



Spring FloodingDisaster Social Media Messaging

This toolkit is intended to provide FEMA National Flood Insurance Program (NFIP) stakeholders (e.g., emergency managers, the insurance community and state, local, tribal and territorial officials) with flood insurance information to share on social media before, during and after flooding events related to spring flooding.

This messaging is consistent with the NFIP's outreach strategy and supports the mission of helping individuals and communities to prepare for, recover from and be more resilient during disasters. While this messaging should be tailored as needed to account for proper locations, dates and storm names, we discourage the adjustment of any facts or data to ensure accuracy in all posts.

KEY MESSAGES & TALKING POINTS

These suggested posts are intended for use on popular social media platforms, including Meta (Facebook and Instagram), LinkedIn and X (formerly Twitter). They can also be tailored for use on other platforms. Any additions made should focus on statistics, concerns or risks pertaining to state, tribal, territorial and/or local communities.

Please note any highlighted copy should be replaced with the name of a specific storm or disaster. Refer to the example below for reference.

EXAMPLE COPY		EXAMPLE IN-PLATFORM	
If your property was affected by #[storm/disaster name]:		If your property was affected by #PassaicRiver flooding:	
1.	Call your insurance agent.	1.	Call your insurance agent.
2.	Take photos of damage.	2.	Take photos of damage.
	Dispose of hazardous items once photographed.	3.	Dispose of hazardous items once photographed.
4.	Remove wet materials, if possible.	4.	Remove wet materials, if possible.
5.	Share photos with your adjuster.	5.	Share photos with your adjuster.
Learn more at floodsmart.gov/start.		Learn more at floodsmart.gov/start.	
#SpringFlooding		#SpringFlooding	

MESSAGES TO SHARE BEFORE A DISASTER

IMAGE

POST COPY



Don't be surprised by #snowmelt.
Purchase #FloodInsurance to protect your home from flood-related financial losses that may not be covered by homeowners and renters insurance.

Learn more at <u>floodsmart.gov</u>. #SpringFlooding

Download Image



Warmer temperatures and #SpringFlooding are just around the corner. Protect your home financially with #FloodInsurance today.

Visit <u>floodsmart.gov</u> to learn more.

Download Image



Spring thaws break river ice into large chunks that can become jammed, increasing the risk of flooding that homeowners or renters insurance may not cover. Protect the life you've built with #FloodInsurance today.

Visit <u>floodsmart.gov</u> to learn more.

#SpringFlooding





IMAGE

POST COPY



Warmer spring weather often brings heavy rain and thunderstorms. Lakes and rivers can overflow, putting your home at serious risk. Don't be surprised by #SpringFlooding—be prepared with #FloodInsurance!

Visit <u>floodsmart.gov</u> to learn more.

Download Image



Did you know? If the ground is frozen or oversaturated from #snowmelt, excess runoff can cause flooding. Protect your home and belongings with #FloodInsurance before the snow melts.

Visit <u>floodsmart.gov</u> to learn more.

#SpringFlooding

Download Image



A #FloodInsurance policy helps cover the cost of repairing your home and replacing your belongings after a flood.

Homeowners policies may not cover those losses.

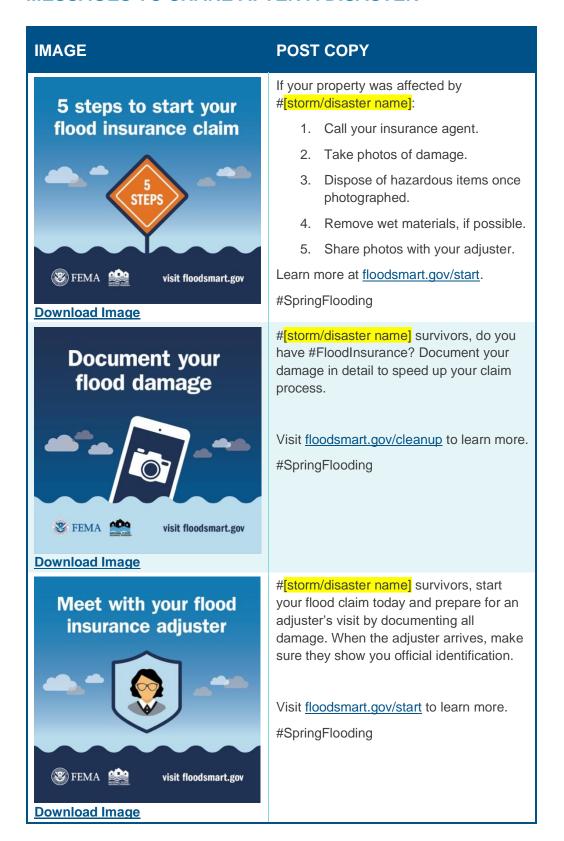
Call your insurance agent or visit floodsmart.gov to learn more.

#SpringFlooding





MESSAGES TO SHARE AFTER A DISASTER







POSTING FREQUENCY BEST PRACTICES

The following are recommended guidelines for posting this content on your social media channels. At a minimum, we recommend sharing at least one post across all platforms. For optimal engagement, we encourage you to stagger this content across all platforms over one-to-two weeks.

X (formerly Twitter)

We encourage you to share NFIP-related posts on this platform at least once per week. Hashtag usage is essential to the success of this messaging, using no more than three relevant tags at any time.

Meta (Facebook and Instagram)

We recommend posting NFIP content to Meta platforms at least once per week during the social media golden hours of 9 a.m.–3 p.m. Posts should feature no more than three hashtags, as they become less effective with more tags.

LinkedIn

When sharing NFIP content on LinkedIn, we recommend posting 3–4 times per week with hashtags relevant to your content. Most posts between 8 a.m.–2 p.m. will have better engagement than those posted later or earlier, but this can differ depending on your target audience.

Other

Social media posts should be made at least once per week on any other platforms used.



