Month. Help yourself and your neighbors get ready! www.mass.gov/KnowPlanPrepare #ReadyMA
- Check and refresh items in your emergency kit every 6 months. Learn more at:



<http://www.mass.gov/eohhs/docs/dph/emergency-prep/ready-campaign/know-plan-prepare-checklist-fillable.pdf> #ReadyMA

- Your family may be separated when disaster hits - have a family communications plan: <http://www.mass.gov/eohhs/docs/dph/emergency-prep/ready-campaign/know-plan-prepare-checklist-fillable.pdf> #ReadyMA
- Wondering where to sign up to volunteer during an emergency? Look no further: www.maresponds.org #ReadyMA
- This is Emergency Preparedness Month. Know Plan Prepare. www.mass.gov/KnowPlanPrepare #ReadyMA
- Encourage your friends, neighbors and family this month to prepare for emergencies and disasters. #ReadyMA www.mass.gov/KnowPlanPrepare
- Every emergency supply kit is unique. Your kit should meet your family's specific needs. <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/were-all-in-this-together.html> #ReadyMA
- It's never too early to be ready for #flu season. Plan ahead! www.mass.gov/flu #ReadyMA
- During an emergency, texts and emails are less likely to experience network congestion. #ReadyMA www.mass.gov/KnowPlanPrepare
- Everyone 6 months of age and older should be vaccinated for flu. Read more: www.mass.gov/flu #ReadyMA
- MRC units work hard to help people prepare, train, and volunteer in their communities. Visit: www.maresponds.org #ReadyMA
- When it comes to preparedness, practice is the name of the game! Conduct drills w/your family to prepare. www.mass.gov/KnowPlanPrepare
- Make a difference and help your community. Sign up as a volunteer at: www.maresponds.org #ReadyMA
- Read APHA's 5 fact sheets about disaster preparedness and living with a disability - <http://www.getreadyforflu.org/disabilities.htm>
- Each year approximately 5-20% of U.S. residents get the flu. Get vaccinated. www.mass.gov/flu #ReadyMA
- During an emergency keep phone calls brief to share vital information and avoid tying up the lines. #ReadyMA www.mass.gov/KnowPlanPrepare
- MRC volunteers enhance community preparedness across the state. See more at: <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/get-involved.html> #ReadyMA
- If you have a disability, you need to be #ReadyMA: Be prepared for an emergency



when you need it most:

https://www.disability.gov/?s=&fq=topics_taxonomy:%22Emergency+Preparedness%5E%5E%22

- The flu can have serious complications. Protect yourself and get vaccinated. www.mass.gov/flu #ReadyMA
- Know who to call, where to meet, and what to pack before an emergency: www.mass.gov/KnowPlanPrepare #ReadyMA
- Medical Reserve Corps volunteers come from every line of work. Find out more at: <https://www.maresponds.org/faq.php#sec3> #ReadyMA
- Remember to include older family members when making any #emergency plans! www.mass.gov/KnowPlanPrepare #ReadyMA
- Prevent the spread of #flu. Wash your hands. Cover your cough or sneeze. www.mass.gov/flu #ReadyMA
- Remember to check your family's emergency kit, note any depleted items and add them to your shopping list. <http://www.mass.gov/eohhs/docs/dph/emergency-prep/ready-campaign/know-plan-prepare-checklist-fillable.pdf>
- Love animals? Volunteer with the SMART team to assist with animal care during a disaster. Visit: <http://smartma.org/> #ReadyMA
- Be aware of and prepare for your family's unique needs in an emergency. http://www.fema.gov/media-library-data/1390849866881-33d608585d1e0e55ff6fbbb1ad6f4765/ready_Disabilities_R-6_2014.pdf #ReadyMA
- Flu seasons are unpredictable and can be severe-learn ways to fight the flu: www.mass.gov/flu #ReadyMA
- In an emergency, you may have to stay in your home for several days. Learn more & get prepared at: <http://www.mass.gov/eopss/agencies/mema/ready-massachusetts/shelter-in-place.html> #ReadyMA
- Get prepared-Show friends how to use your medical equipment so they can help you in an emergency. <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/were-all-in-this-together.html> #ReadyMA
- Got the flu? Keep it to yourself-stay home at least 24 hours after the fever ends. www.mass.gov/flu #ReadyMA
- Preparedness on a budget: Pick up canned items on sale 2 or 3 at a time for your kit. <http://www.mass.gov/eohhs/docs/dph/emergency-prep/ready-campaign/know-plan-prepare-checklist-fillable.pdf> #ReadyMA
- Prepare & support your community before & after disasters by volunteering.



- www.maresponds.org #ReadyMA
- A weakened immune system puts #seniors at higher risk for the #flu. <http://go.usa.gov/Eth> #ReadyMA
- After an emergency, once you know you are safe, check on a neighbor. www.mass.gov/KnowPlanPrepare #ReadyMA
- Your community needs you! Sign up to volunteer today. Learn more by visiting: <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/get-involved.html> #ReadyMA
- Know your child's school emergency plan. www.mass.gov/KnowPlanPrepare #ReadyMA
- Have copies of important documents such as license, SS#, & insurance to be #ReadyMA www.mass.gov/KnowPlanPrepare
- Find out how you can sign up today to volunteer in a public health emergency. Visit: www.maresponds.org
- If you can't drive, pre-arrange a ride to the nearest shelter if evacuating. <http://www.mass.gov/eopss/agencies/mema/ready-massachusetts/evacuation.html> #ReadyMA
- Preventive measures, like hand washing, can help control the spread of #flu www.mass.gov/flu #ReadyMA
- Include pet care and safety in your disaster preparedness plans. Read more at: <http://ow.ly/wD634>
- Talk to and encourage loved ones to prepare for emergencies. Learn more at: www.mass.gov/KnowPlanPrepare #ReadyMA
- Get the facts, not the #flu. www.mass.gov/flu #ReadyMA
- Community resilience means getting to know your neighbors so you know who to help. www.mass.gov/KnowPlanPrepare #ReadyMA
- Include people with disabilities in emergency preparedness planning efforts! More at: <http://nod.org/assets/downloads/Guide-Emergency-Planners.pdf>
- Immunity to flu viruses declines over time. Get your flu vaccine each flu season! www.mass.gov/flu #ReadyMA
- Download DPH's mobile app for communicating during emergencies at: <http://blog.mass.gov/publichealth/emergency-preparedness/a-groundbreaking-mobile-app-for-communicating-during-emergencies/>
- Keep phone lines open during & after disasters-use social media to update friends & family. www.mass.gov/KnowPlanPrepare #ReadyMA
- Do you have a pet or service animal? Read these disaster readiness tips for owners:



<http://bit.ly/aUOCnR>

- This is Emergency Preparedness Month. Know Plan Prepare. www.mass.gov/KnowPlanPrepare #ReadyMA
- What do Medical Reserve Corps volunteers do? What training will you need? Find out at: www.maresponds.org #ReadyMA
- The best way to stay flu-free is to get vaccinated. www.mass.gov/flu #ReadyMA
- Help your community or your office get #ReadyMA during Emergency Preparedness Month. Visit: www.mass.gov/KnowPlanPrepare to get started.
- Connect with your neighbors and community by becoming a volunteer. Visit: www.maresponds.org #ReadyMA
- A flu shot is your best defense against the flu. Look for a clinic near you: <https://www.mylocalclinic.com/fcss/> #ReadyMA
- Keep important numbers written down in your wallet, not just on your phone. www.mass.gov/KnowPlanPrepare #ReadyMA
- This month, encourage loved ones to prepare for emergencies. Learn more at: www.mass.gov/KnowPlanPrepare #ReadyMA
- Get a flu shot & help protect non-vaccinated children younger than 6 months. www.mass.gov/flu
- Be #ReadyMA and learn how and when to turn off your utilities-you might need to during an emergency. www.mass.gov/KnowPlanPrepare
- An emergency could affect your daily living activities. Find out more at: <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/were-all-in-this-together.html> #ReadyMA
- Place "Pets Inside" stickers on your doors/windows, including info on # & types, to alert rescue workers. http://www.humanesociety.org/issues/animal_rescue/tips/pets-disaster.html?referrer=https://www.google.com/
- During an emergency tune into local TV and radio stations for important news alerts. #ReadyMA www.mass.gov/KnowPlanPrepare
- In an emergency, cell voice networks may not work. Make sure everyone in your family knows how to text. www.mass.gov/KnowPlanPrepare
- Keep an emergency kit at work so you can be #ReadyMA and grab it and go if needed. Learn more at: <http://www.mass.gov/eohhs/docs/dph/emergency-prep/ready-campaign/know-plan-prepare-checklist-fillable.pdf>
- Feel great and do good by volunteering. Find out more at: www.maresponds.org #ReadyMA



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- Disability and emergency preparedness - steps to know and take to ensure your safety <http://bit.ly/Q8ZUEm>
 - If you get the flu this season, stay home for at least 24 hours after your fever is gone. www.mass.gov/flu #ReadyMA
 - Remember Your Pets! Get your pet an emergency kit and create a buddy system. http://www.fema.gov/media-library-data/1390846777239-dc08e309debe561d866b05ac84daf1ee/pets_2014.pdf #ReadyMA
 - In an emergency, text messages may go through more easily than cellphone calls. Learn more at: www.mass.gov/KnowPlanPrepare
 - Learn how to help protect yourself and others from getting the flu. www.mass.gov/flu #ReadyMA