



KNOWWHAT2DO SOCIAL MEDIA TOOLKIT

GETTING STARTED

About KnoWhat2Do:

The “KnoWhat2Do” disaster preparedness program was developed through the collaboration of local governments in the North Central Texas area. It arms citizens with the knowledge and skills needed to effectively manage nearly every possible disaster or crisis situation common to North Central Texas.

Get Connected:

Online: www.knowwhat2do.com

On Facebook: www.facebook.com/KnoWhat2Do/

On Twitter: www.twitter.com/KnoWhat2Do (@KnoWhat2Do)

Official Hashtag: #KnoWhat2Do

Using the Right Tools:

KnoWhat2Do strives to educate and promote emergency preparedness information to North Central Texas communities, including education outreach on **Facebook** and **Twitter**. The toolkit provides a series of graphics & quick-hit information to capture the attention of social media users through multiple methods of communication, including:

- Cover Photos
- Timeline Photos
- Infographics
- Videos
- Twitter Chats
- Messaging/Captions

Suggested Timeline:

December 1 – February 28: Help others cope with anxiety regarding the **flu**, and other **common epidemics**, by calmly providing prevention information on social media. Acknowledging some level of concern, without causing alarm, is appropriate and can result in people taking action that reduces the risk of illness.



March 1 – May 31: The spring season often brings **severe weather** to North Texas communities. Educate others on how to effectively prepare for disaster situations, such as **thunderstorms**, **floods**, **hail** and **tornadoes**, by providing safety tips on social media.

June 1 – August 31: **Severe heat**, like the kind we experience in North Texas in the summer, can cause **illness**, **droughts** & **wildfires**. Help others prepare for the high-temperatures through education outreach on social media.

September 1 – November 30: **Local hazards**, including **house fires** and **harmful chemicals**, have the potential to impact a large number of citizens in the North Texas community every year. Provide prevention information on social media to help others protect themselves from emergencies in the home.

Year-round: You never know when or where **mass violence** will occur. Help others stay prepared for a crisis by providing year-round safety tips on social media and encouraging others to **make a plan** and **build a kit** to prepare for any possible disaster situation.