



FEMA



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 officials) with flood insurance information to share on social media before and after spring flooding events. This messaging is consistent with NFIP’s marketing strategy and supports the mission of helping individuals and communities to prepare for and recover from disasters. While this messaging should be tailored as needed to account for the 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 state-specific statistics, concerns or risks.

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>#FloodSmart</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>#FloodSmart</p>

MESSAGES TO SHARE BEFORE A DISASTER

IMAGE	POST COPY
	<p>Don't be surprised by #snowmelt. Purchase #FloodInsurance to protect your home from the financial losses that come with flooding.</p> <p>Learn more at floodsmart.gov. #Floodsmart</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. #Floodsmart</p>
	<p>Spring thaws break river ice into large chunks that can become jammed, increasing the risk of severe flooding. Protect the life you've built by purchasing #FloodInsurance today.</p> <p>Visit floodsmart.gov to learn more. #Floodsmart #SpringFlooding</p>

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 [floodsmart.gov](https://www.floodsmart.gov) to learn more.

#Floodsmart



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](https://www.floodsmart.gov) to learn more.

#Floodsmart



A #FloodInsurance policy helps cover the cost of repairing your home and replacing your belongings after a flood so you can get back to doing the things you love.

Call your insurance agent or visit [floodsmart.gov](https://www.floodsmart.gov) to learn more.

#Floodsmart #SpringFlooding



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MESSAGES TO SHARE AFTER A DISASTER

IMAGE	POST COPY
 <p>5 steps to start your flood insurance claim</p> <p>5 STEPS</p> <p>FEMA visit floodsmart.gov</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>#Floodsmart</p>
 <p>Document your flood damages</p> <p>FEMA visit floodsmart.gov</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/recover to learn more.</p> <p>#Floodsmart</p>
 <p>Meet with your flood insurance adjuster</p> <p>FEMA visit floodsmart.gov</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>#Floodsmart #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. 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.



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