**Sample Social Media Posts**

## Messaging About Forecasted Heat Event and Safety Precautions

* Dangerous heat and humidities are forecasted over the next [Number] days. Cooling Centers are open to the public across the county. (insert link to website/map with Cooling Center locations).

If you must be out during the hottest times of the day, be alert for signs of heat illness. Protect yourself by limiting physical activities, drinking water frequently, and wearing light, loose-fitting clothing. [insert link to website to learn more, or graphic on heat related illnesses].

*Suggested graphics or media to include:*

* + *CDC* [*Beat the Heat*](https://www.cdc.gov/orr/infographics/beattheheat.htm) *infographic*
	+ *CDC* [*Avoid-Spot-Treat: Heat Stroke and Heat Exhaustion*](https://www.cdc.gov/orr/infographics/ast-heat.htm) *infographic*
* The US National Weather Service [list office] has issued an [list: EXCESSIVE HEAT WARNING, EXCESSIVE HEAT WATCH] from [date] to [date]. To help protect everyone, Cooling Centers will be opening across the county starting [date]. For more information, visit: [website URL].
* High temperatures are in the forecast for the week, with heat index values reaching as high as [insert temperatures]. Take extra precautions if you work or spend time outside. Drink plenty of water and stay hydrated.
* Dangerous heat will develop [insert time frame or dates], with the potential for temperatures as high as [insert temperatures]. The warmest days are expected to be [insert days].

## Messaging About General Heat Safety

* When you must be outdoors in hot weather, take steps to stay cool and healthy. Cut down on exercise and other hard tasks. Drink two to four glasses of cool, non-alcoholic fluids every hour. Rest often in shady areas. Wear light clothing and protect yourself from the sun with a wide brimmed hat, sunglasses and sunscreen – SPF 15 or higher.
* Protect your kids when it’s hot outside. NEVER leave your kids in a parked car, even with the windows open. Your car can heat up to deadly temperatures very quickly!

*Suggested media to link to:*

* + *CDC Video:* [*Protect your kids when it’s hot outside*](https://www.cdc.gov/disasters/videos/social-media/psas-videos/protect_your_kids_when_its_hot_outside.html)
	+ *CDC* [*Infographics*](https://www.cdc.gov/disasters/extremeheat/social_media.html) *on how to protect yourself and stay cool during hot weather*
* During hot weather, watch for signs of heat exhaustion. If someone is experiencing heavy sweating, nausea, or fainting, you can help:
	+ Move them to a cool place
	+ Give them water
	+ Put cool wet cloths on their body.
	+ If their symptoms get worse, get medical help right away!

Suggested media to link to:

* + CDC Video: [Watch for Signs of Heat Exhaustion](https://www.cdc.gov/disasters/videos/social-media/psas-videos/during_hot_weather.html)

## Heat Wave - NWS Sample Messaging

***Facebook:***

Heat is typically the leading cause of weather-related fatalities each year. A heat wave is a period of abnormally hot and humid weather, generally lasting more than two days. Heat waves have the potential to cover a large area, exposing a high number of people to a hazardous combination of heat and humidity, which can be very taxing on the body. Learn how to stay safe during a heat wave at www.weather.gov/heatsafety #KeepYourCool #HeatSafety

***X (Formerly Twitter):***

Heat wave: a period of abnormally hot & humid weather, lasting 2+ days. #KeepYourCool www.weather.gov/heat #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1T7A4pms1EU_DTaqiBCtG-JKOaTO5DiuS/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Being Outside in the Heat - NWS Sample Messaging

***Facebook:***

Protect yourself from the heat while working or playing outside. Drink plenty of water to stay hydrated and apply sunscreen regularly. Also, dress in lightweight and light-colored clothing and wear a wide brimmed hat. www.weather.gov/heatsafety #KeepYourCool #HeatSafety

***X (Formerly Twitter):***

Sunscreen is a must for everyone under the sun! Protect your skin! www.weather.gov/heat #KeepYourCool #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1GHwIvQyjzU4x6jf0cj8hsXhHnoy1_cNq/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Practice Heat Safety - NWS Sample Messaging

***Facebook:***

Heat is typically the leading cause of weather-related fatalities each year. Heat waves have the potential to cover a large area, exposing a high number of people to a hazardous combination of heat and humidity, which can be very taxing on the body. Learn how to stay safe during a heat wave at www.weather.gov/heat #KeepYourCool #HeatSafety

***X (Formerly Twitter):***

Heat wave: a period of abnormally hot & humid weather, lasting 2+ days. #KeepYourCool www.weather.gov/heat #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1V0p1tsFQRWlYsB1NbdUDz5KKZ0ldspPe/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Auto Safety - NWS Sample Messaging

***Facebook:***

Never leave children, disabled or elderly adults or pets in parked vehicles. Studies have shown that the temperature inside a parked vehicle can rapidly rise to a dangerous level for children, pets and even adults. Leaving the windows slightly open does not significantly decrease the heating rate. The effects can be more severe on children because their bodies have not developed the ability to efficiently regulate its internal temperature. http://www.nws.noaa.gov/om/heat/children\_pets.shtml #HeatSafety

***X (Formerly Twitter):***

Never leave children, disabled adults or pets in parked vehicles. http://www.nws.noaa.gov/om/heat/children\_pets.shtml #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1pDv6L-dMiO9LpGW3V7F9K7YrYxheROhs/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Sunburn Safety - NWS Sample Messaging

***Facebook:***

Spending time in the sun on vacation this summer? Apply plenty of sunscreen! Also keep in mind that heat-related illness is a possibility if you don’t take certain precautions. Find out more about heat-related illnesses and how to prevent them at www.weather.gov/heat #HeatSafety

***X (Formerly Twitter):***

Spending time in the sun? Apply sunscreen and avoid heat related illness: www.weather.gov/heat #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1B-9u8vkaMmfcHs-fDMkaakY3m3ewB6f-/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Working Outside - NWS Sample Messaging

***Facebook:***

Outdoor workers can be at a higher risk to the effects of excessive heat. When working under hot conditions, OSHA recommends #WaterRestShade as well as allowing more frequent breaks for new workers or workers who have been away from the job for a week or more (acclimatization). Knowing symptoms, prevention and emergency response methods can help prevent heat-related illnesses and death. Check weather forecasts ahead of time to be better prepared. www.osha.gov/heat #OSHA #HeatSafety

***X (Formerly Twitter):***

Working outside in the #heat today? Make sure you get #WaterRestShade! Learn more at https://www.osha.gov/heat #OSHA #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1KC4AxW502m5UE9SLxQBb12I2nnvwJ8YA/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Heat Index - NWS Sample Messaging

***Facebook:***

Did you know the air temperature can actually feel hotter than what the thermometer reads? The Heat Index is a measure of how hot it really feels when relative humidity is factored in. To find out how hot it feels, you can use the pictured chart or the Heat Index calculator found at: https://1.usa.gov/1GLRN7n #HeatSafety #SpringSafety

***X (Formerly Twitter):***

The Heat Index tells you how hot it feels with humidity https://1.usa.gov/1zk7PW0 #HeatSafety #SpringSafety

[Associated graphic](https://drive.google.com/file/d/1IirBMZ3tisTg5-frj8-_IifM5okiNclc/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Heat Clothing at the Beach - NWS Sample Messaging

***Facebook:***

When it is hot, wear lightweight, loose-fitting, light-colored clothing to reflect heat and sunlight. Hats are also a good idea to protect your face and scalp from harmful UV rays if you will be spending time directly in the sunshine. And apply sunscreen liberally. www.weather.gov/heatsafety #HeatSafety #KeepYourCool

***X (Formerly Twitter):***

Find out how to dress for the weather www.weather.gov/heatsafety #HeatSafety #KeepYourCool

[Associated graphic](https://drive.google.com/file/d/19kPe5_gsO3V0f16EbIGabG3ZPHu6K41q/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Heat Related Illness Symptoms - NWS Sample Messaging

***Facebook:***

During extremely hot and humid weather, your body's ability to cool itself is challenged. When the body heats too rapidly to cool itself properly, or when too much fluid or salt is lost through dehydration or sweating, body temperature rises and you or someone you care about may experience a heat-related illness. Learn the symptoms of excessive heat exposure and the appropriate responses. http://www.nws.noaa.gov/om/heat/heat-illness.shtml #HeatSafety

***X (Formerly Twitter):***

Learn the symptoms of excessive heat exposure and the appropriate responses.

http://www.nws.noaa.gov/om/heat/heat-illness.shtml #HeatSafety

[Associated graphic](https://drive.google.com/file/d/1K_fbbPIs-as8Pq7P00Cv4blvioMZl0AH/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Staying Safe in the Heat - NWS Sample Messaging

***Facebook:***

Stay safe in the heat! Limit outdoor activities. Drink plenty of water and avoid alcohol. Wear light-colored clothing and sunscreen. Work outdoors early or very late in the day. www.weather.gov/heatsafety #HeatSafety #KeepYourCool

***X (Formerly Twitter):***

Stay safe in the heat! Learn more at www.weather.gov/heatsafety #HeatSafety #KeepYourCool

[Associated graphic](https://drive.google.com/file/d/1ZvHB3zxztNPzwQm5DjY2ElM_oz8ovHpe/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## 4 Questions Before Working Outdoors - NWS Sample Messaging

***Facebook:***

Four questions to ask yourself before working outdoors: Do you have enough water? Do you have temporary shade available? Do you know the symptoms of heat illness? Do you know who to call in an emergency? www.weather.gov/heatsafety www.osha.gov/heat #HeatSafety #KeepYourCool

***X (Formerly Twitter):***

Learn the four questions to ask before working outdoors. www.osha.gov/heat #HeatSafety #KeepYourCool

[Associated graphic](https://drive.google.com/file/d/17BITZG9OW10pFU2UwNl6aK98Ep8WYkqB/view?usp=drive_link) ([NWS website](https://www.weather.gov/wrn/spring2017-heat-sm))

## Messages adapted from:

* [CDC Public Service Announcements for Disasters](https://www.cdc.gov/disasters/psa?Sort=title%3A%3Adesc&Category=Extreme%20Heat)
* Facebook posts by the [Raleigh National Weather Service](https://www.facebook.com/NWSRaleigh/)
* Facebook posts by [City of Phoenix, AZ](https://www.facebook.com/CityofPhoenixAZ/)
* [NWS Heat Safety Social Media](https://www.weather.gov/wrn/spring2017-heat-sm)