

FIRE PREVENTION WEEK™

2022 SOCIAL MEDIA TOOLKIT

PROVIDED BY



THE INDIANA DEPARTMENT OF HOMELAND SECURITY

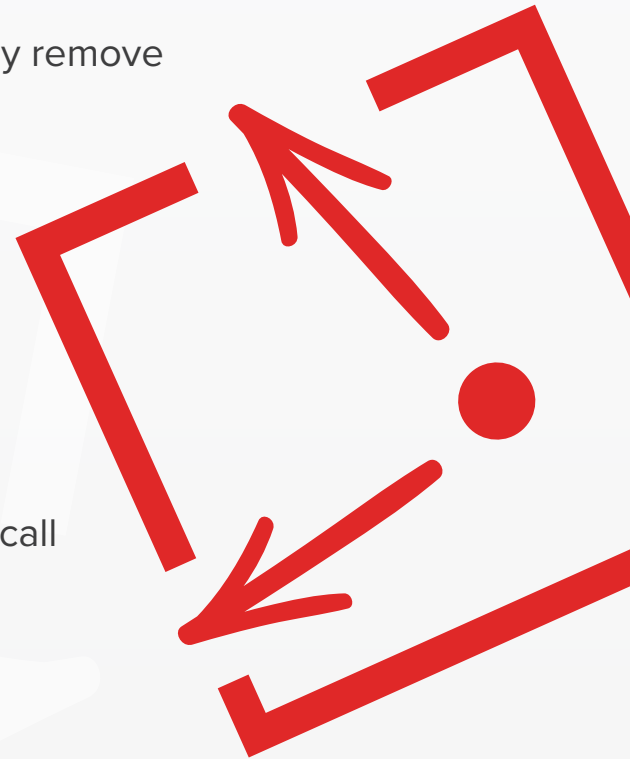
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FIRE PREVENTION WEEK™

OCTOBER 9-15, 2022

FIRE WON'T WAIT. PLAN YOUR ESCAPE.

- Residential fires, like other disasters, require an ample amount of planning and preparation.
- Install smoke alarms in every sleeping room, outside each separate sleeping area and on every level of the home, including the basement. Make sure everyone in your home knows the sound and understands the warning of the smoke alarm and knows how to respond.
- Remember to regularly practice escaping from every room of the home during both the day and night.
- Identify two ways out of every room. If one passageway is blocked, having an established second option will help save valuable time.
- Teach every household member how to quickly remove any security bars from windows and doors.
- Children, older adults and people with disabilities may need assistance to wake up and get out. Make sure someone has been designated beforehand to help them.
- Designate a meeting place away from the home, such as a front-yard tree or on the sidewalk.
- Make sure everyone knows when and how to call emergency telephone numbers.
- Inform house guests about fire escape plans.



SOCIAL MEDIA TIPS & PROPOSED POST IDEAS

Make use of **multiple social media channels** to get the word out to as many people as possible. To be most efficient, use the **COPE method** (create once, publish everywhere) when planning out your posts.

Be sure to include hashtags like **#FPW22** or **#PlanYourEscape** in your posts.

FACEBOOK / INSTAGRAM POST

RELATED IMAGE(S)

It's Fire Prevention Week! A simple step to help ensure you make it out of a house fire safely is to create a map of your home's layout, indicate two potential exits for every room and then practice escaping. Learn more about fire safety at getprepared.in.gov #FPW22 #PlanYourEscape



Every second counts during a residential fire. Creating a household fire escape plan with your loved ones can ultimately mean the difference between life and death. Learn more about creating an emergency escape plan at getprepared.in.gov #FPW22 #PlanYourEscape



Fires can happen at any time with little to no warning. Do you have an emergency escape plan in place to get out safely and quickly? Learn more at getprepared.in.gov #FPW22 #PlanYourEscape



If there is a fire in your home, you could have less than 2 minutes to get out safely once the smoke alarm sounds. Be sure to test your smoke alarms monthly and replace the batteries every 3 months to stay safe! Learn more at getprepared.in.gov #FPW22 #PlanYourEscape



TWITTER POST

RELATED IMAGE(S)

#TBT This is the 100th year of fire prevention week! The first FPW was in 1922. It is observed each year during the week of Oct. 9th in commemoration of the Great Chicago Fire, which started on Oct. 8, 1871, and caused devastating damage. Learn more at nfpa.org



Once you have a fire escape plan, it is important to practice by having a home fire drill at least twice a year with everyone in the home. #FPW22 #PlanYourEscape



Do you have a fire escape plan that your family practices regularly? Refresh all your fire prevention knowledge at getprepared.in.gov #FPW22 #PlanYourEscape



Practicing a family escape plan before a disaster 🔥 ever happens saves lives! #FPW22 #PlanYourEscape



SOCIAL MEDIA IMAGES

The images seen above, along with many others, can be downloaded for your use from the link below:

<https://www.in.gov/dhs/files/FPW22-Social-Media-Images.zip>

WEBSITES

We encourage everyone to link to relevant resources to provide as much information to the public as we can during Fire Prevention Week™ and beyond. Below are some of the websites that provide great fire safety info:

- getprepared.in.gov
- getalarmed.in.gov
- usfa.fema.gov
- nfpa.org

HASHTAGS & EMOJIS

Get #trending! Make sure to include hashtags and even emojis in your posts. Below are some of the ones you will see trending on social media during the week.

- #FirePreventionWeek
- #FirePreventionWeek22
- #FPW22
- #FPW
- #FireWontWait
- #PlanYourEscape
- Fire Extinguisher 🧯
- Fire 🔥
- Fire Engine 🚒
- Firefighters 🧑‍🚒

ADDITIONAL RESOURCES

IDHS produced a [short video](#) that can be shared highlighting the two-minute escape plan and other activities that can be done in this short amount of time. Feel free to include it in your posts.



Also, at the end of the social media kit, you will find a home fire escape plan grid activity that families can use when creating their own fire escape plan.

You can download this activity as a single page PDF [here](#).

