



FEMA



NATIONAL FLOOD
INSURANCE PROGRAM®

Spring Flooding

Disaster 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
<p>If your property was affected by #[storm/disaster name]:</p> <ol style="list-style-type: none">1. Call your insurance agent.2. Take photos of damage.3. Dispose of hazardous items once photographed.4. Remove wet materials, if possible.5. Share photos with your adjuster. <p>Learn more at floodsmart.gov/start.</p> <p>#SpringFlooding</p>	<p>If your property was affected by #PassaicRiver flooding:</p> <ol style="list-style-type: none">1. Call your insurance agent.2. Take photos of damage.3. Dispose of hazardous items once photographed.4. Remove wet materials, if possible.5. Share photos with your adjuster. <p>Learn more at floodsmart.gov/start.</p> <p>#SpringFlooding</p>

MESSAGES TO SHARE BEFORE A DISASTER

IMAGE	POST COPY
 <p>Download Image</p>	<p>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.</p> <p>Learn more at floodsmart.gov. #SpringFlooding</p>
 <p>Download Image</p>	<p>Warmer temperatures and #SpringFlooding are just around the corner. Protect your home financially with #FloodInsurance today.</p> <p>Visit floodsmart.gov to learn more.</p>
 <p>Download Image</p>	<p>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.</p> <p>Visit floodsmart.gov to learn more. #SpringFlooding</p>

IMAGE

POST COPY



[Download Image](#)



[Download Image](#)



[Download Image](#)

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 floodsmart.gov to learn more.

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 floodsmart.gov to learn more.




#SpringFlooding

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

IMAGE	POST COPY
 <p>Download Image</p>	<p>If your property was affected by #[storm/disaster name]:</p> <ol style="list-style-type: none"> 1. Call your insurance agent. 2. Take photos of damage. 3. Dispose of hazardous items once photographed. 4. Remove wet materials, if possible. 5. Share photos with your adjuster. <p>Learn more at floodsmart.gov/start.</p> <p>#SpringFlooding</p>
 <p>Download Image</p>	<p>#[storm/disaster name] survivors, do you have #FloodInsurance? Document your damage in detail to speed up your claim process.</p> <p>Visit floodsmart.gov/cleanup to learn more.</p> <p>#SpringFlooding</p>
 <p>Download Image</p>	<p>#[storm/disaster name] survivors, start your flood claim today and prepare for an adjuster's visit by documenting all damage. When the adjuster arrives, make sure they show you official identification.</p> <p>Visit floodsmart.gov/start to learn more.</p> <p>#SpringFlooding</p>

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.