



FEMA



Pre, During, Post Disaster Messaging – General Disasters/Floods

The following messaging is intended to serve as a framework for social copy that stakeholders can tailor and use prior to and after a flood event to communicate important disaster-related guidance to their audiences.

For safety and preparedness measures during a disaster, refer to Ready.gov's [social media toolkit](#).

Consumer Messaging

Content Type	Twitter	Facebook
Pre-Disaster	<p>In the wake of a flood, #FloodInsurance is the best way to guarantee coverage. Federal disaster assistance is not guaranteed and, in most cases, does not provide enough funds to make a full recovery.</p> <p>Learn more at floodsmart.gov #NaturalDisaster #FloodSmart</p> 	<p>After a storm, flood insurance remains the best way to protect the life you've built. Federal disaster assistance is only available after a presidential disaster declaration, requires an application, and is not guaranteed.</p> <p>Learn more about #FloodInsurance at www.floodsmart.gov #FloodSmart</p> 

Content Type	Twitter	Facebook
Pre-Disaster	<p>Protect your home or business before a storm hits. The National Flood Insurance Program covers up to \$1,000 for sandbags, pumps, and lumber to help you avoid losses due to flooding.</p> <p>Learn more about loss avoidance at floodsmart.gov. #FloodInsurance #FloodSmart #NFIP</p> 	<p>Did you know the National Flood Insurance Program will pay up to \$1,000 for sandbags, pumps and lumber to protect your insured building from flooding?</p> <p>Learn more about loss avoidance measures you can take to protect your home at www.floodsmart.gov. #FloodSmart #NFIP</p> 
Pre-Disaster	<p>Don't wait! The #rainyseason is here, and it takes up to 30 days for a new #FloodInsurance policy to go into effect.</p> <p>Contact your agent today to make sure there's no lapse in your coverage. [insert link to your website] #FloodSmart</p> 	<p>Don't wait! The rainy season is here, and it takes up to 30 days for a new flood insurance policy to go into effect.</p> <p>Contact your agent today to make sure there's no lapse in your coverage. [insert link to your website] #FloodSmart #FloodInsurance</p> 

Content Type	Twitter	Facebook
Pre-Disaster	<p>A #flood can happen to anyone, anywhere, and at any time. Make sure your important documents are secured safely in a dry place.</p> <p>When you are prepared for a flood, you are prepared for recovery. Learn more: https://www.youtube.com/watch?v=Hv72vbKmRzc</p> <p>#FloodInsurance #FloodSmart</p> 	<p>In advance of [#storm/disaster name], be sure to store important documents in a watertight safety deposit box. You will need these documents to file a flood insurance claim or file for disaster assistance.</p> <p>Learn more: https://www.youtube.com/watch?v=Hv72vbKmRzc</p> <p>#FloodInsurance #FloodSmart</p> 
Post Disaster	<p>Jump-start your recovery and contact your insurance carrier by calling the National Flood Insurance Program at 877-336-2627 or visiting floodsmart.gov.</p> <p>#FloodSafety #FloodRecovery #DisasterRecovery #FloodInsurance #FloodSmart #NFIP</p> 	<p>Jump-start your recovery and begin the claims process.</p> <p>Just contact your insurance carrier by calling the National Flood Insurance Program at 877-336-2627 or visiting www.floodsmart.gov.</p> <p>#FloodSmart #NFIP</p> 

Content Type	Twitter	Facebook
Post Disaster	<p>Was your property affected by [#storm/disaster name]? Report your loss as soon as possible to your insurance agent or carrier.</p> <p>Ask if you're eligible for advance payments that can help you begin your recovery. #FloodSmart #FloodInsurance</p> 	<p>If your property was affected by [#storm/disaster name], make sure you report your loss as soon as possible to your insurance agent or carrier.</p> <p>Ask if you're eligible for advance payments that can help you begin your recovery. #FloodInsurance #FloodSmart</p> 
Post Disaster	<p>If you were affected by [#storm/disaster name], contact your flood insurance agent to jump start the claims process.</p> <p>Learn more at [insert link to your website] #FloodSmart #FloodInsurance</p> 	<p>If you were affected by [#storm/disaster name], contact your flood insurance agent to jump start the claims process.</p> <p>Learn more at [insert link to your website] #FloodInsurance #FloodSmart</p> 

Content Type	Twitter	Facebook
Post Disaster	<p>Affected by [#storm/disaster name]?</p> <p>When meeting with an adjuster, be sure to ask about your eligibility for advance payments to start your recovery as soon as possible. #FloodSmart #FloodInsurance</p> 	<p>Affected by [#storm/disaster name]?</p> <p>When meeting with an adjuster, be sure to ask about your eligibility for advance payments to start your recovery as soon as possible. #FloodInsurance #FloodSmart</p> 
Post Disaster	<p>Here's a #FloodFact: If you have damage from both wind and flood, you'll need to file two claims - a homeowners insurance claim and a flood insurance claim.</p> <p>Contact your insurance agent to start your claim today. #FloodSmart #DisasterRecovery #FloodInsurance #NFIP</p> 	<p>Here's a #FloodFact: If you have damage from both wind and flood, you'll need to file two claims - a homeowners insurance claim and a flood insurance claim.</p> <p>Adjusters are taught to differentiate between wind and water damage to ensure damages are assigned to the correct policy. Contact your insurance agent to start your claim today. #FloodInsurance #FloodSmart</p> 

Content Type	Twitter	Facebook
Post Disaster	<p>@FEMA's National Flood Insurance Program now offers remote flood damage inspections for policyholders.</p> <p>Contact your flood insurance adjuster to learn if remote adjusting is right for you. #NFIP #FloodSmart #DisasterRecovery #FloodInsurance</p> 	<p>FEMA's National Flood Insurance Program now offers remote flood damage inspections for policyholders. To get started:</p> <ul style="list-style-type: none"> • Wear closed toed shoes and other safety gear to conduct the inspection • Take clear photos of the damaged property • Use a tape measure to help show the extent of damage • Send photos electronically <p>Safety First! Request an in-person inspection if you do not feel comfortable.</p> <p>Contact your flood insurance adjuster or visit www.floodsmart.gov to learn more. #FloodSmart #FloodInsurance</p> 

Content Type	Twitter	Facebook
Post Disaster	<p>Follow these steps if your property was affected by [#storm/disaster name]:</p> <ol style="list-style-type: none"> 1. Call your agent 2. Take photos and document losses 3. Dispose of molded and hazardous items once documented 4. Meet with adjusters <p>Learn more at floodsmart.gov. #FloodInsurance #FloodSmart</p> 	<p>Follow these steps if your property was affected by [#storm/disaster name]:</p> <ol style="list-style-type: none"> 1. Call your agent 2. Take photos and document losses (make, model, serial number) 3. Dispose of molded and hazardous items once documented (keep non-hazardous, damaged items until meeting an adjuster) 4. Meet with adjusters <p>You can start mitigating any further damage (e.g., tarping your roof), but wait to start any permanent work until you meet with an adjuster and receive your settlement.</p> <p>Learn more at www.floodsmart.gov. #FloodSmart #FloodInsurance</p> 