



# 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](http://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

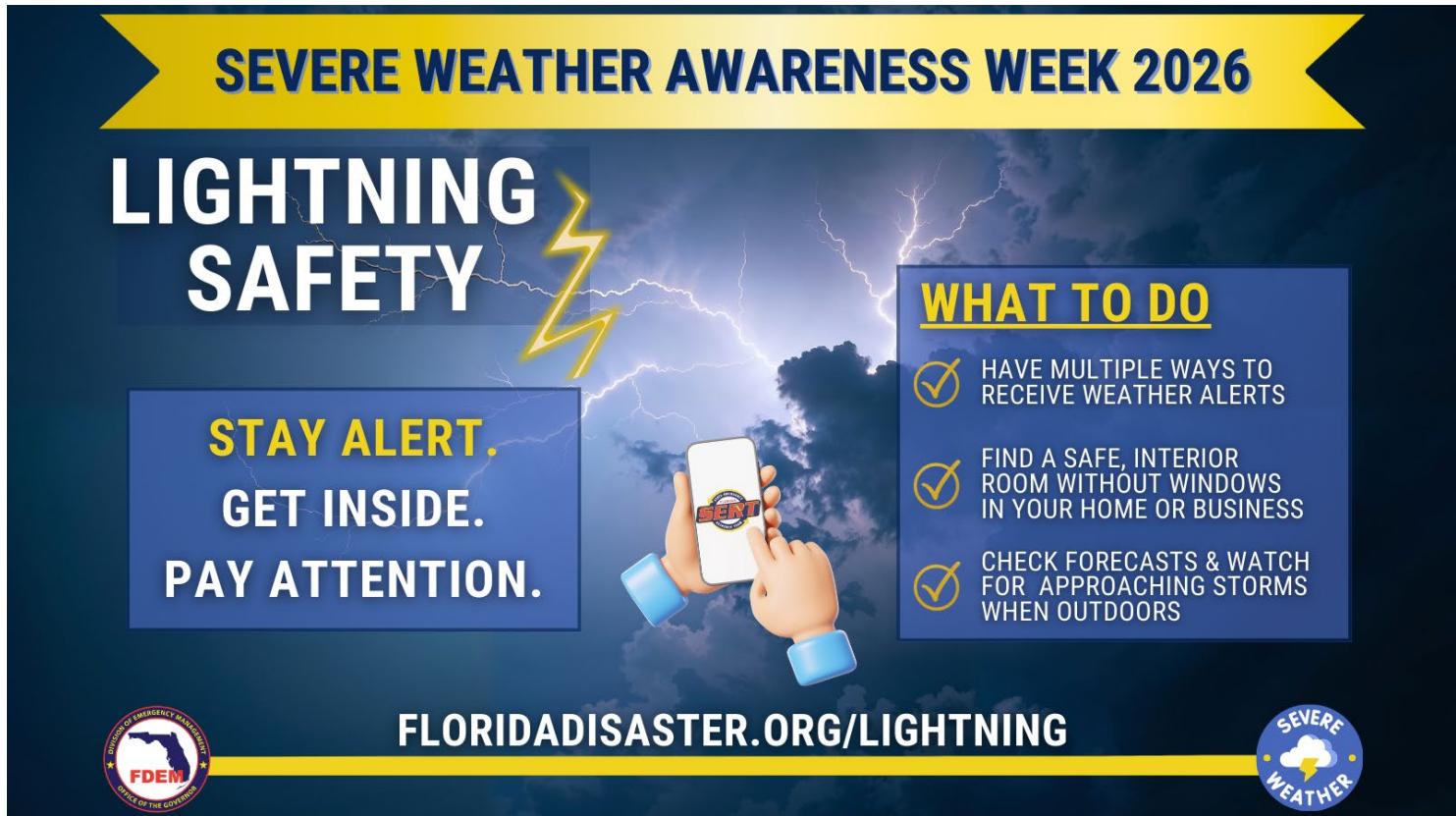


## **OPTION 2-**

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](http://FloridaDisaster.org/Lightning) for more info.



**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](http://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



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



[FLORIDADISASTER.ORG/MARINE](http://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](http://FloridaDisaster.org/Marine).

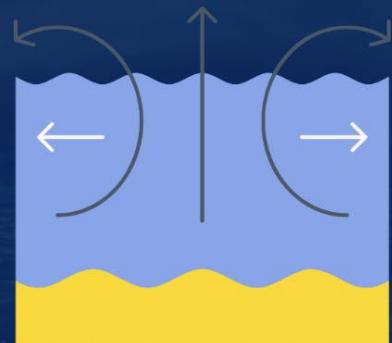
# **SEVERE WEATHER AWARENESS WEEK 2026**

## **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](http://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**



**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](http://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](http://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](http://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**

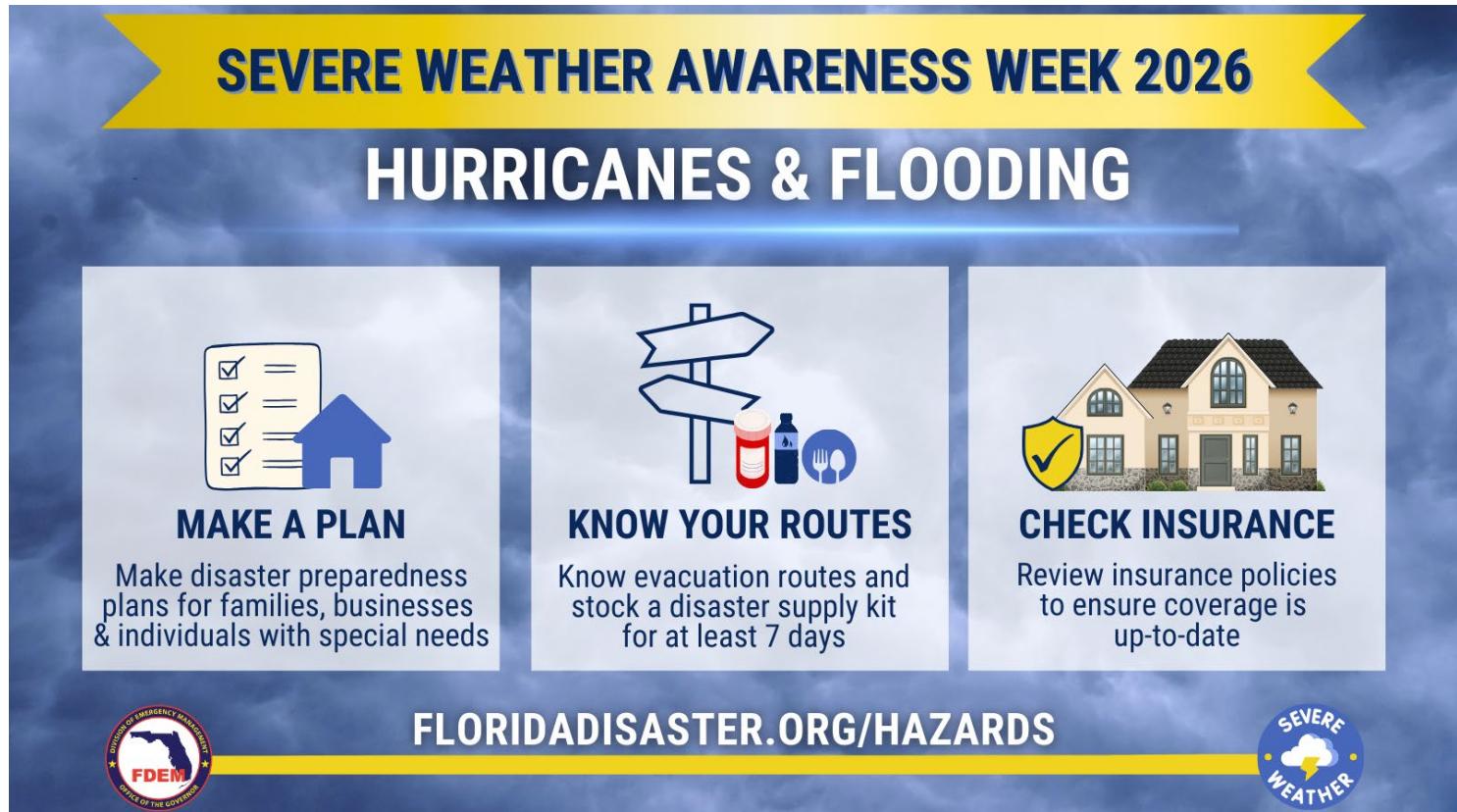


**OPTION 2:**

🌀 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](http://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](http://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](http://FLORIDADISASTER.ORG/HAZARDS/WILDFIRE)



