



SEVERE WEATHER AWARENESS WEEK 2026

February 2-6, 2026

Florida Severe Weather Awareness Week is observed each year by the National Weather Service & Florida Division of Emergency Management to increase awareness of & 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 & utilizing the materials provided, please do not remove the FDEM logo but feel free to add yours, & don't forget to use the hashtag #FLSWAW & tag us @FLSERT on Instagram & X (formerly Twitter), & @FDEM on Facebook!

SOCIAL MEDIA TOOLKIT

Monday, February 2: Lightning

OPTION 1-

Today marks Day 1 of Severe Weather Awareness Week! #FLSWAW is a great opportunity to gain awareness & knowledge about what to do when severe weather strikes.

🕒 Today, we focus on lightning. When you hear thunder roar, head indoors!

👉 To learn more, visit FloridaDisaster.org/Lightning.

SEVERE WEATHER AWARENESS WEEK 2026

⚡ LIGHTNING SAFETY ⚡



STOP OUTDOOR ACTIVITIES

Stop swimming & other outdoor activities during a storm



SEEK SHELTER

Seek shelter inside an enclosed building



AVOID WINDOWS AND ELECTRONICS

Stay away from windows & electronic devices



FLORIDADISASTER.ORG/LIGHTNING

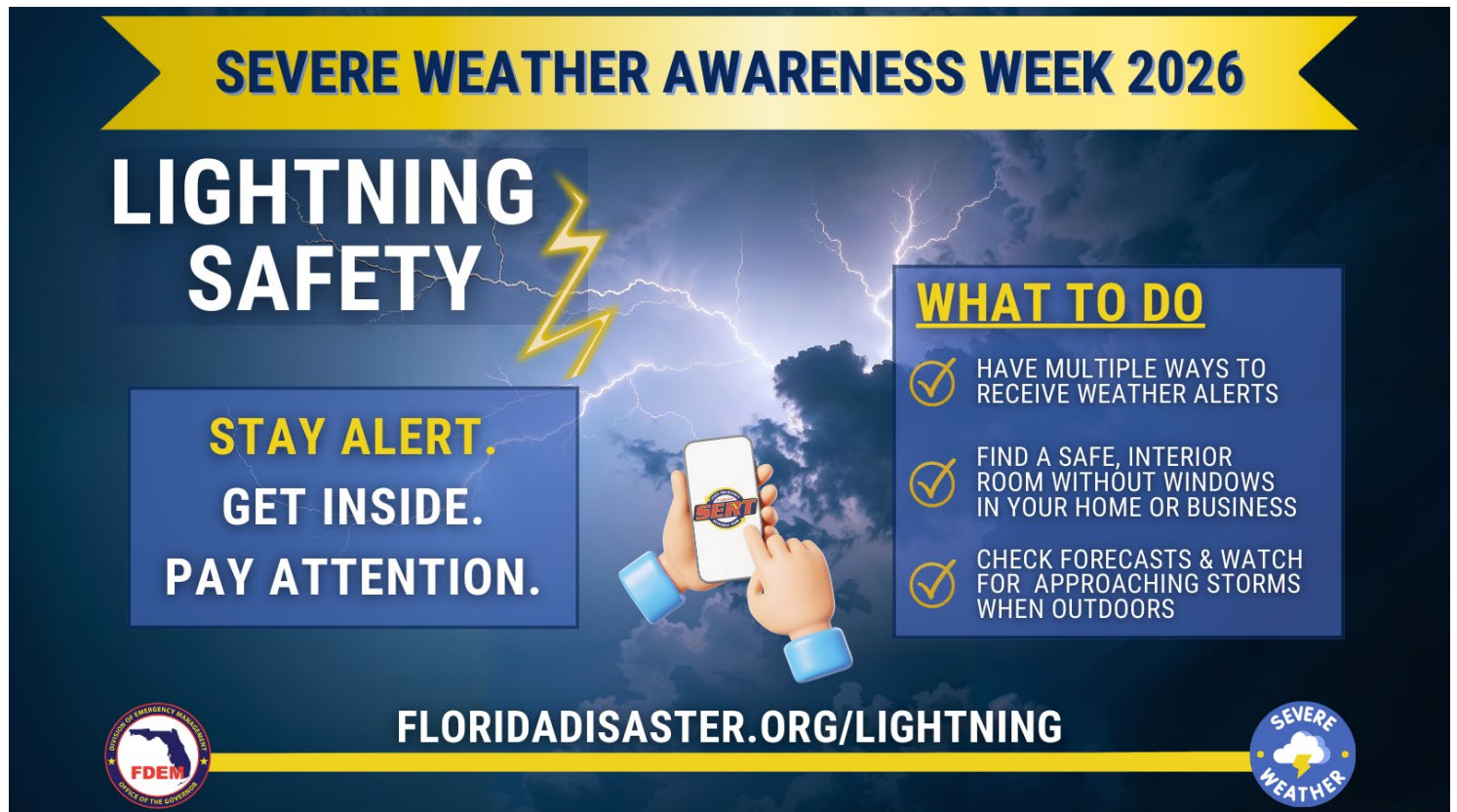


OPTION 2-

Today is the 1st day of Severe Weather Awareness Week! This week focuses on raising awareness about natural hazards in Florida.

☛ Today's #FLSWAW focus is lightning. Make sure you know what to do when you hear a boom!

➡ Visit FloridaDisaster.org/Lightning for more info.



The poster features a dark blue background with a yellow banner at the top. In the center, a hand holds a smartphone displaying a 'SEVERE' alert, with a lightning bolt striking nearby. Text boxes provide safety instructions, and a list of 'WHAT TO DO' is on the right. Logos for FDEM and Severe Weather are at the bottom.

SEVERE WEATHER AWARENESS WEEK 2026



LIGHTNING SAFETY

**STAY ALERT.
GET INSIDE.
PAY ATTENTION.**

WHAT TO DO

- ✓ HAVE MULTIPLE WAYS TO RECEIVE WEATHER ALERTS
- ✓ FIND A SAFE, INTERIOR ROOM WITHOUT WINDOWS IN YOUR HOME OR BUSINESS
- ✓ CHECK FORECASTS & WATCH FOR APPROACHING STORMS WHEN OUTDOORS

FLORIDADISASTER.ORG/LIGHTNING

Tuesday, February 3: Marine Hazards & Rip Currents

OPTION 1-

📺 Today is the second day of Severe Weather Awareness Week! During today's #FLSWAW tip, we zoom in on the dangers of marine hazards & rip currents.

↓ When you get to the beach, make sure to keep a close eye on warning flags & hazardous conditions.

👉 Learn more at FloridaDisaster.org/Marine.

SEVERE WEATHER AWARENESS WEEK 2026

MARINE HAZARDS & RIP CURRENTS

Whenever possible,
swim at a lifeguard-
protected beach



Pay attention to beach
warning flags

BEACH WARNING FLAGS	
	WATER CLOSED TO PUBLIC
	HIGH HAZARD HIGH SURF AND/OR STRONG CURRENTS
	MEDIUM HAZARD MODERATE SURF AND/OR CURRENTS
	LOW HAZARD CALM CONDITIONS EXERCISE CAUTION
	DANGEROUS MARINE LIFE


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



FLORIDADISASTER.ORG/MARINE



OPTION 2-

 Today marks Day 2 of Severe Weather Awareness Week. The focus for today's #FLSWAW tip centers around marine hazards & rip currents.

#DYK? Rip currents can move faster than an Olympic swimmer, up to about 8 feet per second.

 To stay safe & learn more, visit FloridaDisaster.org/Marine.

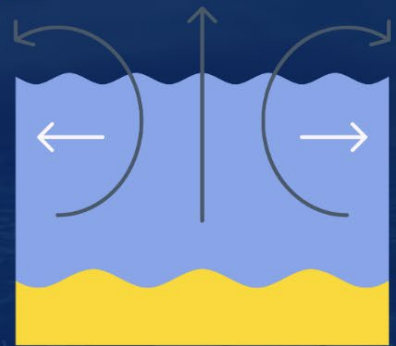
SEVERE WEATHER AWARENESS WEEK 2026

MARINE HAZARDS & RIP CURRENTS

CAUGHT IN A RIP CURRENT?

WHAT TO DO:

- Do NOT panic or fight the current
- Swim parallel to the shoreline to escape seaward pull
- Once out of the current, swim towards the shoreline
- If you cannot escape, float or tread water & call or wave for help if needed



FLORIDADISASTER.ORG/MARINE



Wednesday, February 4: Thunderstorms & Tornadoes

OPTION 1-

It's Day 3 of Severe Weather Awareness Week!

☁ Today, #FLSWAW gives tips on how to stay safe during Thunderstorms & Tornadoes.

Storms can produce lightning, damaging winds, hail & tornadoes. To keep yourself & loved ones safe, seek shelter when conditions arise.

➡ To learn more, visit FloridaDisaster.org/Hazards.

SEVERE WEATHER AWARENESS WEEK 2026

THUNDERSTORMS & TORNADOES

MAKE A PLAN

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

SEEK SHELTER

Stay inside an **enclosed, structured building** away from windows

STAY ALERT

Have **multiple ways to receive weather alerts** like tornado watches & warnings

FLORIDADISASTER.ORG/HAZARDS

FDEM
OFFICE OF EMERGENCY MANAGEMENT
OFFICE OF THE GOVERNOR

SEVERE WEATHER

OPTION 2-

✿ For Day 3 of #FLSWAW, we focus on thunderstorms & tornadoes!

#DYK? Some tornadoes can be covered by rain or clouds, so they can exist before you see them!

➞ To learn more about the signs of a tornado, FloridaDisaster.org/Hazards.

SEVERE WEATHER AWARENESS WEEK 2026

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



Thursday, February 5: Hurricanes & Flooding

OPTION 1-

🕒 It's Day 4 of Severe Weather Awareness Week, & today we spotlight potential hazards from Hurricanes & Flooding!

↓ Make sure to follow the safety tips below & learn more at FloridaDisaster.org/PlanPrepare. #FLSWAW

SEVERE WEATHER AWARENESS WEEK 2026

HURRICANES & FLOODING

KNOW THE RISKS:

- ◆ Flooding from heavy rain & storm surge
- ◆ Strong winds & tornadoes
- ◆ Extended power outages

BE ALERT:

- ◆ Have multiple ways to receive weather alerts (ex. emergency weather radio)
- ◆ Monitor local news sources

GET READY:

- ◆ Consider purchasing flood insurance

**JUST 1 INCH
OF FLOOD
WATER CAN
CAUSE MORE
THAN \$25,000
IN DAMAGE**



FLORIDADISASTER.ORG/HAZARDS



OPTION 2-

🕒 Day 4 of Severe Weather Awareness Week focuses on Hurricanes & Flooding in Florida.

#DYK Hurricane season runs from June 1st to November 30th & FL is prone to flooding almost year-round.

👉 Be sure your home is prepared in the event of an emergency - FloridaDisaster.org/PlanPrepare.

SEVERE WEATHER AWARENESS WEEK 2026

HURRICANES & FLOODING



MAKE A PLAN

Make disaster preparedness plans for families, businesses & individuals with special needs



KNOW YOUR ROUTES

Know evacuation routes and stock a disaster supply kit for at least 7 days



CHECK INSURANCE

Review insurance policies to ensure coverage is up-to-date



FLORIDADISASTER.ORG/HAZARDS



Friday, February 6: Extreme Temperatures

OPTION 1-


It's the Final Day of Severe Weather Awareness Week, & we are focusing on how to prepare for extreme temperatures.

* Severe cold outbreaks occur in Florida at least once a year. Knowing the 5 P's of cold weather prep helps you & your loved ones stay prepared & warm ↓

SEVERE WEATHER AWARENESS WEEK 2026


5 P'S OF COLD WEATHER PREP

Pets




Bring outdoor pets inside or provide a warm shelter for them

Plants




Cover cold-sensitive plants to protect them from dangerous temperatures

People




Dress in warm layers & wear a hat & gloves

Pipes




Cover pipes & allow outdoor faucets to slowly drip to prevent freezing


Practice Fire Safety



Use safe heating sources indoors & don't use fuel-burning devices like grills which release deadly carbon monoxide



FLORIDADISASTER.ORG/COLD



OPTION 2-

It's the last day of Severe Weather Awareness Week!

🔊 Today's #FLSWAW focus is temperature extremes & wildfires. To learn more about how to stay safe during wildfire conditions, visit FloridaDisaster.org/Wildfire.

Don't forget to stay prepared no matter the season!

SEVERE WEATHER AWARENESS WEEK 2025

WILDFIRE SAFETY

Evacuate immediately if told to do so by officials



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



Use an **N95 mask** to help prevent smoke inhalation



FLORIDADISASTER.ORG/HAZARDS/WILDFIRE



