The national ShakeOut website has an assorted amount of messaging to help all of your needs. <https://www.shakeout.org/messaging/> There are talking points, which can be localized to your needs. There are Public Service Announcements and media advisory templates.

There’s also specific social media listed for Instagram, Twitter and Facebook (written for a national audience): <https://www.shakeout.org/socialmedia/>

And here’s some assorted graphics that can be used, including animated GIFs, which work really well for Twitter. <https://www.shakeout.org/messaging/index.html#stillgraphics>

Here’s some other social media messages that you could use, which we’ve localized for a Washington state audience. The messages are short enough that they could be used on either Twitter or Facebook.

**Videos:** (Tip. If using on Facebook, take the video link and use an online video downloader to download the video. Then, upload that video directly on Facebook. Your video views will increase way more than just sharing the link)

1. The Great Washington ShakeOut is 10:17am on Oct. 17. But #ShakeOut is more than just knowing how to drop, cover and hold on. It’s also about preparedness. Get two weeks ready; know what to put in your emergency kit <https://www.youtube.com/watch?v=8VV7b1VSAYs>
2. The Pacific Northwest is Earthquake Country. Will you know what to do when the ground shakes? Join us and practice your drop, cover and hold on skills during the Great Washington ShakeOut on Oct. 17. Then, get two weeks ready. #ShakeOut <https://www.youtube.com/watch?v=9Y_sXk7BSlE>
3. If there was a big storm, you may be without light, water and heat for several days. The same would be true for an earthquake. Get prepared by building a household plan for at least two weeks. #ShakeOut <https://www.youtube.com/watch?v=F13gQ70ddKU>
4. Do you know the signs for landslides? This could come in handy if we had an earthquake – or even a big storm. #ShakeOut <https://www.youtube.com/watch?v=khyUzU9zv1w>
5. This video from our #ShakeOut teen video contest winner Skye Witley of Tumwater showcases ways to protect yourself before, during & after an earthquake. Remember to drop, cover & hold on <https://www.youtube.com/watch?v=9qJCQ-ZXkxQ> To submit a contest video this year, visit <https://mil.wa.gov/shakeout>
6. Do you know the difference between a tsunami watch and a tsunami warning? Our earthquake program manager Maximilian Dixon helps explain in this short video. Don’t forget to practice your tsunami evacuation plan during the Great Washington ShakeOut on Oct. 17. #ShakeOut <https://www.youtube.com/watch?v=Ma7OAYioiIU>
7. If you’re on the coast and the ground shakes, drop, cover, hold on, then head to high ground immediately. Don’t wait for a siren to go off. The earthquake is your warning. Video by @NOAA provides great life safety tips. #ShakeOut <https://www.youtube.com/watch?v=x0GX_kc7JZo>

Links:

1. Millions of people worldwide will drop, cover and hold on at 10:17 a.m. on Oct. 17. Join us during the Great Washington ShakeOut Earthquake Drill! Practice and don’t forget to send a Tweet out with #ShakeOut to show your participation. Register at <https://www.shakeout.org/washington/>
2. Drop, cover, hold on. Then, get two weeks ready! Our brochure will help you with emergency kits, family planning and help you figure out what steps to take next. #ShakeOut <https://www.mil.wa.gov/uploads/pdf/Publications/be-prepared-brochure.pdf> (Download and use this image: <https://mil.wa.gov/uploads/images/1-2-weeks-ready.jpg> )
3. The Great Washington #ShakeOut is Oct. 17. After practicing your drop, cover & hold on skills, take one step a month for the next year and you’ll be Prepared in a Year. Learn more: <https://www.mil.wa.gov/emergency-management-division/preparedness/personal> #ShakeOut
4. Register your business to drop, cover and hold on during the Great Washington #ShakeOut on Oct. 17 at <https://www.shakeout.org/washington/> . After, contact our business continuity experts, and we’ll give you free advice on how to start your own continuity plan <https://www.mil.wa.gov/business>