



## What to do to Make it Through

### What To Do To Make It Through - Social Media Toolkit

This document contains example topics and sample copy for use on social media channels such as Facebook and Twitter. These posts/tweets were written with the goal of helping your organization engage in a discussion on emergency preparedness with your audience. Specific examples are provided that can be used to help communicate the value of preparedness, and promote the What To Do To Make It Through campaign.

#### Social Media Channels for the What To Do To Make It Through campaign:

- Facebook Fan Page: <http://www.facebook.com/makeitthrough>
- Twitter: @MakeItThroughWA



- YouTube Channel: <http://www.youtube.com/user/MakeItThroughWA>

#### Tips for helping Make It Through with your organization's social networks:

- Like the Make It Through Facebook fan page from your organization's fan page
- Link back to the Make It Through Facebook fan page in posts when possible
- Use Twitter hashtag #MakeItThru when possible on tweets
- Mention the Twitter handle @MakeItThroughWA when possible

#### Some pre-written posts for use on your organization's social networks:

- Preparing for 3 days works for most disasters, but are you ready to #MakeItThru a catastrophe? Prepare for 7 - 10 days <http://bit.ly/Hs6YRh>
- Being prepared can change everything. By planning ahead, you can increase the chances of survival for you and your family #MakeItThru <http://bit.ly/HZFMKj>
- Hear how building a kit helped Judson & Teri #MakeItThru Hurricane Ike <http://bit.ly/HgTOt0>
- Watch @MakeItThroughWA's new video on what to include in your emergency preparedness kit <http://bit.ly/HgTOt0>
- Some great mobile resources to help you #MakeItThru a disaster <http://1.usa.gov/yDFkxI>
- Tweet series (3 most important steps for disaster preparedness)
  - 3 steps (video) from @MakeItThroughWA: #1 Make A Plan <http://bit.ly/l2bIDN> #MakeItThru
  - 3 steps (video) from @MakeItThroughWA: #2 Build A Kit <http://bit.ly/HgIPnS> #MakeItThru
  - 3 steps (video) from @MakeItThroughWA: #3 Help Each Other <http://bit.ly/HgISjv> #MakeItThru

**Help us spread the word about our drawing contest for elementary school students (from April 9<sup>th</sup> to May 11<sup>th</sup>)**

- Get your kids to submit a drawing for the @MakeItThroughWA contest <http://bit.ly/HijLcr> #MakeItThru
- Your school could win \$500 and [insert prize info] by entering the @MakeItThroughWA drawing contest <http://bit.ly/HijLcr> #MakeItThru

**Timing:**

- Social media posts and monitoring will begin on the campaign media launch date: April 9<sup>th</sup>