



SAFEGUARD IOWA PARTNERSHIP™



Ideas for using social media to promote and encourage preparedness within your communities.

Do you or your organization use Facebook or Twitter? During the *20 Weeks to Preparedness* campaign, use your social media presence to help promote building an emergency supply kit. We will be using the hashtag #20weeks to help promote the campaign. By including the #20weeks in your messages, you can help promote preparedness among all your followers and fans.



We, Safeguard Iowa Partnership, will be promoting the *20 Weeks to Preparedness* on Facebook and Twitter from the start to end of the entire program. Follow us on twitter (@safeguardiowa) or on Facebook (www.facebook.com/safeguardiowa) and retweet, like, and share messages. Below we have created a sample list of social media messages to be used during the campaign.

To help with organization and scheduling of messages, we use Hootsuite (www.hootsuite.com). Here you are able to upload multiple messages and schedule them to be sent out on certain dates and specific times to multiple social media outlets. It saves on time and is very user friendly.

As a partner of the *20 Weeks to Preparedness* you are invited to use the hashtag #20weeks and the *20 Weeks to Preparedness* logos for your website and marketing materials. E-mail sip@safeguardiowa.org to obtain copies of the high resolution

images.

Sample Weekly Messages:

Prior to Week 1:

- Looking for a way to become better prepared in 2012? #20weeks to preparedness is your answer!
- Sign up **today** to receive weekly reminders and announcements that will help you and your family become prepared: www.safeguardiowa.org/subscribe-to-be-prepared #20weeks
- Looking to become better prepared in 2012? Join the #20weeks to preparedness campaign.
- #20weeks to preparedness is a great way to find out how to build an emergency kit for your home.
- What do #20weeks & an emergency kit have in common? The time needed to compile an emergency kit and preparing your family for a disaster.
- Are you ready for a flood, tornado, or winter storm? Become better prepared with #20weeks to preparedness.
- Are you going to the store this week? How about starting the #20weeks to preparedness challenge?
- Disasters are unpredictable. Government services will not be available to provide for everyone's needs in a large scale emergency. #20weeks
- Will you be prepared when a disaster strikes? #20weeks to preparedness

- Using the calendar, assemble an emergency supplies kit and do tasks in smaller steps over a five month period. #20weeks to preparedness

Week 1:

- Here we go, #20weeks to preparedness starting now. Remember to follow @safeguardiowa for updates and sign up for weekly e-mails at www.safeguardiowa.org/subscribe-to-be-prepared
- Week1: 1 gallon of water per person, cell phone charger, radio &/or weather radio, flashlight with extra batteries & protein bars. #20weeks
- Week1: Remember a storage bin to place your items in every week. #20weeks
- In addition to the weekly list, tasks will be suggested to become better prepared: Develop/Update your family's communication plan.#20weeks
- Everyone has their own unique needs that possibly not listed. Make additions as needed. #20weeks to preparedness.
- Do you have a small child where diapers would be essential? Make additions to your supply list. #20weeks

Week 2:

- Week2: 1 gallon water per person, first-aid kit, toilet paper & dried fruit &/or nuts. #20weeks
- Week2Tasks: Find your gas/water shut off valves & place appropriate wrench close by. #20weeks
- Remember to include baby food in your emergency supply kit if applicable. #20weeks

Week 3:

- Week3: 1 gallon of water per person, cash, disposable wipes, crackers, peanut butter & jelly. #20weeks
- Week3Tasks: Scan &/or make copies of birth certificates, licenses, & passports. Place in a plastic bag, thumb drive, or send to an email that is accessible from anywhere. #20weeks
- Babies need to eat too. Make sure to include bottle and formula in your emergency kits. #20weeks
- Looking for a document to record all of your items and task accomplished. Check out www.safeguardiowa.org/20-weeks-to-preparedness & download the printable #20weeks to preparedness brochure.

Week 4:

- Week4: 5 gallon bucket with lid, plastic tarp, work gloves & ready-to-eat meals. #20weeks
- Week4Tasks: Arrange for emergency care for children, elders &/or pets. #20weeks
- Do you have certain dietary concerns? Make sure to include any special diet food in your emergency kit. #20weeks

Week 5:

- Week5: Disposable dust mask, travel sized shampoo, body wash, deodorant, manual can opener, canned veggies(1canper2people)& a mirror#20weeks

- Weeks5Tasks:Scan &/or make copies of health care information including vaccination records, prescription information and insurance. #20weeks
- Week5Tasks: Place documents in a plastic bag, thumb drive, or send to an email account that is accessible from anywhere. #20weeks
- A family member relies on a hearing aid? Include extra hearing aid batteries. #20weeks

Week 6:

- Week6: Duct tape, toothbrush, toothpaste, floss & hairbrush, unscented liquid household bleach & canned meat (1canper2people). #20weeks
- Week6Tasks: Practice alternative escape routes from your home. #20weeks
- If you or a family member uses contact lenses, remember to include contact solution in your emergency supply kit. #20weeks

Week 7:

- Week7: Disposable silverware, camp-style stove, fuel, matches in waterproof container, plates,heavy duty garbage bags &canned soup #20weeks
- Week7Tasks: Purchase and/or install emergency escape ladders, if necessary. #20weeks
- Any family members using dentures? Remember to include denture supplies within your kit. #20weeks

Week 8:

- Week8: Extra batteries for flashlight & radio, pan to use on stove, bleach, pain reliever, & canned fruit (1canper2people). #20weeks
- Week8Tasks: Send video contents of home to e-mail and/or store a copy of the video in an alternate location. #20weeks
- Don't forget about your pets and remember to include pet food. #20weeks

Week 9:

- Week9: Extra flashlight, whistle, paper towels, granola and/or snack bars, a large, clear, empty glass jar, & a candle to fit inside. #20weeks
- Week9Tasks: Test/Install smoke and carbon dioxide detectors. #20weeks
- Pets are important too. Remember to include a pet lease, crate & make sure to make copies of vaccination & prescription information.#20weeks

Week 10:

- Week10: 1 gallon of water per person, dishwashing liquid, thermometer, tweezers, cereal (1boxper4people) & collapsible shovel. #20weeks
- Week10Tasks: Determine out of town contacts. #20weeks
- Pets get thirty too. Include water for your furry friends. #20weeks

Week 11:

- Today marks the half-way point with the #20weeks to preparedness. Keep up the great work!
- Week11 means you are half way to assembling your emergency supply kit for you family. Congratulations! #20weeks
- If your emergency kits are getting too large for one storage bin, additional may be needed depending on the size of your family. #20weeks
- Week11: 1 gallon of water per person, paper, pen, pencil, scissors, sunscreen, & protein bars. #20weeks
- Week11Tasks: Determine a signal with family & friends to be used to communicate safety. #20weeks
- For all you pet owners, include a litter pan too. #20weeks

Week 12:

- Week12: 1 gallon of water per person, laxative/antidiarrheal meds, rolled bandages, safety pins, dried fruits &/or nuts. #20weeks
- Week12Tasks: Make copies of credit & debit card information. Store in a plastic bag or send electronic copies to e-mail accounts #20weeks
- If needed, include extra batteries for motorized mobility aid. #20weeks

Week 13:

- Week13: Fire extinguisher, antacid, hammer, nails, crackers, peanut butter & jelly. #20weeks
- Week13Tasks: Review and finish video task. #20weeks
- Anyone in your family need prescription glasses? Make sure to include an extra pair in your kit. #20weeks

Week 14:

- Week14: An extra pair of sturdy shoes per person, screwdriver, safety goggles, & ready-to-eat meals. #20weeks
- Week14Tasks: Prepare an emergency car kit. #20weeks
- Spare keys for your house will be essential to include within your emergency kit. #20weeks

Week 15:

- Week15: 1 towel per person, pliers, hard hat & canned vegetables (1perevery2people). #20weeks
- Just like house keys, remember your automobile keys too! #20weeks

Week 16:

- Week16: Disinfectant, crowbar, utility knife & canned meat (1canper2people). #20weeks
- Toys are a great addition to any emergency kit for children in your household. #20weeks

Week 17:

- Week17: An extra set of clothes per person, petroleum jelly, Kleenex & canned soup (1perperson). #20weeks

- Family photos make a great addition to any emergency supply kit. #20weeks

Week 18:

- Week18: Rain gear, rubbing alcohol, adhesive tape & canned fruit (1canper2people). #20weeks
- Anyone visually impaired in your house? Consider including a talking clock. #20weeks

Week 19:

- Week19: cash, sleeping bag/blanket per person, a map of the local area & granola/snack bars. #20weeks
- A cane will be very beneficial for any visually impaired family member. #20weeks

Week 20:

- It's the last week of the #20weeks to preparedness campaign. How are you all coming along?
- Week20: Sewing kit, signal flare, compass, liquid detergent, hand soap & cereal (1boxper4people). #20weeks
- Let's see those assembled emergency kits. Upload/Tweet your pictures today!

Optional Throughout campaign:

- Using the personalized items list as a guide, select or add items you or your family members would require in an emergency situation. #20weeks
- Personalize your own calendar according to your needs. #20weeks
- Some of the weekly tasks are more time consuming. Later weeks provide opportunities to complete the tasks, should they take longer#20weeks
- Store scanned documents in a thumb drive and/or e-mail to your address at an accessible website such as Gmail or Yahoo e-mail. #20weeks