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## FY24 Agent Social Calendar Q1 February – April 2024

### FEBRUARY 2024 | Severe Weather Awareness & Snowmelt

#### Week 1: Atmospheric Rivers



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The atmospheric river, a much less-known phenomenon, brings extreme weather. These warm bands of wet air carry as much water as actual rivers and can cause torrential rain and #flooding in unsuspecting areas.

Get prepared with #FloodInsurance and protect the life you've built.

An atmospheric river is a weather phenomenon known for bringing extreme weather. These warm bands of wet air carry as much water as actual rivers and can cause torrential rain and #flooding in unsuspecting areas.

Get #FloodInsurance and protect the life you've built.

#### Week 2: Ice Jams



**ICE JAMS AND SNOWMELT  
CAN CAUSE FLASH FLOODING**

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It may not seem like it, but #snowmelt and ice jams can cause major #flooding! It's important to remember that flooding can happen unexpectedly. Thick layers of ice can form on streams and rivers. When water trapped behind the ice suddenly releases, it can make for serious flash flooding downstream.

Be ready for the unexpected with #FloodInsurance.

Did you know #snowmelt and ice jams can cause #flooding? Layers of ice that form on rivers can trap water. If that water suddenly releases it can make for serious #FlashFlooding downstream.

Be ready for the unexpected with #FloodInsurance

#### Week 3: Nor'easter



**THE BEST OFFENSE IS  
A STRONG DEFENSE**

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A 2021 Nor'easter hit New England with torrential rain, hurricane force winds and #flooding from New Jersey through New York and Massachusetts. It knocked out power to hundreds of millions of Americans and caused over \$200 million of damage. Sometimes the best offense is a strong defense, #FloodInsurance is a critical tool to help protect the life you've built.

A 2021 Nor'easter hit New England and caused over \$200 million of damage with hurricane force winds and #flooding in New Jersey, New York and Massachusetts. When it comes to flooding, the best offense is a strong defense. #FloodInsurance helps protect the life you've built

#### Week 4: Atmospheric Rivers



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Like a river in the sky, atmospheric rivers carry huge volumes of water inland—but through bands of warm tropical air. While they can bring much-needed water to western states, some also bring serious flood risk from heavy rain or massive snowfalls. Understand your #FloodRisk and the importance of getting #FloodInsurance to protect the life you've built.

Like a river in the sky, atmospheric rivers carry huge volumes of water inland—but through bands of warm tropical air. These atmospheric rivers can cause serious #flooding from unexpectedly heavy rain and massive snowfalls. Protect the life you've built with #FloodInsurance.

#### Week 5: Severe Weather Awareness



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While special flood hazard areas have the greatest risk of flooding, over 40% of the NFIP's flood insurance claims come from moderate- to low-risk areas. Remember, low risk doesn't mean no risk. Protect the life you've built with #FloodInsurance.

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#### Bonus Post: Snowmelt



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It's good to be excited for spring and the warmer weather it brings. But be aware that warmer weather also brings the risk of snowmelt, mudflow and flash flooding. It's always better to be prepared. Protect the life you've built with #FloodInsurance today. Visit [floodsmart.gov/get-flood-insurance](https://floodsmart.gov/get-flood-insurance) to learn more.

#FloodSmart #SpringFlooding

It's good to be excited for spring and warmer weather. But warmer weather also brings the risk of #snowmelt and #FlashFlooding. Be prepared. Protect the life you've built with #FloodInsurance. Learn more at [floodsmart.gov/get-flood-insurance](https://floodsmart.gov/get-flood-insurance)

#### Spanish: General Awareness



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Mantente protegido esta temporada con una póliza de #SeguroDeInundación. Para ver todos los beneficios de una póliza estándar del seguro de inundación de #NFIP o para encontrar a un agente, visite [floodsmart.gov/es/companias](https://floodsmart.gov/es/companias).

#FloodSmart

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## MARCH 2024 | Spring Flooding & Metropolitan Flooding Awareness

### Week 1: River Flooding



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#Flooding is a perpetual risk and with each passing year more homes are experiencing floods due to rising rivers. Even if you don't live on riverbanks, their waters can pay you an unexpected visit and cause thousands of dollars in damage.

Plan to greet that rising river with #FloodInsurance and protect the life you've built.

#FloodSmart

Every year more homes are experiencing #floods due to rising rivers. While you may not live on a river, floodwaters can still unexpectedly cause thousands of dollars in damage. Protect the life you've built from rising rivers with #FloodInsurance.

#FloodSmart

### Week 2: River Flooding



[Download Image](#)

From Miami, Florida, to Seattle, Washington, numerous major U.S. cities exist along riverbanks and can experience #RiverineFlooding. Flooding can impact anyone, anywhere, so take steps to protect the life you've built with #FloodInsurance.

#FloodSmart

Flooding impacts Americans from Miami, Florida, to Seattle, Washington. Numerous major U.S. cities exist along riverbanks and can experience #RiverineFlooding. Take steps to protect the life you've built, get #FloodInsurance today.

#FloodSmart

### Week 3: Spring Flooding



[Download Image](#)

It's that time of year when birds start singing and the world is full of fresh flowers, sunnier hours and plenty of spring showers. Too many showers, though, and your home might experience a #flood. Don't just spring clean this year, protect your home and the life you've built by getting #FloodInsurance.

#FloodSmart

This time of year, birds start singing, and the world is full of fresh flowers, sunnier hours and plenty of spring showers. Too many showers, though, and you might experience a #flood—so protect the life you've built by getting #FloodInsurance.

#Spring2024

### Week 4: Snowmelt





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College basketball isn't the only madness to be found in March! Melting snow and spring storms can cause #FlashFlooding and #mudflow, which might leave you with an expensive bill. This spring, protect the life you've built with flood insurance.

#MarchMadness

College basketball isn't the only madness to be found in March! Warmer temperatures, melting snow and spring storms can cause #FlashFlooding. This spring, protect the life you've built with #FloodInsurance.

#MarchMadness

#### Week 5: Spring Flooding

### FLOOD DAMAGE CAN REALLY ADD UP

Don't get caught paying out of pocket for your personal property.



[Download Image](#)

An early spring is always welcome, but that warm weather brings with it higher risk of #snowmelt and #mudflow. When just inches of water can cause thousands of dollars of damage, a smart move is to protect the life you've built with #FloodInsurance.

An early spring is welcome, but it brings warm weather that raises your risk of #snowmelt and #mudflow. When just inches of floodwater can cause thousands of dollars of damage, it's a smart move to protect the life you've built with #FloodInsurance.

#### Bonus Post: Metropolitan Flooding Awareness



[Download Image](#)

If you think you're ineligible to buy #FloodInsurance because your home has flooded before, don't worry. No matter how many times your home, apartment or business has been flooded, you are still eligible to purchase flood insurance. Protect your property today.

#FloodSmart #InsuranceAgent

If you think you're ineligible to buy #FloodInsurance because your home has flooded before, don't worry. No matter how many times your home, apartment or business has been flooded, you are still eligible to purchase flood insurance.

#FloodSmart #InsuranceAgent

#### Spanish: Flooding Awareness



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¿Se pregunta si debería obtener un seguro de inundación? Piense en esto: Todas las ciudades tienen riesgos de inundación inesperados que pueden poner su propiedad en peligro, incluso si está lejos de una fuente de agua. Comuníquese con su agente de seguros de inundación hoy mismo y convierta los gastos inesperados en una cosa del pasado con un #SeguroDeInundación.

#FloodSmart

¿Debe obtener un #SeguroDeInundación? Todas las ciudades tienen riesgos de inundación que pueden poner su propiedad en peligro, incluso si está lejos de un cuerpo de agua. Convierta los gastos inesperados en una cosa del pasado con un #SeguroDeInundación.

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## APRIL 2024 | Metropolitan Flooding Awareness

### Week 1: Metropolitan Flooding Awareness



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Are you considering #FloodInsurance? Every city has unforeseen #FloodRisks that could threaten your home, even if it's nowhere near water. Make the decision to stay protected and act today.

<https://www.floodsmart.gov/whats-covered>

Are you considering #FloodInsurance? Every city has unforeseen #FloodRisks that could threaten your home, even if it's nowhere near water. Make the decision to stay protected and act today.

<https://www.floodsmart.gov/whats-covered>

### Week 2: Metropolitan Flooding Awareness



[Download Image](#)

April showers can either bring May flowers or unwanted #flooding. Plants, shrubs and trees slow rain hitting the ground and help soak up excess water, giving a little added protection from flooding. But greenery is sometimes hard to find in a metro area. Talk to your insurance agent today about #FloodInsurance and find the right coverage for you.

April showers can either bring May flowers or unwanted #flooding. Plants, shrubs and trees help to soak up excess water, but greenery is sometimes hard to find in a metro area. Talk to your insurance agent today about #FloodInsurance and find the right coverage for you.

### Week 3: Metropolitan Flooding Awareness



[Download Image](#)

There is no way of knowing where #flooding will occur. That's why #FloodInsurance is so important. Whether you rent or own your home, reach out to your agent to discuss flood insurance and how it can protect the life you've built.

More at

<https://agents.floodsmart.gov/agents-guide/benefits>

There is no way of knowing where it will #flood, making #FloodInsurance that much more important. Whether you rent or own your home, reach out to your agent to discuss flood insurance and how it can protect the life you've built.

More at

<https://agents.floodsmart.gov/agents-guide/benefits>

### Week 4: General Flood Awareness



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#FloodFact: A common myth is that homeowners living in high-risk areas are ineligible for flood insurance. The truth is that anyone living in a participating #NFIP community is eligible. Help us correct this misconception and spread awareness of the benefits of #FloodInsurance.

Myth: High-risk area homeowners can't get flood insurance. Fact: #NFIP covers all participating communities. Help us dispel this myth and promote flood insurance benefits.

#FloodAwareness #FloodFact

#### Week 5: Metropolitan Flooding Awareness



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The potential for #flooding can take many forms, from little streamlets to unknowingly living in a river's floodplain. Remember, your homeowners policy typically does not cover flood insurance, but an #NFIP policy gives you the peace of mind of knowing you're covered.

Take precautions now, so you don't have to worry. Learn about your neighborhood's flood risk.

#RiverFlooding

#Flooding can strike anywhere, anytime. From small streams to hidden urban rivers, even without a nearby river, flooding is a threat. Homeowners insurance usually doesn't cover flooding. #NFIP offers peace of mind. Learn about your local #FloodRisks.

#### Bonus Post: River Flooding



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Heavy spring rain, snowmelt and ice jams can all cause rivers and streams to overflow, increasing the risk of flash flooding. #RiverFlooding can impact cities and towns throughout the floodplain, far from the river itself. Now is the time to get #FloodSmart by understanding your risk and protecting against financial loss with #FloodInsurance. It's important to know that your homeowners or renters insurance probably doesn't cover flooding events.

Heavy spring rain, snowmelt and ice jams can trigger river overflow, elevating #FloodRisks. Even areas distant from rivers face risks. Be #FloodSmart: know the risk and be safeguarded financially with #FloodInsurance.

#### Spanish: Flooding Awareness



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El seguro de inundación de su arrendador no protegerá los daños a sus pertenencias personales provocados por las #inundaciones. Aprenda más sobre cómo obtener una póliza exclusivamente para contenidos de #NFIP.

#SeguroDeInundación #FloodSmart

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#SeguroDeInundación #FloodSmart



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