



SEVERE WEATHER AWARENESS WEEK 2025

February 3-7, 2025

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 FDEM logo but feel free to add yours, and don't forget to use the hashtag #FLSWAW and tag us @FLSERT on Instagram and X (formerly Twitter), and @FDEM on Facebook!

SOCIAL MEDIA TOOLKIT

Monday, February 3: Lightning

OPTION 1-

It's the 1st 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. When thunder roars, go indoors!

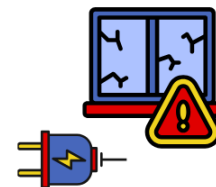
👉 Learn more – FloridaDisaster.org/Hazards/Lightning.

SEVERE WEATHER AWARENESS WEEK 2025

LIGHTNING

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

- 1 Stop swimming & other outdoor activities during a storm
- 2 Seek shelter inside an enclosed building
- 3 Stay away from windows & electronic devices



FLORIDADISASTER.ORG/HAZARDS/LIGHTNING



OPTION 2-

Today is the 1st day of Severe Weather Awareness Week! This week is about awareness of natural hazards that impact FL.

👉 Today's #FLSWAW focus is lightning! Make sure you know what to do when this threat is present to stay safe.

SEVERE WEATHER AWARENESS WEEK 2025

LIGHTNING

If thunder is what you hear, lightning strikes are near!



Have **multiple ways** to receive weather alerts



Find a safe, **interior room without windows** in your home or business



Check **weather forecasts** & watch for signs of approaching storms when outdoors



FLORIDADISASTER.ORG/HAZARDS/LIGHTNING



Tuesday, February 4: 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 should follow the tips below to stay safe while enjoying Florida's beaches.

👉 Learn more at FloridaDisaster.org/Hazards/Marine.

SEVERE WEATHER AWARENESS WEEK 2025

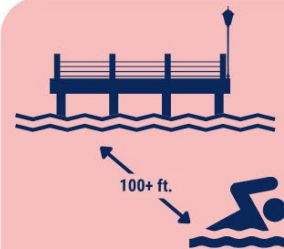
MARINE HAZARDS & RIP CURRENTS



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/HAZARDS/MARINE



OPTION 2-

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

#DYK? Rip currents consistently rank at or near the top of the list of deadliest weather-related hazards, with Florida often leading the nation in reported rip current drownings each year.

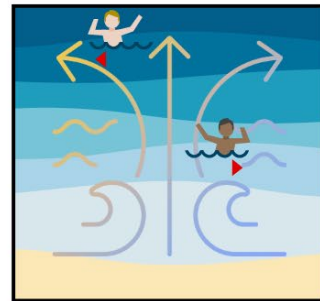
➡ Learn more at FloridaDisaster.org/Hazards/Marine.

SEVERE WEATHER AWARENESS WEEK 2025

MARINE HAZARDS & RIP CURRENTS

IF YOU ARE CAUGHT IN A RIP CURRENT:

- 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/HAZARDS/MARINE



Wednesday, February 5: 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

SEVERE WEATHER AWARENESS WEEK 2025

STATEWIDE TORNADO DRILL

WHEN: 10 a.m. EST / 9 a.m. CST

WHO: The National Weather Service

WHAT: Practice Tornado Warning broadcast on NOAA Alert Radio as a "routine weekly text" message

WHERE: School districts, private schools, preschools & daycare centers are encouraged to participate



FLORIDADISASTER.ORG/HAZARDS



OPTION 1-

Day 3 of Severe Weather Awareness Week!

☁ The #FLSWAW focus today is thunderstorms & tornadoes.

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

➡ Learn more – FloridaDisaster.org/Hazards.

SEVERE WEATHER AWARENESS WEEK 2025

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](https://FloridaDisaster.org/Hazards)



OPTION 2-

☛ It's Day 3 of Severe Weather Awareness Week, which is focused on thunderstorms & tornadoes! #DYK? Tornadoes can occur at any time of the day without warning!

Learn more about the signs of a tornado ↓ #FLSWAW

👉 For safety tips, visit FloridaDisaster.org/Hazards.

SEVERE WEATHER AWARENESS WEEK 2025

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



OPTION 3-

☛ It's Day 3 of Severe Weather Awareness Week, which is focused on thunderstorms & tornadoes! #DYK? Tornadoes can occur at any time of the day without warning!

Learn more about the signs of a tornado & don't forget to participate in the Statewide Tornado Drill today at 10 am! ↓ #FLSWAW

SEVERE WEATHER AWARENESS WEEK 2025

STATEWIDE TORNADO DRILL

WHEN: 10 a.m. EST / 9:00 a.m. CST



WHO: The National Weather Service

WHAT: Practice Tornado Warning broadcast on NOAA Alert Radio as a “routine weekly text” message

WHERE: School districts, private schools, preschools & daycare centers are encouraged to participate



FLORIDADISASTER.ORG/HAZARDS



Thursday, February 6: Hurricanes & Flooding

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 prepare before a storm forms & learn more at FloridaDisaster.org/PlanPrepare. #FLSWAW

SEVERE WEATHER AWARENESS WEEK 2025

HURRICANES & FLOODING



Hurricanes can cause **tornadoes, flooding** from heavy rain and **storm surge**



Have **multiple ways to receive weather alerts** such as an emergency radio



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



FLORIDADISASTER.ORG/HAZARDS



OPTION 2-

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

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

➡ Prepare your home in advance of hazards - FloridaDisaster.org/PlanPrepare.

SEVERE WEATHER AWARENESS WEEK 2025

HURRICANES & FLOODING

1

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



2

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



3

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



FLORIDADISASTER.ORG/HAZARDS



Friday, February 7: Extreme Temperatures

OPTION 1-

It's the last day of Severe Weather Awareness Week & the #FLSWAW focus is on temperature extremes and wildfires!

* Severe cold outbreaks occur in Florida at least once a year. Know the 5 P's of cold weather prep to stay safe & warm when temps drop ↓

SEVERE WEATHER AWARENESS WEEK 2025

5 P'S OF COLD WEATHER PREP

①

Pets

Bring outdoor pets inside or provide a warm shelter for them

②

Plants

Cover cold-sensitive plants to protect them from dangerous temperatures

③

People

Dress in warm layers & wear a hat & gloves

④

Pipes

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

⑤

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-

Today is the last day of Severe Weather Awareness Week!

🔔 Today's #FLSWAW focus is temperature extremes & wildfires. Follow the tips below to stay wildfire ready & learn more at FloridaDisaster.org/Hazards/Wildfire.

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

