

3/10/2024-3/16/2024

Massachusetts Emergency Management Agency

# Rise Above the Flood

Prepare your communities  
before a flood

*Flood Safety Awareness  
Week March 10 - 16, 2024*

**Visit:**

[mass.gov/flood-safety-tips](https://mass.gov/flood-safety-tips)



## Social Media Toolkit



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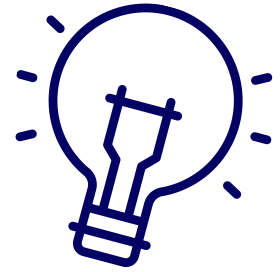
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# INTRODUCTION



## HOW TO USE THIS TOOLKIT

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



**Flood Safety Awareness Week March 10 - 16, 2024**



### Why prepare?



Flooding is the most common hazard in Massachusetts. Some floods develop slowly, while flash floods can occur within minutes or hours after a storm or containment system break.



# WHO TO FOLLOW

## Social Media Accounts to Follow

- @MassEMA
- @NWSBoston
- @NWSAlbany
- @MassDOT
- @MassStatePolice

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### Helpful Links:

- Website:
  - <https://www.mass.gov/info-details/flood-safety-tips>
- Friendly URLs:
  - <http://www.mass.gov/mema/floods>



# ACCESS AND FUNCTIONAL NEEDS: REACHING POPULATIONS WHO MAY HAVE INCREASED RISK

## Remember everyone's needs!

- **Language Access:** MEMA has both physical and digital copies of general disaster 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 flood preparedness messaging within the following: places of worship, senior/community centers, housing authorities, public transportation (i.e. bus shelters). For Flood Safety Awareness Week (March 10 - March 16), consider sending a message out through the community alert system if your city/town has one.
- **Helpful Links:**
  - [MEMA](#)
    - MEMA provides information on how to support individuals with access and functional needs on our website.

# KEY MESSAGING POINTS

## FLOOD WATCH VS. WARNING

- Flood Watch or Flash Flood Watch
  - Flooding or flash flooding in your area is possible. Pay attention to changing weather and flood conditions, and be prepared to move to higher ground.
- Flood Warning
  - Flooding is occurring or about to occur. Avoid low lying areas and if necessary, evacuate.
- Flash Flood Warning
  - A flash flood is occurring or about to occur. Seek higher ground immediately.

**WATCH VS. WARNING:  
*Floods and Flash Floods***

***Flood or Flash Flood Watch:***

- Flooding or flash flooding in your area is possible.
- Pay attention to changing conditions and be prepared to move to higher ground.

***Flood Warning:***

- Flooding is occurring or about to occur. Avoid low lying areas and if necessary, evacuate.

***Flash Flood Warning:***

- A flash flood is occurring or about to occur. Seek higher ground immediately.

 Massachusetts Emergency Management Agency

*Be Prepared  
Weather Hazards*

# KEY MESSAGING POINTS

## BEFORE A FLOOD

- Be informed by receiving alerts, warnings, and public safety information before, during, and after emergencies.
- Know your risk: Explore the Federal Emergency Management Agency's (FEMA) flood maps to find out whether your home is located in a flood zone.
- Utilize your local resources:
  - Contact your local Emergency Management Director to find out if your home or workplace is downstream from a dam and learn more about your community's risk of flooding.
- Create and review your family emergency plan.
  - Have a plan to go to higher ground quickly if necessary.
  - Create an evacuation plan.
- Assemble an emergency kit.
- Document your personal property by taking pictures and saving them in a safe place.
- Prepare your home for flooding.
  - Reduce potential property damage by elevating utilities and installing sewer backflow valves.
  - Use flood damage resistant materials.
- Consider flood insurance: **Flood losses are not typically covered under renter and homeowner's insurance policies. Consider purchasing flood insurance through the National Flood Insurance Plan (NFIP). Flood insurance is available in most communities whether or not your building is in a flood-prone area, but there is a 30-day waiting period before it goes into effect.**



# KEY MESSAGING POINTS

## During a Flood - Flood Watch or Flash Flood Watch

- Continue to Stay Informed
  - Listen to a National Oceanic and Atmospheric Administration (NOAA) Weather Radio or to a local news station for the latest information.
  - Monitor social media from trusted local officials.
  - Be attentive to information provided by local public safety officials.
- Be alert to changing weather conditions and be ready to move to higher ground.

## During a Flood - Flood Warning or Flash Flood Warning

- Move immediately to higher ground or stay on high ground.
- Continue to check the media for emergency information.
- Follow instructions from public safety officials.
- If you must evacuate your home, take only essential items and bring your pets if safe to do so.
- If you must evacuate or are traveling during flooding, remember:
  - Do not walk through flowing water.
  - Most drownings occur during flash floods.
  - Six inches of swiftly moving water can knock you off of your feet.
- Remember the phrase “Turn Around, Don’t Drown!” if driving.
- Do not drive around road barriers.
- If told to shelter in place, listen to local television or radio for updates. Conditions may change quickly, so be prepared to evacuate to a shelter or a neighbor’s home if necessary.



# KEY MESSAGING POINTS

## What to do After a Flood

- Continue to monitor the media for emergency information.
- Follow instructions from public safety officials.
- If you have evacuated, return home only when authorities say it is safe to do so.
- Call 9-1-1 to report emergencies including downed power lines and gas leaks.
- Call 2-1-1 to obtain shelter locations and other disaster information.
- 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 extra help.



# KEY MESSAGING POINTS

## What to do After a Flood - Safety

- Stay away from downed utility wires. Always assume a downed power line is live. Electrocution is also a serious danger in floods as electrical currents can travel through water.
- “Turn Around, Don’t Drown!” - Don’t drive through flooded roads.
- Stay out of damaged buildings and away from affected areas or roads until authorities deem them safe.
- If your power is out, report outages to your utility company and follow our [power outage safety tips](#).
- Look before you step, particularly watch out for debris and slippery ground.
- Listen to news reports to learn if your water supply is safe to drink. Until local authorities say your water supply is safe, [boil water](#) for at least one minute before drinking or using it for cooking.
- Throw away food (including canned items) that has come in contact with floodwaters. Don’t eat food from flooded gardens. Throw away any refrigerated food that was not kept at temperatures above 40 °F for more than two hours or that has an unusual odor, color, or texture.



# KEY MESSAGING POINTS

## What to do After a Flood - For your home

- Check your home for damage:
  - Never touch electrical equipment while wet or standing in water.
  - Have wells checked for contamination.
  - Have damaged septic tanks or leaching systems repaired as soon as possible.
  - Clean and disinfect anything that got wet. Wear appropriate protective gear when cleaning flooded floors and walls. Dispose of carpeting, mattresses, and upholstered furniture
- Document your damage by taking pictures/videos and contact your insurance company.
- Avoid entering or walking through flood waters.
- Remove and replace any drywall or other paneling that has been underwater. Use a moisture meter to make sure that wooden studs and framing are dry before replacing the drywall. Mold growth in hidden places is a significant health hazard.
- Consider using professional cleaning and repair services before attempting to repair flood-damaged property.



# SOCIAL MEDIA POSTS

Below are examples of social media posts that can be used to prepare your community for flooding events. Included with each post is an infographic that you can use on your own social media or as inspiration to create your own. Engage your audience further by adding emojis and linking information from local resources. **Spanish infographics are available on page 15**

## Find social media graphics at:



**#Flooding is the most common hazard in Massachusetts. Some floods develop slowly, while flash floods can occur shortly after a storm.**

**Floods can be life threatening & cause major property damage.**

**Learn how to prepare your family & property for a flood:**

**<http://www.mass.gov/mema/floods>  
#RiseAboveTheFloodMA**



**Staying informed is a key way to prepare for flooding in your area.**

**Utilize different resources such as receiving emergency alerts on your cell phone, listening to your local news & radio, and following public safety accounts on social media.**

**#RiseAboveTheFloodMA**

# SOCIAL MEDIA POSTS



Know your #FloodSafety Terms:

**Flood Watch = flooding is possible - be prepared!**

**Flood Warning = flooding is occurring or will occur - take action!**

<http://www.mass.gov/mema/floods>

**#RiseAboveTheFloodMA**



Do you know the difference between a flood watch and a flood warning? A Flood watch means that flooding is possible. It's important to stay prepared by checking your local forecast, preparing to move to higher ground and staying weather aware.

**#RiseAboveTheFloodMA**



Do you know the difference between a flood watch and a flood warning? A Flood warning means that flooding is expected. It's important to take action. Avoid low-lying areas, use caution when driving, check the forecast and stay weather aware.

**#RiseAboveTheFloodMA**

# SOCIAL MEDIA POSTS



Prepare for a #flood by knowing your evacuation routes, how you will get there, and where you will stay.  
**#RiseAboveTheFloodMA**



Gather the supplies you may need in case a flood leaves you without power, water or gas.  
Items can include water, food, flashlights, glasses, pet supplies and important documents.  
**#RiseAboveTheFloodMA**



Are your important documents protected if flooding occurs where you live? If not, it's important to take action now. Make copies of insurance policies, financial and other critical documents or store them securely online.  
**#RiseAboveTheFloodMA**

# SOCIAL MEDIA POSTS



Check to see if your local Police, Fire, Emergency Management Agency or your city/town offices are on social media. If so, follow them for local emergency information about flooding.

**#RiseAboveTheFloodMA**



Most homeowners' and renters' insurance does not cover flood damage. Take a look at your policy to see if adding flood insurance would work for you. Start by visiting The National Flood Insurance program at [floodsmart.gov](http://floodsmart.gov).

**#RiseAboveTheFloodMA**



Just six inches of fast-moving water can knock over and carry away an adult. It's important to not walk or drive through flooded areas. Remember the phrase "Turn Around, Don't Drown"!

**#RiseAboveTheFloodMA**

# SOCIAL MEDIA POSTS



**Prepare for everyone's needs!**

- Stay informed about how flooding impacts your area.
- Make a plan, which includes emergency contacts from your support network.
- Create an emergency kit that is tailored to your individual needs.

**#RiseAboveTheFloodMA**



# SOCIAL MEDIA POSTS: SPANISH

(Flood Watch)

## Advertencia De Inundación

Es posible que se produzca una inundación. Manténgase informado por medio de un radio meteorológico de NOAA o los medios de comunicación locales.

(Flood Warning)

## Amenaza De Inundación

Una inundación se está produciendo o se producirá pronto cerca de usted. Diríjase a un terreno más elevado de inmediato.

**VS**

Massachusetts Emergency Management Agency #ReadyMA

Advertencia de inundación VS. Amenaza de inundación.

<http://www.mass.gov/mema/floods>

#RiseAboveTheFloodMA

## Prepararse Para Evacuar

Tome diez minutos hoy para hacer una plan de evacuación. Planifique donde iría, como llegaría, y que tomaría consigo.

Massachusetts Emergency Management Agency #ReadyMA

*Be Prepared*  
Weather Hazards

Tome 10 minutos hoy y construya un plan de evacuación. Planifique dónde iría, cómo llegaría allí, que tomaría consigo, y má.

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## VERIFIQUE SUS SUMINISTROS

Verifique las linternas, baterías, condiciones y fechas de vencimiento de sus suministros de emergencia.

Reponga o reemplace cualquieres artículos como necesario. Replene los necesidades de su equipo de emergencias cada año & actualize a medidas que cambian sus necesidades.

Massachusetts Emergency Management Agency #ReadyMA

Verifique las linternas, baterías, y condiciones y fechas de caducidad de sus suministros de emergencia. Reponga or reemplace cualquier artículo como es necesario. Repense su equipo de emergencia y necesidades cada año y actualice cuando sus necesidades se cambian.

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# SOCIAL MEDIA POSTS: SPANISH

## Guarde sus Documentos

Ponga una copia de pólizas de seguros, inventario familiar y otros documentos importantes fuera de su casa, almacenamiento en la nube, o en una unidad flash.



#ReadyMA



Ponga una copia de pólizas de seguros, inventario familiar y otros documentos importantes fuera de su casa, almacenamiento en la nube, o en una unidad flash.  
#RiseAboveTheFloodMA



## Sigue Agencias Locales

Verifique si sus agencias de seguridad pública (policía, bomberos, manejo de emergencias) tienen redes sociales y de ser así, siganlos para información sobre emergencias locales.



Verifique si las agencias locales de seguridad pública (policía, bomberos, manejo de emergencias) tienen redes sociales, y si las tienen, siganlos para información sobre emergencias.  
#RiseAboveTheFloodMA

## Prepare Para Inundaciones



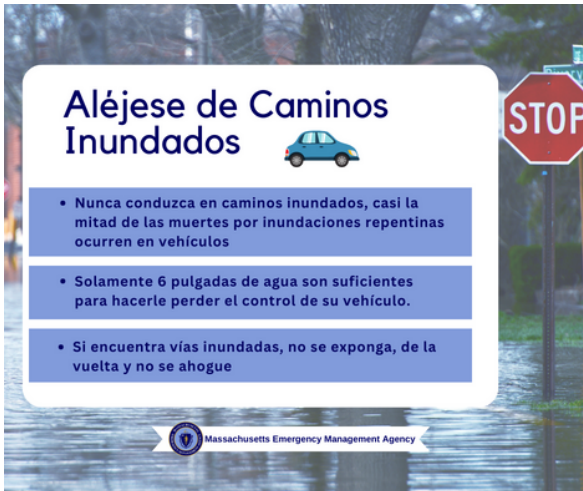
Si no tiene seguros de inundación, considere comprar. Si usted está dentro o fuera de una llanura de inundación y si está un dueño, inquilina, o dueño de empresa, puede comprar una póliza de seguros para inundaciones por el NFIP.



Si no lo tiene, considere comprar seguros contra inundaciones. Ya sea usted dentro o fuera de una llanura de inundación y ya sea un dueña de casa, inquilina, o dueña de negocios, se puede comprar seguros contra inundaciones por el NFIP. [floodsmart.gov](http://floodsmart.gov)  
#RiseAboveTheFloodMA

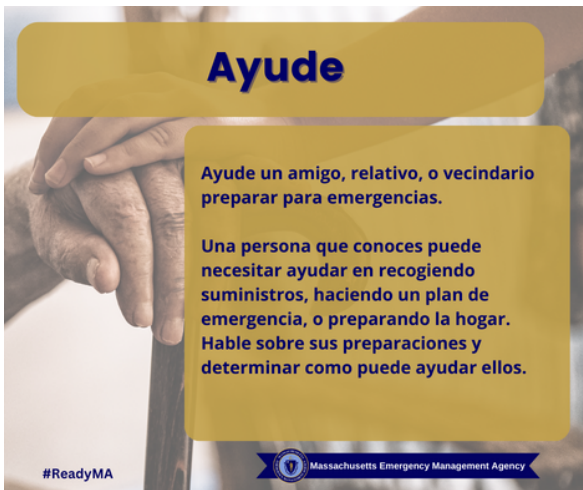
#RiseAboveTheFloodMA

# SOCIAL MEDIA POSTS: SPANISH



**Aléjese de caminos inundados!**

**#RiseAboveTheFloodMA**



**Ayude a un amigo, familiar, o vecino a prepararse para emergencias. Una persona que conozca usted puede necesitar ayuda para recoger suministros, construir un plan o preparar el hogar. Discuta sus preparaciones y determine cómo se puede ayudar.**

**#RiseAboveTheFloodMA**



**Contacte a sus oficiales locales de seguridad pública para aprender sobre sistemas de notificación de emergencia locales y cómo inscribirse para recibir alertas locales.**

**#RiseAboveTheFloodMA**