



SEVERE WEATHER AWARENESS WEEK 2024

February 5-9, 2024

Florida Severe Weather Awareness Week is observed each year by the National Weather Service and Florida Division of Emergency Management to increase awareness of and preparedness for severe weather hazards.

Below are draft social media materials to assist with any of your Severe Weather Awareness Week outreach efforts. If you plan on participating in Severe Weather Awareness Week and utilizing the materials provided, please do not remove the Division logo but feel free to add yours, and don't forget to use the hashtag #FLSWAW and tag us @FLSERT on Instagram, Facebook and X (formerly Twitter)! Additionally, Severe Weather Awareness Week videos are available on the Division's Vimeo [here](#).

SOCIAL MEDIA TOOLKIT

Monday, February 5: Lightning


OPTION 1-


It's the first day of Severe Weather Awareness Week! #FLSWAW is a great opportunity to learn about & prepare for natural hazards that impact Florida.


🕒 Today's focus is lightning! If you can hear thunder, you can be struck by lightning.


👉 Learn more - bit.ly/3wh5Ly0

SEVERE WEATHER AWARENESS WEEK 2024
LIGHTNING

 Stop swimming and other outdoor activities during a storm.

 Stay away from windows and electronic devices.

 Seek shelter inside an enclosed building.



FLORIDADISASTER.ORG/HAZARDS/LIGHTNING

OPTION 2-

Today is the 1st day of Severe Weather Awareness Week! This week, we are highlighting natural hazards that impact FL.

☛ Today's #FLSWAW focus is lightning! #DYK? FL is the Lightning Capital of the U.S., with an average of 285 lightning events per square mile occurring in 2022.

SEVERE WEATHER AWARENESS WEEK 2024

LIGHTNING

If you can hear thunder, you are close enough to be struck by lightning.

Lightning occurs with every thunderstorm - Have multiple ways to receive weather alerts



Locate a safe room away from windows in the interior of your home or business



Check the weather forecast before spending an extended time outdoors and watch for signs of approaching storms



FLORIDADISASTER.ORG/HAZARDS/LIGHTNING



Tuesday, February 6: Marine Hazards & Rip Currents

OPTION 1-

🌀 It's Day 2 of Severe Weather Awareness Week! The focus of #FLSWAW today is marine hazards & rip currents.

↓ Residents & visitors are encouraged to follow the tips below to stay safe year-round at Florida's sunny beaches.

➡ Learn more tips at bit.ly/3QYeMGM

SEVERE WEATHER AWARENESS WEEK 2024

MARINE HAZARDS AND RIP CURRENTS



Whenever possible,
swim at a lifeguard-
protected beach

BEACH WARNING FLAGS

WATER CLOSED TO PUBLIC	
 High Hazard High Surf and/or Strong Currents	 Low Hazard Calm Conditions, Exercise Caution
 Medium Hazard Moderate Surf and/or Currents	 Stinging Marine Life Calm Conditions, Exercise Caution

Pay attention to
beach warning flags



Swim 100+ ft. away
from piers and jetties
to avoid rip currents

FLORIDADISASTER.ORG/HAZARDS/MARINE



OPTION 2-

🌀 Today is Day 2 of Severe Weather Awareness Week! Today's #FLSWAW focus is marine hazards & rip currents. #DYK: On an average year, rip currents claim the lives of more Floridians than hurricanes, tornadoes & lightning combined.

→ Beach safety tips: bit.ly/3QYeMGM

SEVERE WEATHER AWARENESS WEEK 2024 MARINE HAZARDS AND RIP CURRENTS



IF CAUGHT IN A RIP CURRENT:

- Don't fight the current
- Swim parallel to the shore
- If you can't escape, float or tread water
- Call or wave for help if you need assistance



FLORIDADISASTER.ORG/HAZARDS/MARINE

Wednesday, February 7: Thunderstorms & Tornadoes

At approximately 10:00 a.m. EST, the National Weather Service will issue a practice Tornado Warning. The Warning will be broadcast on NOAA Alert Radio as a "routine weekly test" message. For the Florida Panhandle counties within the Central time zone, all drill activities will be repeated one hour earlier (9:00 a.m. CST).

This drill is voluntary. School districts, private schools, preschools and daycare centers are encouraged to participate in the drill. On the morning of the drill, all participants should consider themselves under a Tornado Watch. A Watch means you should monitor the weather and be prepared to go to a safe place in the event of a Warning.

Copy to post to Social Media Channels early in the morning before the alert goes out:



A Statewide tornado drill & NOAA Weather Radio test will take place today at 10:00am EST/9:00am CST.

Practice safety plans & seek shelter as if a tornado was in the area. School districts, private schools, preschools & daycare centers are encouraged to participate! #FLSWAW

OPTION 1-

Today is Day 3 of Severe Weather Awareness Week!

☁ Today's #FLSWAW focus is thunderstorms & tornadoes.

When storms develop, they can produce lightning, damaging winds & tornadoes. To protect yourself, seek shelter inside away from windows.

→ Learn more - bit.ly/3XJTs9W

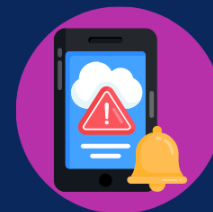
SEVERE WEATHER AWARENESS WEEK 2024 THUNDERSTORMS & TORNADOES



Make sure your home or business is prepared if a tornado impacts your area



Stay inside an enclosed, structured building away from windows



Have multiple ways to receive weather alerts to stay up-to-date on tornado watches and warnings



FLORIDADISASTER.ORG/HAZARDS/THUNDERSTORMS

OPTION 2-




☛ It's Day 3 of Severe Weather Awareness Week, which is focused on thunderstorms & tornadoes!
#DYK some tornadoes can occur without warning?

Learn more about the signs of a tornado ↓ #FLSWAW

👉 For safety tips, visit -bit.ly/3XJTs9W

SEVERE WEATHER AWARENESS WEEK 2024 THUNDERSTORMS & TORNADOES

Know the signs of a tornado:

-  ***Strong, consistent rotation in a cloud base***
-  ***Loud, continuous roar or rumble that doesn't fade quickly like thunder***
-  ***Whirling dust or debris on the ground under a cloud base***



FLORIDADISASTER.ORG/HAZARDS/THUNDERSTORMS

OPTION 1-

🌀 Today is Day 4 of Severe Weather Awareness Week & the focus is hurricanes & flooding! Hurricanes bring many hazards including flooding, storm surge & tornadoes.

↓ Follow the tips below to be prepared before the next storm hits & learn more at FloridaDisaster.org/PlanPrepare. #FLSWAW

SEVERE WEATHER AWARENESS WEEK 2024 HURRICANES & FLOODING



Hurricanes can cause **tornadoes, flooding & storm surge**



Have multiple ways to receive weather alerts such as TV or a weather radio



Consider purchasing flood insurance - just 1 inch of flood water can cause more than \$25,000 in damages



[FLORIDADISASTER.ORG/PLANPREPARE](https://FloridaDisaster.org/PlanPrepare)

OPTION 2-

🌀 It's Day 4 of Severe Weather Awareness Week! Today's #FLSWAW focus is hurricanes & flooding.

No other state has more hurricane landfalls than FL, & our unique location makes FL especially prone to flooding.

👉 Learn ways to prepare your home - FloridaDisaster.org/PlanPrepare.

SEVERE WEATHER AWARENESS WEEK 2024 HURRICANES & FLOODING



- **Develop individualized disaster preparedness plans for families, businesses & individuals with special needs**
- **Know evacuation routes & stock a disaster supply kit for at least 7 days**
- **Review insurance policies and ensure coverage is up-to-date**



FLORIDADISASTER.ORG/PLANPREPARE

Friday, February 9: Temperature Extremes & Wildfires

OPTION 1-

Today is the last day of Severe Weather Awareness Week & the #FLSWAW focus is on temperature extremes!

❄️ Severe cold outbreaks occur in Florida at least once a year. Know the 5 P's of cold weather preparedness to stay safe & warm during colder months ↓

SEVERE WEATHER AWARENESS WEEK 2024 5 P'S OF COLD WEATHER PREP



PROTECT PETS

Bring outdoor pets inside or provide a warm shelter for them.



PROTECT PLANTS

Cover cold-sensitive plants to protect them from dangerous temperatures.



PROTECT PEOPLE

Dress in warm layers & wear a hat & gloves.



PROTECT PIPES

Cover pipes & allow outdoor faucets to slowly drip to prevent them from freezing & breaking.



PRACTICE FIRE SAFETY

Use safe heating sources indoors. Don't use fuel-burning devices such as grills; they release deadly carbon monoxide.

FLORIDADISASTER.ORG/HAZARDS/EXTREME-COLD

OPTION 2-

Today is the last day of Severe Weather Awareness Week!

🔔 Today's #FLSWAW focus is temperature extremes & wildfires. Wildfires can happen year-round, so follow the tips below to stay wildfire ready & view active fire locations here - bit.ly/3kuTsfS.

SEVERE WEATHER AWARENESS WEEK 2024

WILDFIRE SAFETY



Evacuate immediately if told to do so by officials



Stay up-to-date on active fires and fire watches and warnings



Use an N95 mask to help prevent smoke inhalation



VISIT FLORIDADISASTER.ORG/HAZARDS/WILDFIRE to see active fire locations & fire weather watches/warnings