February 6-10, 2023
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, don’t forget to use the hashtag #FLSWAW and tag us @FLSERT on Facebook and Twitter! Additionally, last year’s Severe Weather Awareness Week videos are available on the Division’s Vimeo here.

SOCIAL MEDIA TOOLKIT

Monday, February 6: 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/3wh5LyO
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 2023**

**LIGHTNING**

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

- Stay away from windows and electric devices
- Check the weather forecast before spending an extended time outdoors and watch for signs of approaching storms
- Locate a safe room away from windows in the interior of your home or business

FLORIDADISASTER.ORG/HAZARDS/LIGHTNING
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
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
Wednesday, February 8: 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!

私立 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

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**SEVERE WEATHER AWARENESS WEEK 2023**

**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 a way to receive weather alerts to received up-to-date on tornado watches & warnings

FLORIDADISASTER.ORG/HAZARDS/THUNDERSTORMS
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
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
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 2023**

**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 10: 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 ↓

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**SEVERE WEATHER AWARENESS WEEK 2023**

**5 P’S OF COLD WEATHER PREP**

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

**PROTECT PEOPLE**
Dress in warm layers & wear a hat & gloves.

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

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

**PRACTICE FIRE SAFETY**
Use safe heating sources indoors. Don’t use fuel-burning devices such as grills; they release deadly carbon monoxide.

[FLORIDADISASTER.ORG/PLANPREPARE]
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 2023**

**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