



SEVERE WEATHER AWARENESS WEEK - 2023

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/3wh5Ly0

The infographic features a dark blue background with a map of Florida and a lightning bolt. At the top, the text 'SEVERE WEATHER AWARENESS WEEK 2023' is in white, and 'LIGHTNING' is in large yellow letters. Below this, three red-bordered boxes contain safety instructions: 'Stop swimming and other outdoor activities during a storm' (with a swimmer icon crossed out), 'Stay away from windows and electric devices' (with a power outlet icon), and 'Seek shelter inside an enclosed building' (with a house icon). The bottom shows a row of red houses and trees. The URL 'FLORIDADISASTER.ORG/HAZARDS/LIGHTNING' is at the bottom, and the FDEM logo is in the bottom right corner.

SEVERE WEATHER AWARENESS WEEK 2023

LIGHTNING

Stop swimming and other outdoor activities during a storm

Stay away from windows and electric 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.

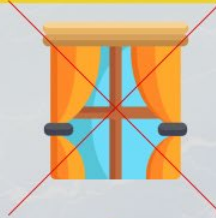
⚡ Today's #FLSWAW focus is lightning! #DYK? FL is the Lightning Capital of the U.S., with an average of 285 lightning events per square mile occurring in 2022.

SEVERE WEATHER AWARENESS WEEK 2023

LIGHTNING

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

Stay away from
windows and
electric devices



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



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 2023

MARINE HAZARDS & RIP CURRENTS



Whenever possible,
swim at a lifeguard-
protected beach



Pay attention to
beach warning flags



Swim 100+ ft. away
from piers & 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 2023

MARINE HAZARDS & RIP CURRENTS

IF CAUGHT IN A RIP CURRENT:

- Don't fight the current
- Swim parallel to 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 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!



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 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 receive up-to-date on tornado watches & 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 2023

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 2023

HURRICANES & FLOODING

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

Have a way to receive weather alerts such as a TV or 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 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](https://FloridaDisaster.org/PlanPrepare)

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 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

FDEM
FLORIDA DEPARTMENT OF EMERGENCY MANAGEMENT
OFFICE OF THE GOVERNOR

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 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