

Winter weather social media toolkit

2019-20

#readyscotland
@readyscotland
readyscotland.org



Providing the public with consistent, practical and helpful advice is a crucial part of minimising the impact of disruptive weather.

These messages have been compiled by the Scottish Government Resilience Division, in consultation with a range of responder organisations.

Please feel free to use and adapt any of the messages below for use on social media through the winter period.

You can also follow the Resilience Division at @ReadyScotland on Twitter and Facebook, and share our content directly to your followers.

We also have dedicated severe weather pages, themed to the main weather risks, which can be found at the addresses below:

[Cold, snow and ice](#)

[Storms and strong winds](#)

[Rain and flooding](#)

A number of graphics, banners and gifs are also available for download at
<https://www.readyscotland.org/partnerships>

Severe weather

Have you signed up to the @metoffice's weather warnings service?
<http://tinyurl.com/metofficewarning> #readyscotland #weatheraware

Pipes new or old don't like the cold - check out @scottish_water's helpful winter advice to heat, insulate and protect your home www.scottishwater.co.uk/winter #readyscotland #SWwinter

Spare a thought for your neighbours who might need help when bad weather strikes – a little help can go a long way #readyscotland

Sign up to @ScottishEPA's free Floodline service to receive flood warnings direct to your phone <http://goo.gl/uxL2rF> #readyscotland

If you experience a power cut, call 105 to be put through to your local operator, who can give you help and advice. Find out more at <https://www.powercut105.com/> #readyscotland

[Twitter only] You can subscribe to @readyscotland's "severe weather" list for an easy way to keep track of developments whenever poor weather strikes
<https://twitter.com/ReadyScotland/lists/severe-weather> #readyscotland

Tips from the Met Office on staying safe in a storm

<https://www.metoffice.gov.uk/weather/warnings-and-advice/seasonal-advice/your-home/stay-safe-in-a-storm>

Making a flood kit can help you reduce the impact of flooding on you and your family

https://youtu.be/Y31v_8f0mNc

It's never too late to prepare for flooding – follow these five simple steps to get ready

https://youtu.be/BdxtU_jmAz8

Inform others of flooding - the report-a-flood service is available to share information and make sure communities are up-to-date and stay safe

<http://floodlinescotland.org.uk/report-a-flood>

Resilience at home

Do you have an emergency plan? Use this simple tool to create and print your own

<https://tinyurl.com/readyscotlandplan> #readyscotland

Pipes new or old don't like the cold - check out @scottish_water's helpful winter advice to heat, insulate and protect your home www.scottishwater.co.uk/winter

#readyscotland #SWwinter

Why not take five minutes this week to make sure your home is ready for the unexpected? <http://www.readyscotland.org/are-you-ready/> #readyscotland

Resilience is about thinking ahead and knowing where to give and seek support. Follow @readyscotland to find out more #readyscotland

Take a few minutes this week to think about how ready you are for an emergency – check out www.readyscotland.org for help #readyscotland

Business Resilience

Is your business ready for weather disruption? Check out our advice and self-assessment checklists for making sure you can keep trading

<https://tinyurl.com/keeptrading> #readyscotland

Small and medium business owners – why not take 10 minutes today to fill out this plan from @BITC and get ready for weather disruption <https://tinyurl.com/tenminuteplan>

Whether you're self-employed, manage a small team or run a large business, preparing for severe weather can save a lot of trouble when it arrives -

<https://www.readyscotland.org/my-business/severe-weather-business-continuity/>

Pipes new or old don't like the cold - check out @scottish_water's helpful winter advice to heat, insulate & protect your home, holiday home or business premises www.scottishwater.co.uk/winter #readyscotland #SWwinter

Transport resilience

Plan ahead - you can use <https://trafficscotland.org/> to check journey times, known incidents, and live camera feeds #readyscotland @trafficscotland

Winter weather can disrupt transport networks but you can prepare, check @trafficscotland for the latest trunk road updates #readyscotland

Traffic Scotland's mobile site my.trafficscotland.org has all of the info you need to #checkahead when the weather is bad #readyscotland

Traffic Scotland's gritter tracker <http://tinyurl.com/grittertracker> can let you know where their gritters have been in your area #readyscotland

Remember you can get the latest updates on your rail route with @Scotrail's live network map, or check your service online <https://www.scotrail.co.uk/plan-your-journey/check-your-journey>

It pays to keep a small emergency kit in your car, just in case you are ever caught out by the weather – advice here on where to start <https://www.readyscotland.org/are-you-ready/on-the-move/>

Do you cycle to work? Why not check out @Britishcycling's advice on staying safe on two wheels in poor weather <https://www.youtube.com/watch?v=pmn6zJqYD6E>

Community and volunteering

Interested in getting your community ready for emergencies? Check out the guide on creating a Community Emergency Plan at <https://tinyurl.com/readyscotlandcommunityplan> #readyscotland

Knowing CPR can make a huge difference - check <https://www.savealife.scot/cpr-training/> for free training events near you @savealifescot #restartaheart

Spare a thought for your neighbours who might need help when bad weather strikes – a little help can go a long way <https://www.readyscotland.org/get-involved/>