

## MEMA Winter Preparedness Social Media Messages Toolkit 2021 - 2022

### MESSAGING POINTS:

#### Before a Winter Storm

- Ensure your vehicle is ready for safe winter driving. Keep the gas tank at least half-full, have a Winter Emergency Car Kit in the trunk, and make sure all parts of vehicle are ready for winter: wipers, tires, etc.
- 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.
- Ensure your home is ready for winter. Remove dead or rotting trees and branches around your home that could fall and cause injury or damage. Ensure your smoke and carbon monoxide alarms are working and have fresh batteries.
- Prepare for [power outages](#) by charging cell phones and electronics and setting your refrigerator and freezer to their coldest settings. If you use electricity to get well water, fill your bathtub with water to use for flushing toilets.

#### During a Winter Storm

- Drivers are encouraged to stay off the road if they can during the storm. If you must travel, clear snow off your vehicle, maintain a safe distance, take it slow, give yourself extra time & #DontCrowdThePlow.
- Stay inside if possible during the storm when conditions may be dangerous. If you are outside, watch for signs of frostbite and hypothermia.
- Be careful when shoveling, especially heavy, wet snow & take frequent breaks. Over-exertion can be dangerous.

#### After a Winter Storm

- If you are able, please help public safety officials by shoveling out the nearest fire hydrant to your home or business.
- Protect you and your family from Carbon Monoxide after the storm. Shovel away snow from exhaust vents around your home, clear your vehicle's tailpipe before starting your car and ensure working CO detectors.
- Stay away from downed utility wires. Always assume a downed power line is live.
- If your power is out, follow these [power outage safety tips](#).
  - Report power outages to your utility company.
  - Use generators and grills outside because their fumes contain carbon monoxide. Make sure your carbon monoxide detectors are working as it is a silent, odorless, killer. See more [Generator Safety Tips](#).
- Check with your local authorities or call 2-1-1 to find locations of warming centers or shelters near you or for other storm-related questions.
- Be a good neighbor. Check on family, friends, and neighbors, especially the elderly, those who live alone, those with medical conditions and those who may need additional assistance.

More resources and safety tips available on MEMA's website, [www.mass.gov/mema](http://www.mass.gov/mema)

**SOCIAL DETAILS:**

TWITTER HANDLES TO FOLLOW	LINKS	HASHTAGS TO USE
<p>@MassEMA                      @NWSBoston                      @NWSAlbany                      @MassDOT                      @MassStatePolice                      @MassDFS</p>	<p>Winter Storm Website:  <a href="https://www.mass.gov/info-details/winter-storm-safety-tips">https://www.mass.gov/info-details/winter-storm-safety-tips</a></p> <p>Friendly URLs:  <a href="http://www.mass.gov/snow">www.mass.gov/snow</a>  <a href="http://www.mass.gov/mema/snow">www.mass.gov/mema/snow</a></p> <p>Power Outage Safety Tips:  <a href="https://www.mass.gov/info-details/power-outage-safety-tips">https://www.mass.gov/info-details/power-outage-safety-tips</a></p> <p>Friendly URL:  <a href="http://www.mass.gov/mema/power-outages">www.mass.gov/mema/power-outages</a> or <a href="http://bit.ly/Powers-Out">bit.ly/Powers-Out</a></p> <p>Winter Driving Website:  <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a></p> <p>Roof Collapse Website:  <a href="https://www.mass.gov/service-details/roof-collapse-and-snow-removal-safety-information">https://www.mass.gov/service-details/roof-collapse-and-snow-removal-safety-information</a></p>	<p>#MAsnow</p> <p>*Note, the Weather Channel names winter storms, but because the National Weather Service/NOAA do not and nearly all meteorologists and news outlets do not, our practice has been to not use winter storm names.</p>

**SOCIAL POSTS:**

<b>SAMPLE POSTS</b>
<p><b>Before a Winter Storm</b></p> <p>#Winter is Here! Do you know the difference between winter weather watches and warnings from the National Weather Service?</p> <p>Learn more and how you can prepare your family, home and, and vehicle for severe winter weather: <a href="http://mass.gov/snow">http://mass.gov/snow</a> #MASnow</p>
<p>#Winter Is Here! (or prior to 12/21 “It’s Almost Winter!”)</p> <p>Winter storms can bring power outages, dangerous travel conditions, and other hazards. Learn how to prepare your family, home and auto for winter storms: <a href="http://mass.gov/snow">http://mass.gov/snow</a> #MASnow</p>
<p>Be ready for #winter. Find out what you can do to prepare for #MASnow and other winter storms that may occur this season. <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Learn how to winterize your home &amp; prepare for winter weather &amp; #MASnow with these tips: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Get your vehicle ready for #winter driving with tips from @MassDOT &amp; @MassEMA: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a> #MASnow</p>
<p>Ensure your vehicle is ready for safe winter driving:</p> <ul style="list-style-type: none"> <li>• Keep the gas tank at least half-full</li> <li>• Have a Winter Emergency Car Kit in the trunk</li> <li>• More tips: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a></li> </ul> <p>#MASnow</p>
<p>Is your car ready for #winter and #MASnow?</p> <p>Keep your gas tank at least 1/2 full &amp; make a winter emergency car kit of items to keep you safe throughout the winter: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a> #MASnow</p>
<p>#Winter is here - is your vehicle ready?</p> <p>Learn how to prepare your vehicle for winter driving and have the supplies you may need to stay safe in #MASnow: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a></p>
<p>Your winter emergency car kit should include blankets, a flashlight &amp; more. Learn more about what to include: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a> #MASnow</p>
<p>Stay safe on the roads this #winter by following @MassDOT traffic advisories on road conditions &amp; other winter weather driving advice: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a> #MASnow</p>

<p>Remove dead or rotting trees and branches around your home that could fall and cause injury or damage.</p> <p>Learn more about how to prepare your home for winter storms: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a> #MASnow</p>
<p>Prepare your home, car &amp; family for the #winter and #MASnow with these safety tips: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Don't Be Left in the Dark!</p> <p>Winter storms often cause #PowerOutages. Find out how to prepare: <a href="http://bit.ly/Powers-Out">bit.ly/Powers-Out</a> #ReadyMA #MASnow</p>
<ul style="list-style-type: none"> <li>• Prepare for power outages by charging cell phones and electronics and setting your refrigerator and freezer to their coldest settings.</li> <li>• If you use electricity to get well water, fill your bathtub with water to use for flushing toilets.</li> </ul> <p><a href="http://bit.ly/Powers-Out">bit.ly/Powers-Out</a> #MASnow</p>
<p>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 for a period of time during a major storm or other emergency.</p> <p><a href="http://www.mass.gov/snow">www.mass.gov/snow</a> #MASnow</p>
<p>If your medical equipment uses electricity, talk to health care providers, utility company &amp; your personal support network for how to use them and options during a power outage.</p> <p><a href="http://www.mass.gov/mema/power-outages">www.mass.gov/mema/power-outages</a> #MASnow</p>
<p>Keep an emergency kit of supplies you may need in your home since #MASnow can make getting to a store difficult: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Build an emergency kit for disasters that contains items that will sustain you &amp; your family's specific needs: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p> <p>#MASnow</p>
<p>Ensure the smoke and carbon monoxide alarms in your home are working and have fresh batteries.</p> <p><a href="https://www.mass.gov/service-details/smoke-and-carbon-monoxide-alarms">https://www.mass.gov/service-details/smoke-and-carbon-monoxide-alarms</a> #MASnow</p>
<p>Be a good neighbor and check-in with anyone who may need some extra support before, during, and after the storm. #MASnow</p> <p><a href="http://mass.gov/snow">http://mass.gov/snow</a></p>

<p><b>During a Winter Storm</b></p> <p>Drivers are encouraged to stay off the road if they can.</p> <p>If you must travel during #MASnow, clear snow off your vehicle, maintain a safe distance, take it slow, give yourself extra time &amp; #DontCrowdThePlow.</p> <p>Safe Winter Driving Tips: <a href="https://www.mass.gov/winter-weather-driving">https://www.mass.gov/winter-weather-driving</a></p>
<p>Stay Safe During a Winter Storm</p> <p>Stay indoors if possible, take breaks when shoveling, &amp; watch for signs of frostbite and hypothermia: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Stay safe during today's #MASnow. Avoid driving if possible and follow these other winter weather tips: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Be careful when shoveling, especially heavy, wet #MASnow &amp; take frequent breaks. Over-exertion can be dangerous. <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>During extreme cold temperatures, keep pets indoors, limit time outside, watch for signs of frostbite, check on neighbors, &amp; use alternate heat sources safely.</p> <p>Cold Weather Safety: <a href="http://mass.gov/mema/cold">http://mass.gov/mema/cold</a></p>
<p><b>After a Winter Storm</b></p>
<p>Stay Safe After a Winter Storm</p> <p>As the #MASnow ends and you venture out and clean up, stay safe!</p> <p>Dig out hydrants, clear home and car exhaust vents &amp; avoid downed power lines: <a href="http://mass.gov/mema/snow">http://mass.gov/mema/snow</a></p>
<p>Stay Safe After a Winter Storm</p> <p>Dig out hydrants, clear exhaust vents, avoid downed power lines, and call 2-1-1 for non-emergency questions: <a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p> <p>#MASnow</p>
<p>Protect you and your family from #CarbonMonoxide after the storm.</p> <ul style="list-style-type: none"> <li>• Shovel away #MASnow from exhaust vents around your home</li> <li>• Clear your vehicle's tailpipe before starting your car</li> <li>• Ensure working CO detectors</li> </ul> <p><a href="http://www.mass.gov/snow">www.mass.gov/snow</a></p>
<p>Power Outage Safety Tips:</p> <ul style="list-style-type: none"> <li>• Avoid downed power lines &amp; assume they are live</li> <li>• Call 9-1-1 to report downed lines</li> <li>• Call your utility company to report power outages</li> <li>• Keep #generators outside &amp; away from building</li> </ul> <p>Power outage safety tips: <a href="http://bit.ly/Powers-Out">bit.ly/Powers-Out</a></p>
<p>Using a generator because the power is out?</p>

<ul style="list-style-type: none"> <li>• Keep generators outside and away from house. Carbon monoxide can kill. Make sure CO detectors are working.</li> <li>• Follow manufacturer’s guidelines when using a generator.</li> <li>• Generator safety tips: <a href="http://bit.ly/2H1nTBn">http://bit.ly/2H1nTBn</a></li> </ul>
<p>If your home or property experienced damage during the storm, take photos or videos to document the damage and contact your insurance company.</p> <p>Learn more about how to recover after a disaster: <a href="http://bit.ly/2CvEECF">http://bit.ly/2CvEECF</a> #MASnow</p>
<p>As you dig out, take the #HydrantChallenge! Shovel out the nearest fire hydrant to your home or business. <a href="http://www.mass.gov/snow">www.mass.gov/snow</a> #MASnow</p>
<p>Be a good neighbor. Check on family, friends, &amp; neighbors, esp. the elderly &amp; those w/ medical conditions. #MASnow</p>
<p>Keep 911 lines for emergencies only. Call 211 for non-emergency storm-related questions. #MASnow</p>
<p>Clear snow from the sidewalk on your property including nearby curb cuts to allow access for wheelchair users. Regulations &amp; requirements for homeowners &amp; business to clear sidewalks vary by community, but even if not required, please clear sidewalks to make safe travel for all.</p>
<p>Property owners and businesses should clear snow from walkways, entrances and access ramps, and handicapped parking spots and may be required to do so.</p>
<p>Safely remove any remaining piles of deep snow from flat and low-pitched roofs. If safe to do so, clear ice and snow from drains on flat roofs.</p> <p><a href="https://www.mass.gov/service-details/roof-collapse-and-snow-removal-safety-information">https://www.mass.gov/service-details/roof-collapse-and-snow-removal-safety-information</a> #MASnow</p>



**SOCIAL IMAGES:**

**Get Ready for SNOW**  
 #MASnow  
[www.mass.gov/snow](http://www.mass.gov/snow)  
 Mass.gov

**Prepare Your Vehicle for SNOW** #MASnow

- Check tire wear and vehicle fluid levels
- Keep gas tank at least half full
- Assemble a winter emergency car kit

Mass.gov

**Driving During a Snowstorm**  
 Avoid driving, but if you have to, follow these tips:

- Call 5-1-1 or check traffic reports for road conditions
- Clear snow & ice from your lights, windows, roof & hood
- Keep your headlights on
- Maintain a safe distance from other cars

#MASnow Mass.gov

**Before a Winter Storm**  
 Source: Massachusetts Emergency Management Agency (MEMA)

- Prepare for possible power outages
- Ensure your emergency kit is stocked
- Trim dead branches & clean gutters
- Properly insulate pipes

**During a Winter Storm**  
 Source: Massachusetts Emergency Management Agency (MEMA)

- Stay indoors if possible
- Keep warm if you go outside
- Take breaks when shoveling snow
- Watch for signs of frostbite & hypothermia

Mass.gov

**After a Winter Storm**  
 Source: Massachusetts Emergency Management Agency (MEMA)

- Stay off streets to allow plowing
- Dig out fire hydrants and storm drains
- Clear home and car exhaust vents
- Stay away from downed power lines
- Avoid parking close to corners so public safety vehicles can move safely
- Call 2-1-1 for non-emergency questions

Mass.gov

**Know Winter Storm Terms**

WATCH	WINTER STORM WARNING	BLIZZARD WARNING	ICE STORM WARNING
<p>It is likely that an approaching storm will meet the criteria for a winter storm warning, blizzard warning, or ice storm warning.</p>	<p>8 inches or more of snow in 12 hours or 6 inches or more of snow in 24 hours expected within next 12 to 36 hours</p>	<p>Sustained wind gusts to 30 mph and considerable falling snow showing snow forecast, resulting in visibility &lt; 1/4 mile for at least 3 hours</p>	<p>1/2 inch or more of freezing rain expected</p>

Mass.gov

**WINTER EMERGENCY CAR KIT**

- 70% of winter deaths related to snow and ice occur in cars. Assemble an emergency car kit to stay safe during the winter season.
- Windshield Scraper
- Shovel
- Phone Charger
- Flashlight & Batteries
- Jumper Cables
- Non-perishable Food
- First-aid Kit
- Grit for Traction
- Blankets & Clothes

Visit [www.mass.gov/mema](http://www.mass.gov/mema) for a complete winter emergency car kit checklist  
 Massachusetts Emergency Management Agency (MEMA)

Mass.gov

**Keep your headlights on**

**Maintain a safe distance**

[mass.gov/snow](http://mass.gov/snow) Mass.gov

**Warm car engines attract cats and small wildlife seeking warmth**

**Bang on your car's hood to scare them off before starting your car**

[mass.gov/snow](http://mass.gov/snow) Mass.gov



Check on your neighbors and the elderly during a snow emergency

mass.gov/snow Mass.gov



Call 9-1-1 if you see a homeless person in need during a snow storm

mass.gov/snow Mass.gov



Please shovel out the nearest fire hydrant to your home or business

mass.gov/snow Mass.gov



Keep pets on a leash near frozen bodies of water

mass.gov/snow Mass.gov




Keep your gas tank at least half full

mass.gov/snow Mass.gov



Take regular breaks when shoveling snow

mass.gov/snow Mass.gov



Clean snow off your car before driving

mass.gov/snow Mass.gov



Clear snow from home and car exhaust vents after winter storms

mass.gov/snow Mass.gov





Thank you for helping spread our Winter Preparedness messages!

**#MAsnow**

**VIDEOS:**

The Executive Office of Technology Safety and Security produced these snow/winter videos tips that can be used on social media. They are all on this playlist, but each of the videos can be shared individually on social media platforms:

**Be a Good Neighbor:**

<https://youtu.be/igjI9n1KA6Q>

**Winter Emergency Car Kit:**

<https://youtu.be/DwyNYr8zEgg>

**Dig Out Fire Hydrants:**

[https://youtu.be/zJBsYuWxe\\_Q](https://youtu.be/zJBsYuWxe_Q)

**Check for Animals Under Car:**

<https://youtu.be/7uXBO9CguWc>

**Safe Winter Driving:**

[https://youtu.be/zJBsYuWxe\\_Q](https://youtu.be/zJBsYuWxe_Q)

**Pet Safety Near Ice:**

<https://youtu.be/mp55I0zB5gU>

**Clear Home & Car Exhaust Vents:**

[https://youtu.be/EISbvgAAo\\_w](https://youtu.be/EISbvgAAo_w)

**Test Carbon Monoxide Alarms:**

[https://youtu.be/27XbK\\_ci75g](https://youtu.be/27XbK_ci75g)