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# Disaster Relief Guide For County Utilization

June 2024

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## Executive Summary

Kerr-Tar Regional Council of Governments has partnered with Brasco /// to develop a disaster relief communication plan for the five key natural disasters to better help counties communicate and disseminate important information within their communities. Through this content plan, we have identified ways to distribute a disaster relief plan and tangible tactics by which we will get this information in front of residents.

### Natural Disasters of Focus

This content plan is focused on five key natural disasters that are common to the counties included in the Kerr-Tar Regional Council of Governments area. These natural disasters include:

- / Thunderstorms
- / Floods
- / Hurricanes
- / Ice Storms/Freezing Rain
- / Droughts/Heat Waves

We have identified tactics through which we will reach the communities of focus to communicate on these natural disasters..

### County Guide Introduction

This comprehensive guide is for the counties within the Kerr-Tar region to understand and utilize available resources in the event of a natural disaster. This guide is intended for internal use by government entities and contacts.

### Key Components

- Resource Summary:
  - A detailed overview of the resources available to each county within the Kerr-Tar region to aid in disaster response and recovery.
  - Information on how these resources can be accessed and utilized effectively.
- Customizable Assets:
  - A library of assets that counties can customize to suit their specific needs.
  - Brasco will provide guidance on which areas are customizable and instructions on how to make these customizations.

- Usage Instructions:
  - Clear instructions and best practices for using the guide and the resources it contains.
  - Examples and templates to demonstrate customization options and facilitate easy implementation.
  - We will provide guidance on printing recommendations and references.

### **The Benefits of This Guide**

- **Enhanced Preparedness:** Empower counties with the knowledge and tools to respond swiftly and effectively to natural disasters.
- **Consistency and Flexibility:** Provide a standardized yet adaptable approach to disaster resource management across the Kerr-Tar region.
- **Support and Guidance:** Ensure counties receive the necessary support in understanding and utilizing the customizable assets.

By developing this guide, the Kerr-Tar counties will be better equipped to manage natural disasters, ensuring a coordinated and efficient response that maximizes the use of available resources.

# Natural Disaster Resource Guide

## Overview

We recommend providing your residents with a printed Natural Disaster Resource Guide to distribute information about natural disasters and what to do in case of an emergency. This booklet includes information about all five natural disasters of focus, educating about the natural disaster and providing information about what to do if faced with a natural disaster, from tips on how to keep your pets safe, to what to include in your emergency kit.

## Printing Resources

We recommend printing through this resource: [Custom Booklets at GotPrint.com](https://www.gotprint.com). For printing this material, follow these guidelines for your use:

- Size: 16-page booklet, 8.5"x5.5"
- Production Time: ~10-12 Business Days
- Shipping Time: ~1-6 Business Days
- You can print from 25 copies to 10,000 copies at a time.
- *Prices range depending on the qualities printed and shipping information.*

## Creative Asset Links

Below is an example of what this resource looks like.



## Working Files


The working files are a packaged zip file that includes the working document in Adobe InDesign, fonts needed, and imagery/links needed. These working files are likely not needed, as the content and design have been finalized and should not require further editing, however, we want to provide the original editable files, if necessary.

1. [Kerr-Tar Branded: Printed Resource Guide](#)
2. [Kerr-Tar + Individual County Branded: Printed Resource Guide](#)
  - o *Instructions to add your county logo are provided in the final files section below.*

## Final Files

- [Print-Ready: Kerr-Tar Branded: Printed Resource Guide \(Includes Bleeds\)](#)
- [Digital-Ready: Kerr-Tar Branded: Printed Resource Guide](#)
- [Print-Ready: Kerr-Tar + Individual County Branded: Printed Resource Guide](#)
  - a. *See the instructions below for implementing your logo and saving your final file with your county-specific logo added to the guide.*
- [Digital-Ready: Kerr-Tar + Individual County Branded: Printed Resource Guide](#)
  - a. *See the instructions below for implementing your logo and saving your final file with your county-specific logo added to the guide.*

## To Add Your County Logo:

1. Open the Print-Ready or Digital-Ready final files above depending on the file type you need.
2. Download the PDF to your computer or to where you save your files.
3. Open the PDF in Adobe Acrobat.
4. You'll notice on the first page (front cover) and last page (back cover) that there is a gray imagery icon. Click on this icon. 
5. Once you've selected the icon, a window should appear, click on the button that says browse. Navigate to your logo file and select your logo file. In the window, click OK. Now, your logo is in the document.
6. Save the updated document for your use.

# One-Pager Infographic

## Overview

We recommend providing your residents with this natural disaster-specific one-pager infographics to distribute crucial information about specific natural disasters and what to do in case of an emergency.

Different from the comprehensive booklet, these infographics focus on one natural disaster at a time, offering targeted information and resources relevant to each event. These infographics allow you to provide season-specific resources, such as guidance for hurricane season or winter storms. Designed with visual appeal, these one-pagers aim to attract residents' attention, encouraging them to keep the infographics on their fridge or in a safe place for easy reference.

## Printing Resources

We recommend printing through this resource: [Custom Flyers at GotPrint.com](https://www.gotprint.com). For printing this material, follow these guidelines for your use:

- Size: 8.5"x11", Vertical
- Production Time: ~10-12 Business Days
- Shipping Time: ~1-6 Business Days
- You can print from 100 copies to 50,000 copies at a time.
- *Prices range depending on the qualities printed and shipping information.*

## Creative Asset Links

*Below is an example of what this resource looks like.*



## Working Files

The working files are a packaged zip file that includes the working document in Adobe InDesign, fonts needed, and imagery/links needed. All of the one-pagers are saved in the same Adobe InDesign document. These working files are likely not needed, as the content and design have been finalized and should not require further editing, however, we want to provide the original editable files, if necessary.

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4. [Kerr-Tar + Individual County Branded: One-Pager Infographic](#)
  - *Instructions to add your county logo are provided in the final files section below.*


## Final Files

- *Print-Ready: Kerr-Tar Branded: One-Pager Infographics (Includes Bleeds)*
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)
- *Digital-Ready: Kerr-Tar Branded: One-Pager Infographic*
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)
- *Print-Ready: Kerr-Tar + Individual County Branded: One-Pager Infographic (Includes Bleeds) – See the instructions below for implementing your logo and saving your final file with your county-specific logo.*
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)



- *Digital-Ready: Kerr-Tar + Individual County Branded: One-Pager Infographic – See the instructions below for implementing your logo and saving your final file with your county-specific logo.*
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)

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11. Once you've selected the icon, a window should appear, click on the button that says browse. Navigate to your logo file and select your logo file. In the window, click OK. Now, your logo is in the document.
12. Save the updated document for your use.

# Half-Page Flyer

## Overview

In the following sections for your partnerships, we note that we recommend providing a more digestible and smaller resource for natural disaster-specific content. By including a smaller half-page flyer at a register of a grocery store, or at a local event, some residents will be more likely to take a smaller resource is a larger one.

This natural disaster-specific half-pager flyer includes the most information information for what to do in case of an emergency, how to build an emergency kit, and your website to provide further guidance.

## Printing Resources

We recommend printing through this resource: [Custom Flyers at GotPrint.com](https://www.gotprint.com/). For printing this material, follow these guidelines for your use:

- Size: 8.5"x5.5", Vertical
- Production Time: ~10-12 Business Days
- Shipping Time: ~1-6 Business Days
- You can print from 100 copies to 50,000 copies at a time.
- *Prices range depending on the qualities printed and shipping information.*

## Creative Asset Links

*Below is an example of what this resource looks like.*



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The working files are a packaged zip file that includes the working document in Adobe InDesign, fonts needed, and imagery/links needed. All of the one-pagers are saved in the same Adobe InDesign document. These working files are likely not needed, as the content and design have been finalized and should not require further editing, however, we want to provide the original editable files, if necessary.


5. [Kerr-Tar Branded: Half-Pager Flyer](#)
6. [Kerr-Tar + Individual County Branded: Half-Pager Flyer](#)
  - *Instructions to add your county logo are provided in the final files section below.*

## Final Files

- *Print-Ready: Kerr-Tar Branded: Half-Pager Flyer (Includes Bleeds)*
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)
- *Digital-Ready: Kerr-Tar Branded: Half-Pager Flyer*
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)
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  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)

- Digital-Ready: Kerr-Tar + Individual County Branded: Half-Pager Flyer – See the instructions below for implementing your logo and saving your final file with your county-specific logo.
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)

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15. Open the PDF in Adobe Acrobat.
16. You'll notice in the top right corner that there is a gray imagery icon. Click on this icon. 
17. Once you've selected the icon, a window should appear, click on the button that says browse. Navigate to your logo file and select your logo file. In the window, click OK. Now, your logo is in the document.
18. Save the updated document for your use.

## School, Church, & Community Partnerships

We recommend partnering with local schools, churches, faith-based organizations, and community organizations in order to distribute the natural disaster resources. Using these existing organizations will help you reach a diverse group of individuals and families within your county.

### Approach

The following section outlines our recommendation for engaging with these organizations when seeking partnerships. Ultimately, we advise prioritizing what feels most natural for your team and community, as this fosters stronger relationships and enhances success in collaborations.

1. Develop a list of local schools, churches, faith-based organizations, and community organizations.
2. Review the list with your team to identify any personal connections to individuals affiliated with the organization. Utilizing personal connections can facilitate quicker access and initiate meaningful conversations. Record the contact person's details, including contact information, and assign a team member responsible for initiating the connection.
  - a. For organizations where you do not have a personal connection, locate the phone number and email address of the organization.
3. Reach out to each school, church, and community organization on your list, asking them if they are willing to partner with Kerr-Tar to distribute resources about how to prepare for natural disasters. [You can find more information about how to approach this conversation here.](#)
  - a. For organizations where you do not have a personal connection, start with a phone call and follow up with an email if they do not answer. You may have to make several phone calls before you are able to speak with someone. If a team member lives nearby, it could be beneficial to stop in and talk to the front desk or administrators.
  - b. You can use [this email template](#) when reaching out to organizations.

4. If they agree to distribute the materials, make a plan for how you will provide them the material and how it will be distributed. We also recommend setting a reminder for your team to check in with the organization after one month to see if they need additional material and how the distribution is going.

## The Ask

When asking schools, churches, and community organizations to distribute materials on natural disaster preparedness, we recommend highlighting the following:

- / You work for (*county*), and are part of the Kerr-Tar Regional Council of Governments.
- / The goal is to increase awareness and education with (*county*) residents about how to prepare for a natural disaster and what to do when one occurs.
- / The resources are free, we just ask that they be distributed to students/members.
- / Distribution could look like sending them home with students in backpacks, placing them at the front desk, or handing them out at an event.

## Email Template

Hello (*first name*),

I hope this email finds you well. I work for (*county*), part of the Kerr-Tar Regional Council of Governments. Our goal is to distribute resources to (*county*) residents in order to increase awareness and education about how to prepare for a natural disaster and what to do when one occurs.

We will provide the resources to you, free of charge, and just ask that you distribute them to your (*students/congregation/members*).

Please let me know if you are willing to partner with us in our mission to educate (*county*) residents about how to prepare for a natural disaster.

Best,

(*your name and phone number*)

## Resources

The following are options of resources you can provide to schools, churches, and community organizations. It is up to your team if you will provide pre-printed materials or share print-ready files with the organization.

- / [Natural Disaster Resource Guide Book](#)

*This could be a great resource to distribute first, as it provides an overview of all five natural disasters.*

- / [One-Page Infographic](#)

*These are full-page resources that the organization can distribute that focus on just one natural disaster, making them easy to distribute and seasonally appropriate.*

- / [Half-Page Flyer](#)

*These could be great resources for these partnerships as they are smaller, half-page, handouts that focus on just one natural disaster, making them easy to distribute and seasonally appropriate.*

## Grocery Store Partnerships

We recommend partnering with local grocery stores to distribute the natural disaster resources. Utilizing grocery stores as a point of distribution will help you reach a diverse group of individuals who may otherwise be hard to reach. Offering a smaller, more digestible piece of information will likely be more effective. These fliers could be placed at checkout for the best visibility and take-home rate..

### Approach

The following section outlines our recommendation for how to approach grocery stores when seeking a partnership. Ultimately, we advise prioritizing what feels most natural for your team and community, as this fosters stronger relationships and enhances success in collaborations.

1. Develop a list of grocery stores in your county. By including various locations and grocery store types, you will be more likely to reach a diverse group of people.
2. Review the list with your team and determine if you have any personal connections to individuals who work at these grocery stores. Having a personal connection will help you more quickly and easily get your foot in the door, start a conversation, and get your resources distributed. Record the contact person's details, including contact information, and assign a team member responsible for initiating the connection.
3. For grocery stores where you lack connections, strategize and delegate tasks among your team to effectively reach out. Visit each location in-person to ask if they are willing to distribute the natural disaster resources in their store. [You can find more information about how to approach this conversation here.](#)
  - a. You will likely need to speak to a manager, as they have the decision-making power. Depending on the structure of the store, the manager may be able to consent to distributing materials or they may have to request approval from upper management.
  - b. If you do not receive approval in this conversation to distribute resources, get the contact information of the individual you spoke with and follow up with them weekly or every other week. This can be via email, phone call, or stopping back by the store.



4. If the store is able to approve the distribution of materials on the spot, we recommend having those resources on hand. You should also create a plan to refill them or update them for the next natural disaster.

## The Ask

When asking grocery store managers to distribute materials on natural disaster preparedness, we recommend highlighting the following:

- / You work for (*county*), and are part of the Kerr-Tar Regional Council of Governments.
- / The goal is to increase awareness and education with (*county*) residents about how to prepare for a natural disaster and what to do when one occurs.
- / The resources are free, we just ask that they be distributed to customers.
- / Distribution could look like placing them in the grocery bag during the bagging process or leaving them on the register counter for patrons to pick up while checking out.
- / The resources will be seasonal, focusing on one relevant natural disaster at a time. We would like to provide new flyers as seasons change and different natural disasters come into focus (there are 5 total).

## Resources

The following are options of resources you can provide to grocery stores. It is up to your team if you will provide pre-printed materials or share print-ready files with the organization.

- / [One-Page Infographic](#)  
*These are full-page resources that the organization can distribute that focus on just one natural disaster, making them easy to distribute and seasonally appropriate.*
- / [Half-Page Flyer](#)  
*These could be great resources for these partnerships as they are smaller, half-page, handouts that focus on just one natural disaster, making them easy to distribute and seasonally appropriate.*

## Local Events

We recommend attending local events (fairs, festivals, etc.) throughout your county. Having an in-person presence will provide an opportunity to reach and engage with a wide group of residents. These events are a great way to not only distribute material but also to have conversations with residents about preparing for a natural disaster.

### Approach

The following section outlines our recommendation for how to approach local events. Ultimately, we advise prioritizing what feels most natural for your team and community, as this fosters stronger relationships and enhances success in collaborations.

1. Identify a list of local events happening across your county. This could include fairs, festivals, or other community-wide events.
2. Determine what type of involvement is available for each event.
  - a. Involvement might be free or paid and could include the opportunity to set up a booth or otherwise “sponsor” the event. This information may be available publicly, or you may have to contact the event host to learn more about these opportunities.
  - b. When possible, we recommend setting up a booth or tent at the event. This will allow attendees to walk up and talk to you about preparing for natural disasters. Conversations are key to making this successful.
3. Determine your financial and team member capacity for attending events and create your events calendar for the year.
4. On the day of the event, be sure to bring plenty of material to distribute to attendees.
  - a. Beyond the printed resources, this could be a great opportunity to distribute pens or other free, branded giveaways.

### Resources

The following are options of resources you can print out and bring with you to each event. You do not have to bring all of them to the event, but can pick and choose based on the season of the year and how much table space you have.

Our recommendation is to bring the Natural Resource Guide Book, the One-Pager Infographic and Half-Page Flyers for the relevant natural disasters in that season.

/ [Natural Disaster Resource Guide Book](#)

*This could be a great resource to distribute first, as it provides an overview of all five natural disasters.*

/ [One-Pager Infographic](#)

*These are full-page resources that organizations can distribute that focus on just one natural disaster, making them easy to distribute and seasonally appropriate.*

/ [Half-Page Flyer](#)

*These could be great resources for these partnerships as they are smaller, half-page, handouts that focus on just one natural disaster, making them easy to distribute and seasonally appropriate.*

# Direct Mail

## Overview

Direct mail is an effective communication tactic, especially for reaching older demographics. We recommend sending out a mailer 4-5 times per year to communicate seasonally about different natural disasters. The mailer shares the top information about the natural disaster and how to prepare, and directs people to learn more online.

In addition to sending out direct mail, partnering with the water company to include flyers in water bills would be a thorough and more cost-effective way to reach residents.

## Printing & Distribution Recommendations

[Information regarding Every Door Direct Mail through GotPrint.](#)

### Benefits of Every Door Direct Mail (EDDM)

- No mailing list required
- Pay a fraction of the cost of standard bulk mail
- Target neighborhoods by income or household size

### Ordering & Delivery:

1. Simply click Order Now to get started on your Full Service EDDM® Mailing order.
2. Select your product options, file delivery type, and your delivery zip codes and carrier routes using our easy to use EDDM® map tool.
3. Make sure your design meets all printing and mailing requirements. You can download our EDDM® Mailing Templates and follow our design instructions before submitting your files to us ***[We have printed the final print files below with the templates needed]***.
4. After printing your postcards, we will generate the postage statement and facing slips, bundle your cards and deliver them to the local Post Office of the area you wish to target. Your postcards will be delivered to the targeted areas.

We recommend printing each direct mailer tailored to the specific natural disaster and season they occur in, timed to precede those events. For instance, in early summer (June), send out direct mailers about droughts and heat waves. As winter approaches (December), send out mailers about preparing for winter storms.

[Here is the link to use to send your direct mailers out.](#)

- Size: 6.5in. x 8in.
- Orientation: Horizontal
- Paper: 16pt Premium Matte (*This is optional, however, the higher the quality the more likely a resident will likely keep it*).
- Color on Both Sides
- Input the chosen Zip Codes for your direct mailer
- Upload the front and back designs.

In the section below, we include the front and back designs. The front design takes up the full page, and the back design allows for the mailing information on the right side.

## Creative Asset Links

*Below is an example of what this resource looks like.*



## Working Files

The working files are a packaged zip file that includes the working document in Adobe InDesign, fonts needed, and imagery/links needed. All of the one-pagers are saved in the same Adobe Indesign document. These working files are likely not needed, as the content and design have been finalized and should not require further editing, however, we want to provide the original editable files, if necessary.


7. [Kerr-Tar + Individual County Branded: Direct Mailer](#)
  - *Instructions to add your county logo are provided in the final files section below.*

## Final Files Folder

- *Print-Ready Template*: Direct Mailer (The links below include separate front and back design links)
  - a. [Thunderstorms](#)
  - b. [Floods](#)
  - c. [Hurricanes](#)
  - d. [Ice Storms/Freezing Rain](#)
  - e. [Droughts/Heat Waves](#)

*See the instructions below for implementing your logo and saving your final file with your county-specific logo.*

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23. Once you've selected the icon, a window should appear, click on the button that says browse. Navigate to your logo file and select your logo file. In the window, click OK. Now, your logo is in the document.
24. Save the updated document for your use.

## Text Alerts & Automated Calls

To ensure members of the Kerr-Tar counties get the latest information and warnings about natural disasters occurring in their area, we recommend implementing text alerts or automated calls.

These would serve as a warning about upcoming weather and provide resources. Within the text alerts, we recommend including a link to learn more on the website that those with a smartphone can easily click on to find more resources. Signing up for these alerts is included on the website as well as through a partnership with a phone company to make sure we are reaching a large demographic.

### Recommended Text Alert Platforms

In order to ensure that county residents receive real-time information and warnings about natural disasters occurring in the area, the following text alert platforms have been identified as viable options for county usage:

#### TextMagic

- **Price:** Pay-as-you-go pricing starts at \$0.04 per SMS. Monthly plans start at \$10.
- **Summary:** TextMagic is a versatile platform suitable for businesses and government entities looking to send SMS notifications. It offers an easy-to-use interface and supports automated messaging, bulk SMS, and email-to-SMS.
- **Additional Information:** Includes two-way messaging, SMS scheduling, and detailed reporting.
- **Link:** [TextMagic](#)

#### Twilio

- **Price:** Pay-as-you-go pricing at \$0.0075 per SMS. Monthly plans are customizable.
- **Summary:** Twilio provides a highly scalable and customizable messaging API, which makes it ideal for integrating text alerts into existing systems. It supports SMS, MMS, voice, and WhatsApp messages.
- **Additional Information:** Advanced features include automated workflows, integration with various apps, and detailed analytics.
- **Link:** [Twilio](#)

## ClickSend

- **Price:** Pay-as-you-go pricing starts at \$0.015 per SMS. Monthly plans are customizable.
- **Summary:** ClickSend provides a platform for sending SMS, MMS, voice messages, and emails. It's great for sending bulk messages with high deliverability.
- **Additional Information:** Includes features like two-way messaging, automation, and integration with various business tools.
- **Link:** [ClickSend](#)

## Recommended Automated Message Templates

A bank of automated message templates has been created for county usage depending on the natural disaster risk:

### Thunderstorms

1. Critical Thunderstorm Warning for [county]: Seek shelter immediately. Learn more: [URL]. Issued on [date] at [time].
2. A Thunderstorm Warning has been issued for our [County]. Seek shelter immediately to ensure your safety. Issued [date] at [time]. You can learn more here: [URL]
3. Severe Thunderstorm alert. As of [date and time] [county], is advised to stay indoors to stay safe. More info here: [URL]

### Floods

1. Critical Flood Warning for [county] Move to higher ground immediately. More info: [URL]. Issued on [date] at [time].
2. Residents of [county] are advised to move to higher ground immediately. A urgent flood alert was issued on [date] at [time]. You can learn more here: [URL]
3. Heavy flooding reported in [county] on [date] at [time]. Take immediate action, move to higher ground and learn more here: [URL].

### Droughts

1. Advisory Drought Warning for [county]: Conserve water and avoid outdoor use. More info: [URL]. Issued on [date] at [time].
2. Urgent Drought Alert for [county]. You are advised to reduce water usage immediately. Learn more here: [URL]. Issued: [date and time]
3. [county], as of [date and time] we are in a drought alert. Please reduce water use and conserve. You can learn more here: [URL]



## Heat Waves

1. Critical Heat Wave Warning for [county]: Stay indoors and stay hydrated. More info: [URL]. Issued on [date] at [time].
2. Extreme heat reported on [date and time] in [county]. Avoid outdoor activities and drink plenty of water. More updates here: [URL].
3. A heat wave is affecting [county] as of [date and time]. Stay cool and limit outdoor time. More details here: [URL]

## Hurricanes

1. Critical Hurricane Warning for [county]: Evacuate if advised. Stay updated: [URL]. Issued on [date] at [time].
2. A Hurricane Warning has been issued for our area. Please take immediate precautions to ensure your safety and the safety of your loved ones.
3. [county] should be prepared to evacuate if advised. As of [date and time] our county is under critical hurricane advisory. Learn more here: [URL]

## Ice / Winter Storms

1. Critical Ice Storm Warning for [county]: Avoid travel and stay indoors. More info: [URL]. Issued on [date] at [time].
2. As of [date and time] our county is advised to stay indoors and limit travel. [County] is affected by a severe ice storm. Advise yourself and loved ones here: [URL]
3. Ice Storm Warning for [county] as of [date and time]. Stay home, stay safe and stay informed here: [URL]

# Social Media Tool Kit

In today's digital age, using social media platforms is a strategic approach to ensuring effective communication during natural disasters. To communicate methods to plan, prepare, and stay informed during a natural disaster, we recommend that local government entities utilize popular platforms such as Instagram and Facebook to share essential information and preparedness tips.

These platforms can reach a broad audience, ensuring important messages are communicated promptly and efficiently. Additionally, the interactive features of these platforms can encourage engagement, allowing the community to stay informed, ask questions, and receive support, thereby enhancing overall disaster preparedness and response within the community.

## Overall Social Media Goals

- Increase Brand Awareness
  - Gain followers
- Bolster government credibility
- Inform and educate the public

## Relevant Metrics

Utilize the following metrics to determine if the above social media goals are met on Facebook, and Instagram profiles. These metrics will enable a granular analysis and insight into the efficacy and resonance of social media content across each platform.

- **Engagement Rate:** Measure likes, comments, shares, and saves against your followers or reach to gauge how actively your audience is involved with social content.
- **Reach and Impressions:** Track the total number of unique users who see your posts and the total views of a post, respectively, to understand your content's spread.
- **Follower Growth:** Monitor the rate at which your follower count increases to gauge brand awareness and appeal.
- **Content Performance:** Evaluate which types of posts (images, videos, text) perform best to guide content creation efforts.

## Content Recommendations

- **Emergency Kit Essentials:** Post an image of an emergency kit and list essential items every household should have.

- **Evacuation Plan Map:** Share a map or graphic showing the best evacuation routes in your local area.
- **Weather Alert Subscriptions:** Recommend the best apps and services for receiving real-time weather alerts.
- **Safe Shelter Locations:** Provide a list or map of designated safe shelters in your community.
- **First Aid Tips:** Post a short video or images demonstrating basic first aid techniques.
- **Pet Safety Plan:** Offer guidelines on how to keep pets safe and secure during natural disasters.
- **Communication Plan Template:** Share a downloadable communication plan template for families.
- **Interactive Q&A Session:** Host a live Q&A session with a disaster preparedness expert.
- **Power Outage Checklist:** Share a checklist of items needed during a power outage.
- **Insurance Awareness:** Inform your audience about the importance of natural disaster insurance.
- **Volunteer Opportunities:** Highlight local volunteer opportunities to assist in disaster response and recovery.
- **Recovery Resources:** Post information about available resources for post-disaster recovery.
- **Mental Health Support:** Share tips and resources for mental health support during and after natural disasters.
- **Infographics & Fact Sheets:** Post infographics or fact sheets covering different types of natural disasters and how to prepare.

## Instagram

### Overview

With over 2 billion active monthly users, Instagram is an excellent social media platform for businesses looking to engage with a broad audience.

### Audience

Gender: 51% of Instagram users are male, 49% of users are female

Age range: 30.8% of users are 18-24, 30.3% are 25-34, 15.7% are 35-44

## Content-Type

The following content formats are best practices for Instagram and are typically the most effective in terms of performance:

- Questions/polls
- Live Video
- User Generated Content
- Video
- Stories

## Algorithm

Instagram's algorithm caters to users' preferences by using specific signals for each platform section. These signals consider the post's content, who posted it, and the user's activity history to determine what content should be prioritized in their feeds or explore pages. Each type of signal, whether the time of post or the frequency of likes, carries different weight depending on the section of Instagram.

For instance, Instagram users are more inclined to view content from their friends while browsing through stories but may want to explore new and exciting content while on the Explore Page. Ultimately, Instagram's algorithm aims to make the user's time on the platform meaningful by showcasing the most relevant content they will enjoy.

**Pro tip:** Engagement matters—the more likely Instagram thinks a user is actually to interact with a post, the higher that post will be ranked.

## Keywords

Utilizing Instagram SEO tactics can ensure that the local government's Instagram platform and content are discovered in search results when users search for keywords or phrases.

Instagram search results aren't just limited to accounts—they also include relevant content, audio, hashtags, and places. Additionally, Instagram has introduced keyword results pages to help users easily browse content related to specific keywords. These keyword results pages, indicated by a magnifying glass icon, essentially function as customized Explore pages for each keyword, showcasing relevant content and accounts.

Recommended Keywords:

- Natural Disaster
- Nature
- Flood
- Disaster Relief
- Disaster Preparedness

- Hurricane
- Tornado
- Thunder Storm
- Emergency
- Flooding

## **Best Practices**

### **Posting Frequency**

We recommend posting **3-5 times per week on Instagram**. Ideally, these posts are mixed media posts (carousels, reels, static posts, etc.).

### **Best times to post on Instagram:**

- Mondays from 10 a.m. to noon
- Tuesdays from 9 a.m. to 1 p.m.
- Wednesdays from 10 a.m. to 1 p.m.
- Fridays from 9 to 11 a.m.

**Best days to post on Instagram:** Tuesdays and Wednesdays

**Worst days to post on Instagram:** Sundays

## **Facebook**

### **Overview**

With over 3 billion active monthly users, Facebook gives local businesses a tremendous number of potential customers with whom to share their posts and ads. Facebook also allows businesses to target posts and ads to specific audiences.

### **Audience**

Gender: 57% of Facebook users are male, 43% of users are female

Age range: The largest age group is 25-34

### **Content-Type**

The following content formats are best practices for Facebook and are typically the most effective in terms of performance:

- Photos & Links
- Information
- Live Video
- Thought Leadership

**Pro tip:** Include a link back to your official website for additional resources. This practice will familiarize your Facebook audience with the comprehensive information and services available on your site. To enhance visual appeal and maintain a clean and professional appearance, it is advisable to use a URL shortener, such as Bitly.

## Best Practices

### Posting Frequency

We recommend posting **1-2 times per week on Facebook.**

### Best times to post on Facebook:

- Mondays from 9 a.m. to noon
- Tuesdays from 9 a.m. to 2 p.m. and 5 p.m.
- Wednesdays from 9 a.m. to 3 p.m. and 5 p.m.
- Thursdays from 8 a.m. to 2 p.m. and 5 p.m.
- Fridays from 9 to 11 a.m.

**Best days to post on Instagram:** Mondays through Thursdays

**Worst days to post on Instagram:** Sundays

## Creative Assets Guidance

When sharing information about natural disaster preparedness, you can publish these social media graphics in a single comprehensive post (carousel slide) or individually over a series of post updates (individual static images).

Posting these graphics in one carousel slide (per natural disaster) provides a wealth of resources at once, which can be incredibly valuable for those seeking immediate and thorough guidance. On the other hand, spreading out posts leading up to a natural disaster can maintain audience engagement and ensure that critical information remains at the top of the mind. Both strategies can be effective, either by supplying an extensive checklist upfront or breaking down essential tips and reminders over time.

In the creative assets link below, you'll find a folder for each disaster. If you wish to post a carousel post, we have placed the graphics in the order in which we recommend posting them.

### Caption Example for Carousel Post:

*You can use this as a guide for any of the natural disasters.*

As we plan for [specific natural disaster], it's vital to be well-prepared. In this guide, we've included immediate steps to take during a [disaster], key items for your emergency kit, and important safety tips and reminders.

Please, keep this guide handy and share it with friends and family to spread the word. For more detailed resources, visit [Resource Website Link]. Stay safe and prepared!

[Carousel Post with Graphics]

**Caption Example for Individual Static Image Post:**

*You can use this as a guide for any of the natural disasters.*

As we prepare for [specific natural disaster], it's crucial to be ready. Follow along for essential tips. 🛠️📱

Please share our resources with friends and family to ensure everyone stays safe. Visit [Resource Website Link] for more detailed guidance and resources.

Let's work together to keep our community safe and prepared!

[Include Single Image Graphic Here]

**Creative Asset Links**

*Below is an example of what these resources look like:*



**Working Files**

There are no working files provided for this asset for social media consistency. Each of the graphics say, "created in partnership with Kerr-Tar Council of Governments."

**Final Files Folder**

1. [Thunderstorms](#)
2. [Floods](#)

3. [Hurricanes](#)
4. [Ice Storms/Freezing Rain](#)
5. [Droughts/Heat Waves](#)



## NextDoor Toolkit

NextDoor is a popular online platform for neighbors to share information and updates happening in their community. We recommend leveraging NextDoor to share the Natural Disaster Resource Guide Website (educating users about natural disasters and how to prepare for them) as well as posting when there is an expected natural disaster using the “alerts” function. By using a multi-pronged approach on NextDoor, Kerr-Tar will be able to disperse natural disaster preparedness information to a wider range of individuals.

### **Nextdoor Best Practices: Maximizing Engagement for Public Agencies**

Below are some tips to help make the most of your experience. Remember, you understand your community best, so keep trying new things to see what resonates with your constituents!

#### **Posting to Maximize Engagement**

- **Tone:** Write in a friendly, conversational tone as if you were talking to a neighbor. Keep your content local and relevant to provide maximum value. If English isn't the primary language in certain areas, consider posting in multiple languages.
- **Sharing:** Encourage neighbors to use the 'Repost' button to share your posts and help spread the word.
- **Comments:** When possible, keep comments open to boost engagement. Starting your post with a question and inviting neighbors to comment below can spark conversation. Responding to comments will also keep your post relevant and visible in the feed.
- **Polls:** Posting polls is an excellent way to engage neighbors. The polls can be serious or playful, depending on the topic, and they tend to be very popular.
- **Target your post:** When possible, target your post to a specific neighborhood or Custom Service Area, as neighbors enjoy engaging with hyperlocal content.
- **Frequency:** Aim to post at least 3-4 times per week within your area, and even more frequently if targeting specific neighborhoods. Learn more about targeting here.
- **Emergency Alerts:** In situations where there is a risk to life or property, use the Emergency Alert post type and target it to the affected areas. Emergency Alerts will send out a push notification in the app and an immediate email.

## Photos and Videos

- **Photos:** Ensure every post includes an image. The maximum file size for photos on Nextdoor is 7 MB, and photos must be in .JPG, .PNG, .GIF, or .TIFF formats. Landscape-format images render best—use a 16:9 ratio (1376 x 774 pixels).
- **Videos:** Add videos by linking to Vimeo, YouTube, or Facebook. You may upload videos up to 500 MB in size.

## Creative Assets Links

Below is an example of what these resources look like:



Use the link below to download and share specific graphics for each natural disaster with your community. Each of the graphics includes what to do in case of an emergency and how to build your emergency kit. Please share these as the community prepares for a natural disaster.

In your caption, please link to the resource website for further guidance.

## Working Files

There are no working files provided for this asset for social media consistency. Each of the graphics says, “created in partnership with Kerr-Tar Council of Governments.”

## Final Graphic Files


6. [Thunderstorms](#)

7. [Floods](#)
8. [Hurricanes](#)
9. [Ice Storms/Freezing Rain](#)
10. [Droughts/Heat Waves](#)

## Example Nextdoor Post

 **Prepare for the Unexpected!** 

Hi Neighbors,

With [specific natural disaster] approaching, it's crucial to stay prepared and informed. We've put together a helpful guide that outlines what to do in case of an emergency and how to build your emergency kit. 

### Key Tips Include:

- **What to Do in an Emergency:** Immediate steps to ensure safety for you and your loved ones.
- **Building an Emergency Kit:** Essential items you'll need to weather the storm safely.

### Quick Actions:

1. **Review & Save the Graphic:** Be sure to follow the tips and guidelines provided..
2. **Share with Neighbors:** Use the 'Repost' button to spread the word and keep our community safe.
3. **Comment Below:** Have any additional tips or questions? Share them in the comments!

For more comprehensive guidance and resources, visit [Resource Website Link]. Stay safe, everyone!

[Include Graphic Image Here]

**Note:** If English isn't the primary language for some of your neighbors, consider posting this in multiple languages to ensure everyone gets the information they need.

# Presentation Slide Decks

## Overview

We have included (5) presentation slide decks for each of the natural disasters. These presentations provide a comprehensive guide for community members in preparing for various natural disasters. Each section is designed to deliver essential information and actionable steps to ensure safety and preparedness. This structure ensures a logical flow of information, making it easy for users to find and understand the guidance provided.

### Each Slide Decks Includes:

1. Title Slide
2. How to Use This Presentation
3. Subheader for Each Disaster
4. When the disaster is Most Common
5. Warning Signs
6. Preparing Your Home
7. Keep Pets Safe x Keep Livestock Safe
8. Preparing Yourself
9. What to Do in Case of an Emergency
10. How to Build an Emergency Kit for X Disaster
11. Thank You Slide
12. County Logos Slide

## Creative Assets Links

### Working PowerPoint Files

The working files are individual PowerPoint files for each natural disaster. These working files are likely not needed, as the content and design have been finalized and should not require further editing, however, we want to provide the original editable files, if necessary. These assets are only Kerr-Tar branded, however, they include county pages where it includes specific logos.

- [Thunderstorms](#)
- [Floods](#)
- [Hurricanes](#)
- [Winter Storms](#)
- [Droughts/Heat Waves](#)

# Website

## Overview

To make the Natural Disaster Resource Guide available to anyone, we developed an easy-to-use website that provides information and resources about the five natural disasters of focus. This website communicates the same information that is provided in the printed guide.

The website will also have a resources section that will link this county and additional resources for the residents and counties usage.

## The Website Includes

- Homepage Overview of the Disaster Guide
  - There is a space at the top of the homepage to include urgent, emergency announcements.
- Individual Pages for each Natural Disaster, where it provides information and downloadable resources.
- Resource Page: Includes this County Utilization Guide
- Contact Page
- Ability to sign up for text alerts

Please visit the website at [www.KerrTarDisasterGuide.com](http://www.KerrTarDisasterGuide.com).