

2023 MEMA Winter Season Messaging & Social Media Toolkit

HOW TO USE THIS TOOLKIT:

The Massachusetts Emergency Management Agency (MEMA) has developed this toolkit to help you share important winter weather messages in your community. The toolkit includes key messages, which can be tailored to write local press releases or blog posts, and sample social media posts and graphics that can be used or adapted for your community.

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.
- Be a good neighbor. Ask elderly neighbors or neighbors with disabilities if they would like your assistance with preparing.
- 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

SOCIAL POSTS:

SAMPLE POSTS
<p>Before a Winter Storm</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: http://mass.gov/snow #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: http://mass.gov/snow #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. www.mass.gov/snow</p>
<p>Learn how to winterize your home & prepare for winter weather & #MASnow with these tips: www.mass.gov/snow</p>
<p>Get your vehicle ready for #winter driving with tips from @MassDOT & @MassEMA: https://www.mass.gov/winter-weather-driving #MASnow</p>
<p>Ensure your vehicle is ready for safe winter driving:</p> <ul style="list-style-type: none"> ● Keep the gas tank at least half-full ● Have a Winter Emergency Car Kit in the trunk ● More tips: https://www.mass.gov/winter-weather-driving <p>#MASnow</p>
<p>Is your car ready for #winter and #MASnow?</p> <p>Keep your gas tank at least 1/2 full & make a winter emergency car kit of items to keep you safe throughout the winter: https://www.mass.gov/winter-weather-driving</p>

#MASnow
#Winter is here - is your vehicle ready? Learn how to prepare your vehicle for winter driving and have the supplies you may need to stay safe in #MASnow: https://www.mass.gov/winter-weather-driving
Your winter emergency car kit should include blankets, a flashlight & more. Learn more about what to include: https://www.mass.gov/winter-weather-driving #MASnow
Stay safe on the roads this #winter by following @MassDOT traffic advisories on road conditions & other winter weather driving advice: https://www.mass.gov/winter-weather-driving #MASnow
Remove dead or rotting trees and branches around your home that could fall and cause injury or damage. Learn more about how to prepare your home for winter storms: www.mass.gov/snow #MASnow
Prepare your home, car & family for the #winter and #MASnow with these safety tips: www.mass.gov/snow
Don't Be Left in the Dark! Winter storms often cause #PowerOutages. Find out how to prepare: bit.ly/Powers-Out #ReadyMA #MASnow
<ul style="list-style-type: none"> • 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. bit.ly/Powers-Out #MASnow
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. www.mass.gov/snow #MASnow
If your medical equipment uses electricity, talk to health care providers, utility company & your personal support network for how to use them and options during a power outage. www.mass.gov/mema/power-outages #MASnow
Keep an emergency kit of supplies you may need in your home since #MASnow can make getting to a store difficult: www.mass.gov/snow
Build an emergency kit for disasters that contains items that will sustain you & your family's specific needs: www.mass.gov/snow

#MASnow

Ensure the smoke and carbon monoxide alarms in your home are working and have fresh batteries.

<https://www.mass.gov/service-details/smoke-and-carbon-monoxide-alarms>

#MASnow

Be a good neighbor and check-in with anyone who may need some extra support before, during, and after the storm. #MASnow

<http://mass.gov/snow>

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

<ul style="list-style-type: none"> • Keep generators outside and away from house. Carbon monoxide can kill. Make sure CO detectors are working. • Follow manufacturer’s guidelines when using a generator. • Generator safety tips: http://bit.ly/2H1nTBn
<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: http://bit.ly/2CvEECF #MASnow</p>
<p>As you dig out, take the #HydrantChallenge! Shovel out the nearest fire hydrant to your home or business. www.mass.gov/snow #MASnow</p>
<p>Be a good neighbor. Check on family, friends, & neighbors, esp. the elderly & 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 & requirements for homeowners & 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>https://www.mass.gov/service-details/roof-collapse-and-snow-removal-safety-information</p> <p>#MASnow</p>

WINTER WEATHER TIPS FOR PEOPLE WITH ACCESS AND FUNCTIONAL NEEDS

Winter Weather Preparedness for People with Access/Functional Needs

1. Create an emergency kit tailored to your needs: medications, medical supplies, mobility aids, batteries, etc. Don’t forget a communication plan!
2. Stay informed! Follow local authorities for updates and evacuation orders. Use accessible sources for information.
3. Register with your local emergency management agency to receive assistance during evacuations and sheltering.
4. Notify neighbors, friends, and family about your situation and emergency plan. Stay connected for support and updates.

SOCIAL IMAGES:

MEMA has developed a library of Winter Weather preparedness graphics available for download here: <https://drive.google.com/drive/folders/1NLb7OrUWyGAosXro-0guLI-ZbS5e8v5I?usp=sharing>. Find additional infographics from the [National Weather Service](#) and [FEMA](#).

RECOMMENDATIONS ON REACHING UNDESERVED POPULATIONS

Language Access: MEMA has both physical and digital copies of preparedness flyers translated in seven languages, which are available here: <https://www.mass.gov/lists/emergency-preparedness-flyers-and-toolkits>.

Access & Functional Needs: Be sure to include alternative text for your graphics on social media, and consider that not everyone in your community uses social media. Reaching individuals with access and functional needs is especially important since this population may need to take extra steps to ensure they are prepared for emergencies. Consider reaching out to or posting winter weather messaging within the following: places of worship, senior/community centers, housing authorities, public transportation (i.e. bus shelters).