


Are you ReadyPA?

Social Media Toolkit –February 2025

Use this toolkit of key messages and social media content to educate your community about the importance of preparedness. The content is based on the PEMA and FEMA preparedness messaging calendars and is ready for you to use to help make a Ready PA.

This month's topics:	Tools:
Winter Weather Safety Tips We  Winter Weather Terms Sign Up for the Ready PA Newsletter	Social Media Messages Graphics Talking Points

Winter Weather Safety Tips We

Social Media Messages & Graphics: Winter Weather Safety Tips We



Social Media Messages & Graphics: Winter Weather Safety Tips We



General Preparedness Tips

Why Be Ready 💡 *Being prepared isn't just for big disasters—it's about making life easier during unexpected moments!* Start with small steps like creating a family plan or building an emergency kit.

📄 Learn more: pa.gov/agencies/ready

#Preparedness #BeReadyPA #EmergencyTips

Build Your Emergency Kit 🧰 *What's in your emergency kit? Include essentials like water, non-perishable food, flashlights, and blankets—don't forget to check it regularly!*

📄 Need help? Use this checklist: pa.gov/emergency-kits

#EmergencyPrep #StayReady #WinterSafety

Family Communication Plan

📞 *Stay connected when it matters most!* Make a family plan with meeting points and a trusted out-of-town contact.

✅ Start your plan here: pa.gov/emergency-planning

#Preparedness #FamilySafety #BeReadyPA

Winter Weather Safety

Winter Kit Must-Haves ❄️ *Stay warm and safe this winter!* Add these essentials to your emergency kit:

- Blankets 🛏️
- Hats & gloves 🧤
- Ice scraper ❄️
- Flashlight 🔦

📄 More tips: pa.gov/winter-storms

#WinterSafety #BeReadyPA #Preparedness

Road Safety in Winter 🚗 *Hitting the road this winter?*

- Keep your gas tank at least half full.
 - Carry a winter car kit (jumper cables, blanket, snacks).
 - Check road conditions at [511PA](https://511PA.com).
- #WinterDriving #StaySafePA #EmergencyPreparedness

Protect Your Home

🏠 *Winterize your home for safety:*

- Insulate pipes to prevent freezing.
- Clear snow and ice from walkways.
- Have a backup heat source for power outages.

📄 More home tips: pa.gov/winter-storms

#HomeSafety #WinterPrep #StayReady

Community & Connection

Neighbor Check-Ins 🧡 *Strong communities = safer emergencies!* Check on neighbors during winter storms, especially elderly or vulnerable ones.

✅ Create a neighborhood safety plan today: pa.gov/agencies/ready

#CommunityPreparedness #NeighborSupport #WinterSafety

Emergency Alerts 📱 *Don't miss vital updates!* Sign up for local weather and emergency alerts.

📍 Get started: pa.gov/alerts

#StayInformed #EmergencyPrep #BeReadyPA

Engagement Post Ideas

What's in Your Kit?

🗂️ *What's in your emergency kit?* Share your must-have item for winter preparedness in the comments!

📄 Need ideas? pa.gov/emergency-kits

#EmergencyPrep #WinterSafety #BeReadyPA

Winter Safety Challenge

* *Ready for the Winter Weather Challenge?*

✅ Build your emergency kit.

✅ Make a family plan.

✅ Sign up for weather alerts.

📍 Start here: pa.gov/agencies/ready

Share a pic of your kit or plan and tag us! 📷

#WinterSafety #BeReadyChallenge #Preparedness

Preparedness with a Valentine's Twist

Why Be Ready

💖 *Show yourself some love this Valentine's Day by being prepared!*

Whether it's a big disaster or a small emergency, having a plan and kit keeps you safe and stress-free.

📖 Learn more: pa.gov/agencies/ready

#Preparedness #SafetyTipsWeLove #ValentinesDay

Emergency Kits = Prepared Love

🧰 *True love is being ready for anything!* Create an emergency kit filled with essentials:

- Water 💧
- Non-perishable food 🍎
- Flashlight 🔦
- Warm blankets 🛏️

📄 Need help? Use this checklist: pa.gov/emergency-kits

#EmergencyPrep #WinterSafety #SafetyTipsWeLove

Family Emergency Plan

📁 *A family plan is a love letter to your future!*

- Set up meeting points.
- Share important contacts.
- Pick an out-of-town emergency contact.
- 💡 Plan your love story here: pa.gov/emergency-planning

#Preparedness #FamilySafety #ValentinesDay

Valentine's Date Night Safety

Date Night Kit

💍 *Love is sweet, but safety is sweeter!*

Pack a mini emergency kit for date night:

- Snacks 🍪
- Flashlight 🔦
- First aid supplies 🩹
- Backup charger 🔋

💡 Ready to impress? pa.gov/emergency-kits

#DateNightPrep #SafetyTipsWeLove #ValentinesDay

Safe Travels on Valentine's Day

♥ *Wherever love takes you, travel safely:*

- Check road conditions before heading out: [511PA](#)
- Keep a winter car kit with blankets, jumper cables, and snacks.
- Make sure your phone is fully charged.

💡 Keep your Valentine's Day adventure safe and sound!

#WinterDriving #ValentinesDaySafety #SafetyTipsWeLove

Winter Weather + Valentine's Day Love

Cozy Winter Prep

✧ *Love your home like you love your Valentine:*

- Insulate pipes to prevent freezing.
- Stock up on food and water for cozy snow days.
- Keep flashlights ready for power outages.

💡 Tips to keep your home warm and safe: pa.gov/winter-storms

#WinterPrep #SafetyTipsWeLove #ValentinesDay

Show Your Neighbors Some Love

♥ *Love thy neighbor this Valentine's Day:*

- Check on elderly or vulnerable neighbors during storms.
- Help shovel snow or offer supplies.

💛 Building a safer, stronger community starts with kindness!

#CommunityPreparedness #SafetyTipsWeLove #ValentinesDay

Engagement Posts for Valentine's Day

What's in Your Kit?

📖 *What's the most "romantic" thing in your emergency kit? (Candles? Chocolate?)*

💡 Share your favorite item in the comments and show us how you're prepared!

📄 Need inspiration? pa.gov/emergency-kits

#EmergencyPrep #ValentinesDayFun #SafetyTipsWeLove

Share the Preparedness Love

👉 *Safety is the ultimate act of love!* This Valentine's Day, share your preparedness tips with someone you care about.

💡 Start here: pa.gov/agencies/ready

Tag your Valentine and spread the love!

#PreparednessLove #SafetyTipsWeLove #ValentinesDay

Love in Action

❤️ *Preparedness is love in action!* Take a moment this Valentine's Day to:

- Sign up for emergency alerts.
- Check your emergency kit.
- Review your family plan.

💡 Small steps = big love: pa.gov/alerts

#LoveAndSafety #SafetyTipsWeLove #ValentinesDay

Talking Points: Preparedness Safety Tips We

Why It's Worth Being Ready:

- Preparing for emergencies is an act of self-care and protection.
- Small steps make a big difference, whether it's for a big disaster or something unexpected.
- **Learn more about why preparedness matters:** [Be Ready](#).

Family Emergency Plan:

- Work together as a family to create an emergency plan.
- Include evacuation routes, meeting points, and a list of important contacts.
- Use this Pennsylvania Emergency Preparedness Guide to build a plan.

Emergency Kit Essentials:

- Keep a box of supplies with non-perishable food, water, and important documents.
- Add winter-specific items like blankets, gloves, and portable heat sources.

Stay Connected:

- Establish ways to stay in touch with family during emergencies.
- Pick a contact person outside your area who can relay information if local communication is disrupted.

Stay Informed:

- Tune in to local news and weather alerts for updates, especially during storms.
- Sign up for [Emergency Alerts](#) or use [511PA](#) for road conditions.

Neighborhood Preparedness:

- Get to know your neighbors and discuss how you can support each other during emergencies.
- Create a neighborhood plan for checking in after storms or power outages.

Practice Makes Perfect:

- Conduct regular emergency drills at home to keep your family ready.
- Learn basic first aid and CPR to be prepared to help others.

Winter Weather Safety Tips

Dress for the Weather:

- Layer clothing to stay warm, and wear waterproof boots to keep your feet dry.
- Add extra gloves, hats, and scarves to your car and emergency kit.

Road Safety:

- Keep your gas tank at least half full to avoid freezing and ensure you're ready for delays.
- Carry a winter car kit with an ice scraper, jumper cables, blanket, and snacks.

Protect Your Home:

- Insulate pipes to prevent freezing and clear snow and ice from walkways.
- **Resource:** Read Home Winter Safety Tips to safeguard your house.

Stay Updated During Storms:

- Follow local news and sign up for alerts to stay informed about closures and road conditions.
- Bookmark [511PA](#) for real-time travel updates.

By making safety part of your routine, you'll ensure every season is secure, stress-free, and full of peace of mind. ❤️ Stay prepared!

Winter Weather Terms

Social Media Messages/Graphics/Talking Points: Winter Weather Terms

EXTREME COLD WATCH

An Extreme Cold Watch is issued when dangerously cold air, with or without wind, is **possible**.

Check the forecast, and be prepared in case a Warning is issued.

Be Prepared

EXTREME COLD WARNING

An Extreme Cold Warning is issued when dangerously cold air, with or without wind, is **expected**.

Conditions could lead to frostbite or hypothermia. Limit time outside, dress in layers, and cover up exposed skin.

Take Action!

weather.gov

Frostbite & Hypothermia: Know Your Actions

If someone might have frostbite or hypothermia, **seek medical attention immediately!**

Get to a warm area

Warm up with dry layers of blankets or clothing

Remove wet clothing

Place skin affected by **frostbite in warm water** (NOT hot)

Frostbite Caution: Do not use fireplaces or artificial heat sources for warming. Do not rub or put pressure on areas with frostbite.

weather.gov

Cold Products

Changes to Cold Weather Products

Cold Weather Advisory
NEW Criteria

Air Temperatures **OR** Wind Chill Values At Or Below...
-15°F or colder
-10°F or colder
0°F or colder

Extreme Cold Watch/Warning
NEW Criteria

Air Temperatures **OR** Wind Chill Values At Or Below...
-25°F or colder
-20°F or colder
-10°F or colder

The National Weather Service has consolidated several cold weather products to simplify the messaging of hazardous conditions. Wind Chill Advisories/Watches/Warnings will no longer be issued, however, wind/wind chill values can be taken into account for product issuance.

Cold weather products will no longer be included in our winter weather products (WSW, such as a Winter Storm Warning). Instead, they will be categorized as non-precipitation products (NPW or non-precipitation warning). This means that extreme cold information will not be buried within our other information about winter weather such as snow and ice.

National Oceanic and Atmospheric Administration
U.S. Department of Commerce

National Weather Service
State College, PA

Social Media Messages/Graphics/Talking Points: Winter Weather Terms

Extreme Cold Warning (formerly Wind Chill Warning)

💡 *What it means:*

Dangerously cold air, with or without wind, is **expected**. Conditions could lead to frostbite or hypothermia.

✅ *What to do:*

- Stay indoors as much as possible and limit time outside.
- If you must go out, dress in layers, cover exposed skin, and make sure someone knows where you are.
- Bring pets inside and ensure they are warm and safe.
- Watch for signs of frostbite (numbness, pale skin) and hypothermia (shivering, confusion).

Extreme Cold Watch (formerly Wind Chill Watch)

💡 *What it means:*

Dangerously cold air, with or without wind, is **possible**.

✅ *What to do:*

- Check the forecast, and be prepared in case a Warning is issued.
- Avoid unnecessary travel and plan to stay indoors. Adjust your plans to avoid being outside during the coldest part of the day.
- Make sure your car has at least half a tank of gas.
- Keep your car equipped with a winter emergency kit.

Cold Weather Advisory (formerly Wind Chill Advisory)

💡 *What it means:*

Cold wind chills are expected, but they are less severe than in an Extreme Cold Warning.

✅ *What to do:*

- Dress warmly in layers, with hats, gloves, and scarves.
- Be cautious if spending extended periods outdoors.
- Check on neighbors, especially older adults or those with medical conditions.

Freeze Warning (formerly Hard Freeze Warning)

💡 *What it means:*

Temperatures of 32°F or colder for several hours over a widespread area during growing season. A hard freeze is when temperatures are below 28°F.

✅ *What to do:*

- Take immediate action to protect plants and outdoor water systems.
- If driving, be alert for icy patches on roads.
- Double-check heating systems and ensure everyone in your home stays warm.

Freeze Watch (formerly Hard Freeze Watch)

💡 *What it means:*

Temperatures are expected to drop below freezing, posing a risk to plants, crops, and exposed plumbing within the next 24-48 hours.

✅ *What to do:*

- Protect sensitive plants by covering them or moving them indoors.

Talking Points: Winter Weather Terms

Extreme Cold Warning: Take Action!

Issued when *dangerously cold air temperatures or wind chill values* are happening or expected.

What to do:

- Stay indoors if possible.
- If you must go outside:
 - Dress in layers and cover all exposed skin.
 - Inform someone of your plans and update them when you arrive safely.

Extreme Cold Watch: Be Prepared.

Issued when *dangerously cold air temperatures or wind chill values* are possible in the near future.

What to do:

- Avoid outdoor activities during the coldest parts of the day.
- Ensure your car has at least half a tank of gas.
- Check your winter survival kit and update it with essentials.

Cold Weather Advisory: Be Aware.

Issued when *cold air temperatures or wind chill values*, though not extreme, are expected or occurring.

What to do:

- Dress appropriately and cover exposed skin when outside.
- Ensure your loved ones and pets are also prepared for the cold.

Freeze Warning: Take Action!

Issued when *temperatures are forecasted to drop below 32°F* for an extended period, which can damage or kill plants and crops.

What to do:

- Protect sensitive plants and crops with covers or move them indoors.
- Insulate outdoor pipes to prevent freezing.

Freeze Watch: Be Prepared.

Issued when *widespread freezing temperatures* are possible within the next 24-36 hours, typically marking the growing season's start or end.

What to do:

- Monitor weather updates and prepare to protect plants and outdoor plumbing.
- Bring pets indoors if temperatures drop significantly.

Frost Advisory: Be Aware.

Issued when *frost is expected or occurring*, potentially harming sensitive vegetation.

What to do:

- Cover plants or move them indoors to protect them from frost damage.
- Monitor outdoor conditions, especially at night when frost is most likely to occur.

Ready PA Monthly Newsletter

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, and more. You can encourage partners to [sign up here](#).
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on the [Ready PA website](#).

Ready PA Logo

www.ready.pa.gov



Logo

Your website and logo go here.

Ready PA Tip Sheet

Share the February Tip Sheet in your communications:

Winter Travel Safety