

Region 3: FY22 Pennsylvania - Seasonal Flooding Campaign

Social Media

This toolkit provides suggested social media messaging and imagery to encourage the public to learn more about flood insurance and to contact an insurance agent to purchase a policy. This messaging is consistent with the National Flood Insurance Program's marketing strategy and supports the mission of mitigating and recovering from flood related disasters.

While this messaging should be adjusted and tailored as needed to account for use within specific geographical locations and timeframes, we discourage the adjustment of any facts or data to ensure accuracy in all posts. The facts that have been included have been vetted and approved for accuracy.

KEY MESSAGES AND TALKING POINTS

These suggested posts are outlined for use on **Facebook**, **LinkedIn** and **Twitter**. They can also be used on other platforms, including **Next Door**. Any copy updates or additions should focus on state-specific statistics, activities, concerns, or risks.

Copy and Imagery

Facebook Copy

Should you get flood insurance? Consider this: Every city has unexpected flood risks that can put your home in danger—even if it's far from a water source. Just 1 inch of water can cause roughly \$25,000 in damage.

With flood insurance, you can make out-of-pocket costs a thing of the past.

Learn more: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

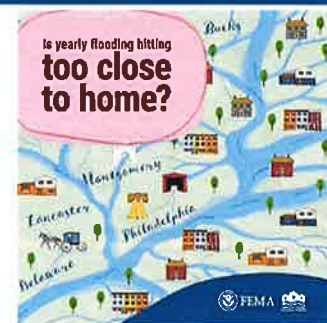
You may be faced with unpredictable storms this summer. Even if you're living hundreds of miles from the coast, floods will find you.

But a prepared household is a resilient one.

Get flood insurance today to protect the life you've built:
floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

Graphic



Floods don't wait. Neither should you. Changing weather patterns and limited drainage can turn heavy rain into flash floods within minutes.

Talk to your local flood insurance agent today to make out-of-pocket costs a thing of the past and get the coverage that's right for you: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance



Twitter Copy

Should you get #FloodInsurance? Every city has unexpected flood risks that can put your home in danger—even if it's far from a body of water.

Make out-of-pocket costs a thing of the past: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

You may be faced with unpredictable storms this summer. But a prepared household is a resilient one.

Get flood insurance today to protect the life you've built: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

Changing weather patterns and limited drainage can turn heavy rain into flash floods within minutes.

Talk to your local #FloodInsurance agent today to get the coverage that's right for you: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

Graphic



LinkedIn Copy

Graphic

Wondering if you should get flood insurance? Consider this: Every city has unexpected flood risks that can put your home in danger—even if you're far away from the Schuylkill River or another water source.

Contact your flood insurance agent today. Make out-of-pocket costs a thing of the past.

Learn more: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

You may be faced with unpredictable storms this summer. Even if you're living hundreds of miles from the coast, floods will find you.

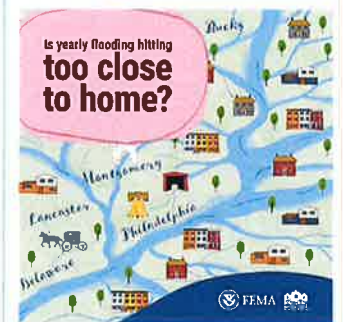
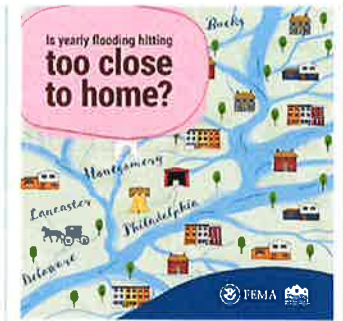
But a prepared household is a resilient one. Get flood insurance today to protect the life you've built: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance

Floods don't wait. Neither should you. Changing weather patterns and limited drainage can turn heavy rain into flash floods within minutes.

Talk to your local flood insurance agent today to make out-of-pocket costs a thing of the past and get the coverage that's right for you: floodsmart.gov/PAflooding

#FloodSmart #FloodInsurance



POSTING FREQUENCY BEST PRACTICES

What follows are best use guidelines for posting this content on social media. Some platforms work more effectively with additional posting. At minimum, a single post across all channels on the same day meets the expectations the NFIP Marketing & Outreach team recommends for the delivery of this content. However, to gain the largest engagement and be more effective, we encourage you to stagger content to different platforms over a one- to two-week period.

Twitter

We encourage NFIP posts made on this platform to occur at least once a week. Hashtag usage is essential to the success of this messaging, using no more than four relevant tags at any time.

Nextdoor

Posts on Nextdoor should occur once per campaign period. This shouldn't be more than 1 time per month at most. Tweaking your message to be as local as possible is helpful for gaining traction with these posts. For example, "In Washington DC, we need to be prepared for flood season."

Facebook

Posts made to Facebook should occur at least once per week during the social media golden hours of 9 a.m. – 3 p.m. Posts should feature no more than four hashtags as they become less effective.

LinkedIn

Post three to four times a week with hashtags relevant to your content. Most posts between 8 a.m. and 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 if there are other platforms used.